

Handy tips for taking better Girl Guide Photos

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We need your Guiding Photos to promote how great Guiding is

- on the GGC website
- in Canadian Guider
- in magazines, newspapers, or other external websites
- in our promotional material

Taking great photos is easier than you think – you don't need the most expensive camera or years of experience. Remember your goal: to capture the story and the people in your photo as fantastic Guiding memories. Here are ten terrific tips to help you take great Guiding shots.

Tip 1 - Study your camera manual and check your settings

You would be amazed at what you can learn about your camera and how you can improve your photos by having a quick read through the basic info in your camera's manual.

When taking photos for use in printed Guiding material, your camera should always be set to the highest resolution. Too few pixels and the photos will turn out very grainy. To ensure an excellent photo, be sure to set your camera at a minimum of 300 ppi (pixels per inch). On many cameras the highest resolution is called "fine".

Tip 2 – Keep it simple

Don't clutter your photo with too much background distraction. Feature the subject in front of you. Get physically closer to your subject or use the zoom feature.

Tip 3 – Focus on your Guiding subject

A good 'people' photograph shows character, emotion and a connection for the viewer.

The biggest mistake many photographers make is to try to shoot a person's whole body, head to toe. If you are trying to capture all of the Guiding uniform, you can do so, however, you can also move in closer to capture the subject's face or upper body and show the Guiding logos at a closer range. Focus on the Guiding Member who is wearing the uniform, not the uniform alone.

When photographing children, crouch down so that you're shooting at their eye-level. When you photograph a person, photograph his or her face only, rather than their whole body. Or zoom in on the activity that they are doing, rather than the setting they are doing it in. Placing the subject off-center is another way to create more visual interest and draw the eye into the image. Experimenting with your technique can help make a good picture great.

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Tip 4 – Keep it light

Ensure that the subject is well lit by positioning them in a well lit area and use your flash for photos taken inside.

Tip 5 – Setting the scene for a photo shoot in your Unit

Try to set-up your camera ahead of time rather than making people wait. This is especially helpful when taking photos of younger girls in Guiding. Help relax your subjects by engaging them in conversation or an activity.

Tip 6 – Active girls in action shots

Girls in Guiding are involved in all kinds of activities in many different settings, so why not capture images of the girls in action. Freezing action on film can be challenging. On many digital cameras, once you press the shutter button it may take an entire second before the photo is taken. This means that you need to give extra time when framing your shot, so that when you press the shutter button, the photo will get taken at precisely the right moment.

Take a look at the info in your camera manual – your camera might offer an action mode that will take shots at quicker speeds.

Tip 7 – Practice, practice makes almost perfect

Taking photographs successfully take lots of trial and error. Even professional photographers take oodles of photographs before getting the shot they need. The great thing about digital cameras is that you can take as many photos as you like and delete the ones you don't care for. Select the best images to send us. For example, if you have 20 photos from an event, send us the best three.

Unit Activity Idea: Try doing a photo activity with your Unit. Have the girls take photos of each other, document a Unit trip or work on a photo project in their community.

Tip 8 – Improving *almost* perfect pics

If you have a clear, well composed shot that would be picture perfect, except it is a little too dark or a little too green, please submit your photo anyway. The photo may still be of use once edited with the magic of photo editing software.

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Tip 9 – Tips for scanning printed photos

If you do not have a digital camera, you can still submit photo prints by scanning them into electronic versions.

Each scanner varies, so be sure to read your manual on how to use your scanner. However, a general guideline for scanning printable photos is using a setting of 300 dpi (dots per inch). If you do not have access to a scanner, many photo developing centres, grocery and drug stores also offer them for use.

Tip 10– Submitting your photos to national office

Send your great shots of Guiding in action to commhelp@girlguides.ca. They will be added to a national Guiding photo database.

- Confirm that an **IR.1** has been signed for each individual in the picture (this information will appear on your Unit roster)
- Complete one Image Submission form for each image you send (shaded areas are mandatory)
- Do not make any changes to the form. If you have additional information not captured by the form, put it in the notes field.
- Save image and submission form with a similar title. i.e.
 - Image Title: Guide Parade and Awards Ceremony
 - Image File Name: gpace_img
 - Form File Name: gpace_frm
- Your IMIS number may be used in place of contact information
- Photographs may become part of the GGC photo collection and will not be returned