

Photo editing > it's all how you see it

Whether it's planning your spread before you begin reporting, or sitting down to make final photo decisions, photo editing is one of the most critical elements in a successful yearbook.

Great yearbooks all have story-telling photography in common. It begins by visualizing the possibilities. What photos would you ideally like to have?

What do you need to do to make that happen? It doesn't matter if the individual staffer is responsible for getting images, or if you have staff photographers. Brainstorming the options begins the process and opens an on-going communication about possible images that best tell the story.

What to shoot for:

Visual variety

- Capture a variety of people (numbers of people and different personalities)
- From a variety of angles (high, low, back, shift sides)
- Doing a variety of things (before, during and after)
- From a variety of distances

This concept is critical. Train your photographers to capture establishing shots (show the environment or scene), medium shots (2-3 people doing things) and close or 1 shots (single people, often your emotion shots) every time they go out. Grade them on it!

The whole story

- Don't forget it's not all action (but get good action shots)
- What happens before an event?
- What happens after?
- What's happening behind you, or out of sight?

Choosing images

When it comes time to choose images, you become the photo editor. Follow the guidelines above for variety on the page. Give readers a visually interesting menu that tells the whole story. Vary sizes and shapes. Keep eye flow (nose room in broadcast) in mind.

- And always remember photos must be technically acceptable. That means in focus, proper contrast and lighting.

In a perfect world every yearbook spread would...

Cover stories showing

Anticipation

Action

Reaction

Have at least one shot showing strong emotion

Give the reader a sense of visual variety

Have at least one photograph that makes the reader stop, look and feel invited to learn more.

Manage eye flow through photography, action leading the reader back on to the page

Bring one or more student into the book who have not appeared elsewhere

> technically correct

> helps spread tell story

> captures important element of this year