

1 ACTION! Get in the middle of the activity and start shooting. If nothing is happening in your dominant photo, how will it grab your reader's attention? (Answer: It won't.)



PHOTO BY ALASDAIR MIDDLETON

3 FRAME IT Framing is a technique where by you draw attention to one element of an image by framing it with another element of the image.



PHOTO BY WHITNEY LEONARD, CJE

Pro Tip: Great yearbook photos are rarely taken at eye level. Stand on a chair, crouch on the floor or find an unexpected perspective to capture a unique shot.

THINGS TO AVOID IN YBK PHOTOGRAPHY

- Avoid posed photos. Yes, sometimes they are a necessary evil, but don't actively seek them.
- Don't skimp when it comes to buying extra memory cards. You can't recreate the winning touchdown, so make sure you have plenty of space to capture it.
- Don't rely on post-production. You can't make up for bad shooting with the magic of Photoshop.

Visit picabooyearbooks.com for more yearbook tips and resources.

2 GET PERSONAL A zoom lens is handy to have, but don't expect to take great shots from the bleachers. If you can't see the look on someone's face, it's probably not a great shot.



PHOTO BY MARTIN PETTIT

4 LAUGH OR CRY Nothing makes a photo better than capturing raw emotion. From extreme joy to bitter pain, let your camera tell the real story.



PHOTO BY JASON COREY

LEARN YOUR EQUIPMENT

You don't have to have a super expensive camera to take great photographs, but you do need to learn to use the equipment you have. Read the user manual (if you can't find it, most are online these days) and learn what all the settings mean. Keeping your camera safely set on auto probably isn't going to necessarily capture the best shot.

There are a ton of online resources for learning more about digital photography. Take time to study websites like digitalcameraworld.com to educate yourself on lighting, composition and other technical aspects of digital photography. Step up your photo game with some post-production in Adobe Photoshop or Lightroom. Visit helpx.adobe.com for great lessons and video tutorials.

RULE OF THIRDS

The "Rule of Thirds" one of the first things that budding digital photographers learn about in photography class as it is the basis for well balanced and interesting shots.

The idea is that an off-center composition is more pleasing to the eye and looks more natural than one where the subject is placed right in the middle of the frame. It also encourages you to make creative use of negative space, the empty areas around your subject.

Top photo: The horizon and main subject in this photo have been positioned near lines or intersections for maximum impact. *Bottom photo:* The main subject has been placed at one of the intersections, and also along one a vertical line. The empty space at the bottom left provides balance and prevents the picture from feeling overcrowded.

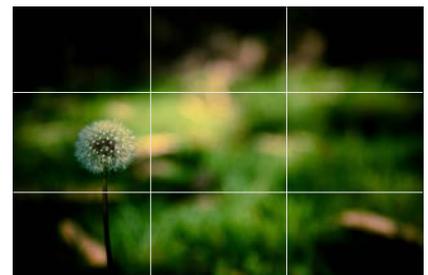


PHOTO BY SODANIE CHEA

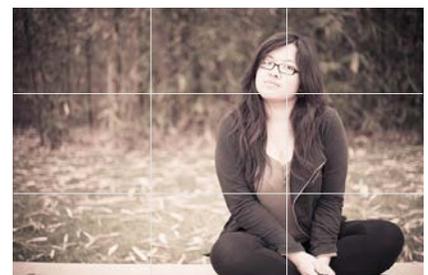


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