

Successful project communication

Tips for press photography

- Press photographers create current, reproducible images of individuals, processes, or events for print media such as newspapers, magazines, and journals, as well as for other media outlets like television channels or online platforms. They are the visual storytellers of current events.
- Essentially, this involves capturing images for two types of reporting: daily news coverage and reportage, which, within photojournalism, places more emphasis on the subject matter than the timing.
- Press photographers choose their subjects based on criteria such as timeliness and significance, determining the most favorable camera angles.
- In their work, they must adhere to relevant press regulations, with particular attention to the right to privacy. It is essential to obtain consent from individuals depicted. For adults, this may be done orally through informing them about the use of the images, while for minors, written consent from parents is necessary. Even if kindergartens and primary schools often have such consents on file, it's crucial to confirm this information.

Group picture:

- Position people close together.
- An odd number of people is more suitable than an even number (Example: 4 people in the front row, 3 in the back row, each in the gap).
- It is also possible to strategically place one person forward who maintains a bit more distance from the others. This way, individuals can be highlighted, such as a band leader or company executive. However, it is important to be aware beforehand of the desired impact on the viewer.
- Ensure that every face is captured through the camera lens. Be cautious not to have anyone obscured!

- In a traditional group photo, the group is often arranged in rows. Pay attention to avoiding too many rows, as depending on the chosen aperture, the rear rows may not be sharply depicted due to a lack of depth of field.

Portrait picture:

- In portrait photography, the camera should be set to selective light metering to ensure proper exposure of the face.
- Always focus on the eyes or, if the model is turned, focus on the front eye.
- Capture people in their natural surroundings.
- Never photograph children and babies from your own height.
- Have a person look into an empty space.
- Prefer natural light.
- Create contrast depending on clothing.
- Never have the model's face directly facing the strong sun.
- The model takes center stage. This means, in turn, eliminate everything unimportant from the image. Zoom in on the model or get closer. If you still want some background in the photo, it's advisable to make it blurry. This allows the viewer's eye to focus entirely on the depicted person. The key lies in using the largest possible aperture.
- Light and shadows are your friends, so skillfully use them in portrait photography. Simply illuminating the model with a frontal flash not only results in red eyes but also a very flat face, lacking shadows. On the other hand, if the sun or flash creates both bright and dark areas on the face, it adds dynamics to the portrait.