

Photo editing... it's 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 to a successful yearbook.

Great yearbooks all have visually appealing, 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 you have staff photographers. Brainstorming the options begins the process.

What to shoot for on assignments and in making photo selections:

Visual variety

- Capture a variety of people
- From a variety of angles (high, low, all four sides)
- Doing a variety of things
- From a variety of distances (extreme close-ups to environmentals)

This last concept is critical. Train your photographers to capture establishing shots (show the scene), medium shots (2-3 people doing things) and close or 1 shots (single people, often your emotion shots).

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 what would reader's never see?

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 activities 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 and look

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