

Photo tips: Taking better pictures



Good picture: Close up, in focus, and good visual appeal



Poor picture: Poor quality, small original size, blurry when enlarged, no focal point

Visual appeal

Photos should have good visual appeal. The subject should be easy to identify and the arrangements of the subject(s) should be well balanced.

Quality

Make sure photos are in focus. Look for good contrast. Smaller groups of people are preferable to large groups, as individual faces in large-group settings will be difficult to identify in the printed photo.

Aim for action in the picture. Fill the frame and keep it simple. Get close to the subject. Have plenty of light. Focus carefully. Try to capture your subjects doing something. The more simple the background, the better.

Check-passing photos and large checks (often used as props in donation stories) are not ideal. Scanning printed photographs, cutting photos from PDF files or cutting photos from Word documents will lead to

lower-quality reproduction in a print publication.

Digital photographs

Digital photographs, particularly full-size jpg files, are preferred by print organizations.

The *Catholic Herald* accepts photos by e-mail, jump drive or compact disc. The in jpg format photos should be at least 4,000 by 6,000 pixels (or simply specify large or original size when sending via email). Do not include photos in a Word document.

Send the original digital file; please do not alter the file, as we will edit. Send one large jpg file per email.

The *Catholic Herald* also prefers color photos, not black and white photos (color photos can easily be made into black and white format).

Photo identification

When taking photos of subjects, please be sure to get their permission to use the photo.

Include names of people and any pertinent information with photos sent to publications. Subjects should be identified from left to right.