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Easy Yearbook Photo Tips

from your Jostens representative, Scott Geesey

1. Don't be afraid to get in CLOSE: *many yearbook photos have tiny people because they were taken too far away. Enlarging and cropping may help a little, but nothing replaces a tight close-up, because...*

2. When taking pictures of people, get good FACIAL EXPRESSIONS: *a smile, a laugh, expressions of frustration or exhilaration or pride...a facial expression tells a lot about the person, event or situation. It helps to show what the person in the photo is thinking or feeling, which helps tell a story.*

3. Posed shots are OK, but look for REAL LIFE ACTION: *posed photos are easy to shoot because that's what people naturally take at home, on vacation, etc. But people don't walk around school posing all the time - look for people doing what they actually do every day: a chem experiment, playing a sport, enjoying time with friends, eating lunch, etc. Capture the REAL LIFE moments!*

4. Think ahead and ANTICIPATE SHOTS: *this is especially important with sports pictures. For example, if the running back is the star of your football team, have your camera trained on him and be ready for the next big play. Professional photographers aren't lucky, they prepare themselves for good shots.*

5. Watch your LIGHTING: *even with a flash, taking a good shot in dark conditions is difficult. Do the best you can to get good lighting conditions indoors or outdoors. Perhaps find ways to add a little extra lighting to your subject.*

6. PLAN AHEAD: *don't just expect to take good shots, plan ahead for what shots you would LIKE to have, then go out and get them.*

7. KNOW your camera: *with a film camera, don't waste shots, that costs $$$. With a digital camera, do the opposite: take more shots than you need, then delete the bad ones later. Know how to change settings if needed.*

8. Good photography is FUN: *enjoy taking GREAT shots!*

Simple Rules to Make Your 2007 Yearbook GREAT!!