Tips to Generate Authentic Photography for Your Website

COMMUNITY COLLEGE EDITION

If hiring a professional photographer isn't within your budget this year, don't worry — here are some useful tips for how to best utliize your resources and generate a solid photo library for your school's website.

Tip #1

Recruit volunteers to help take photos

- Engage faculty, staff and students — start by targeting photography students

- Focus on photos of your campus, facilities, events and student activities

- Create an organized photo library you can pull from whenever your site needs refreshed

Tip #2

Keep it candid!

- Avoid staging pictures to ensure your photos aren't forced or unauthentic

- Keep it genuine with shots of people looking at each other, rather than the camera

- Capture your school's spirit by showcasing sincere interactions amongst your people

Tip #3

Take more wide, horizontal shots

- Take landscape photos — these are best for websites, including headers and backgrounds

- Capture wide camera shots for easy scaling on your website and mobile devices

- Create ample space around your composition so you can easily crop and scale them for web use

Looking to elevate your website even further?
Call or email Katie!   (513) 784 - 9046 · kkrafka@sangereby.com

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