



Curriculum Guide



Booklet 6: PHOTOGRAPHY



Think Visually.

Human beings are visual creatures. Wired to be attuned to movement, colour and contrast; our sight informs us of what is in our environment. We see images on the printed page or computer screen first. A photograph grabs attention and stops the reader before a caption, before a headline, before a lead. Photography is and will always be one of the most important aspects of a yearbook.

Yearbook photographers need to be well trained. They have a momentous task and must always be prepared. Photographers need to understand not only where they need to be, but what they are doing when they get to an event.

PHOTOJOURNALISM – BEFORE PICKING UP A CAMERA

Photojournalism is the practice of telling a story using photographs, with or without accompanying text. A good photograph must do more than just record an event, it must mean something. A photo should meet the following criteria:

- It should be realistic, accurate, and truthful in recording life.
- It should be expressive, causing an emotional response from the viewer.
- It should be purposeful, adding a level of depth to the copy.
- It should be picturesque, highlighting the subject's visual appeal.

In addition to what makes a good photograph, photojournalism has a set of basic principles that should be followed. Each photographer should understand the principles, know how to apply, and integrate them when telling a story through pictures.

1. THE 5 W'S AND 1 H

Show **W**ho, **W**hat, **W**hen, **W**here, **W**hy, and **H**ow. Plan to answer these questions as you cover an event. You will end up with much better pictures, and variety that can be used to tell the story if each of these are covered.

2. USE THE PHOTOS TO CAPTURE THE WHOLE STORY

Show conflict and struggle; plan-ahead and show the effort, pain or determination that goes into the event you are covering.

3. INTRODUCE CHARACTERS AND LOCATION

Make sure you capture the most important people, but also show the place, audience, and context in your shots. This will provide the reader with context, making your photography that much more compelling to the reader.

4. SHOW MORE THAN YOU TELL

Capture the details you could never describe in words – the facial expressions, costumes, poses and emotions that make a photo worth a thousand words.

5. ACTION, REACTION, AND INTERACTION

Capturing action is good; the reaction of the opposing team, audience or participants is better, and showing interactions between students, regardless of the activity is even better.