



## **Photo Tips for Great Images!**

We are looking for truly dynamic photographs from alumni events and programs. These will be used to help celebrate your work and inspire other alumni through websites, Facebook, and in other media as well. Please make sure you post the official Sac State photo release sign at your events. These can be obtained from the Alumni Association or you can download and print the file.

While it's nice to take group photos of participants lined up with a Sac State banner, it would be really great to get action shots of alumni/volunteers taking part in the event/program.

Some notes to consider:

- 1) Take a little time to prepare the shot in advance. Scope out the location of your shot beforehand and think ahead about how you will pose people and frame your shot. Make sure everyone you want in the shot knows you want them a few minutes ahead of time.
- 2) Pay attention to the environment/location. Choose a place where there is enough light and no distractions in the background. Avoid shots in front of windows where the flash might reflect back.
- 3) Capture shots of alumni in action. Whether it's talking to one another, speaking to a group, participating in a service activity – take photographs that show the event and the people.
- 4) Take multiple shots. Consider switching your camera to continuous shoot mode and shoot in short bursts of shots. Often, the second or third shots give a group that looks a little less posed and little more relaxed.
- 5) Get in close. The closer you can get (without cutting some members out of the shot!) the better – you'll get more detail of people, which makes the picture pop.
- 6) Pose the group. While you don't want to detract from people enjoying the event/program, you should not be afraid to pose some great action shots – remember, these will help document the work, celebrate the volunteers, and inspire others.
- 7) Pay attention to the lighting. In order to get great detail, you need enough light. If the main source of light is behind the group, think about using flash.
- 8) Don't be afraid to take control. Talk to the group, let them know what you want them to do, motivate them to smile. And remember to smile yourself – it sets the tone!
- 9) Get up higher if you need to. Especially for large group shots, you might want to elevate yourself on a chair, steps or a platform.
- 10) Use an assistant. If you have a large group to photograph, it can be useful to have someone helping you to organize the group.

Please email your chapter photos to [alumni.chapters@csus.edu](mailto:alumni.chapters@csus.edu) with subject line "Chapter event photos."

Have a great event/program and get some great shots!