

Photography Best Practices

Tips for general photography and event coverage



Mitch Daniels School of Business

Natural lighting is best

Try to shoot for photos outside or in bright, airy rooms.

Make convenience work

If you don't have a camera, phone photos can work—make sure to turn it horizontally to get a wide shot.

Candid vs. Posed

Ideally, your subject will have someone or something to interact with. Your subject should be actively doing something and not looking at or posing for the camera.

A different viewpoint

Experiment with different angles and perspectives, taking photos from both high and low vantage points.

No distractions

Pay close attention to the foreground and background of your image. Make sure there isn't anything distracting that would take away from the strength of the image

And don't forget...

Be patient and keep shooting! The more photos to choose from, the better.



FREELANCERS

If you're needing a photographer for your event or general purposes, we can recommend the following individuals.

- **Brian Powell Photography**
contact@brianpowell.info
(765) 409-7343
- **MorganJoy Photography**
MorganJoyPhotography@gmail.com
(251) 767-1267

SHARE YOUR PHOTOS

When you've taken or received your photos, we'd appreciate it if you would share these files with us for promotion of the School of Business.

Please contact **Tiffany McConnell**, mcconnet@purdue.edu, to gain access to the School's PhotoShelter and uploading instructions.