School Administrator Photo Guidelines

The following guidelines are provided to assist you in creating photos that meet the technical needs of our print magazine and that are effective in conveying the subject matter. Photos can be sent in either traditional, 35 mm print format or in digital format.

Photos for Feature-Length and Sidebar Articles

General photo requirements for Feature articles:

- All photos must be in color.
- All photos should be candids or action photos.
- The typical head-and-shoulders poses that are taken by professional photographers are ONLY acceptable as a last resort.

It’s helpful if you supply photos taken in two alternate settings to provide the magazine with some flexibility. This helps to avoid having all author shots for an issue showing people at their desks, next to the district sign or with students. We like to give our designer as many options as possible so that she can format the articles in way that’s as aesthetically appealing as possible.

Examples:

This candid photo ran with a Feature article. Notice how the subject is not blocking the sign. A good shot has the subjects close up, so they are easy to identify.

Both co-authors in these photos are relaxed and smiling. Informal shots in a nice architectural setting are a nice contrast to the usual work/office setting or more formal shots.
Children are the purpose of schools. Don't be afraid to put them in a photo (unless the topic about which you are writing seems inappropriate). For example, if the Feature deals with the growing threats of angry parents and community members against school administrators, a photo of a superintendent with students would be a poor fit with the editorial slant. A better idea would be a school leader at a board meeting where there is a crowd.

Seeing a subject "in action" makes for a nice photo. Notice that no one in this photo has his or her back to the camera. The superintendent's head is at the same level as other people in the shot.

Office shots can be very nice if the subject is looking right at the camera while "caught in the act" of working. This photo works well for a Feature.

These co-authors picked out some key buzz words from their Feature and wrote them on the board behind them. Notice they are standing fairly close together and are looking directly at the camera. This photo might have been more effective if they had gestured as they pretended to lecture to an audience - that is, a photo that was less "posed" and more "candid."

This is another good shot for co-authors. Their heads are close together, filling most of the frame. In addition, the outside setting provides some nice visual variety.
Photos for Focus, Profile and People Columns

- Focus, Profile and People head shots must be high resolution (300 dpi) and in color.

Head shots look best when the subject is smiling and either facing the camera straight on or slightly turned.

Digital Image Formatting

Digital images for print in the magazine must be a minimum of 300 dpi (dots per inch) at 5"x7." To achieve this, set the camera on the highest resolution possible when the photo is taken and when the image is transferred to the computer. Please note that this will use more of the memory space on the camera, which means far fewer images can be saved to memory. However, this is necessary to achieve print-quality resolution.

**Note:** It is possible for us to take a large image (8"x10") shot at 150 dpi and reduce it to a 3"x4" image at 300 dpi. However, the reverse is not true; *photos cannot be sized up without loss of data*, and image quality will be compromised.

**Hint:** The smaller the file size, the less likely the image will be suitable for print!

Images may be saved as JPG, TIF or EPS files. When saving as a JPG file, choose "maximum" quality if you have the option.

Captions and Credits

Please include the complete contact information and title of the individual in the photograph or (if mailed) a typed note that includes the person's complete name and title to ensure the information appears correctly in captions. Please also include photo credit information (general location and month/year when a photo was taken and what’s being shown).

Do NOT write on the back of your photo(s) in ballpoint pen or with a marker because the ink can transfer onto other photos and ruin them. Covering the ink with scotch tape will protect the photos if you have already written on the photo. Please do NOT fasten photos with a paper clip; paper clips can scratch photos.

Photos from Other Sources
Supply photos published in other publications that might be available for purchase: Authors sometimes direct us to existing photos from local or national newspapers or magazines and we purchase the rights for republication of the photo.

To enable the magazine to acquire existing photos from other sources, please supply the following information to Editorial Associate Kristin Hubing, by e-mail (khubing@aasa.org) or fax (703-841-1543):

- A link to the photo in its original context
- A copy of the photo with caption information (for identification purposes)
- Complete name of publication
- Phone number and city, state
- Photographer's name
- Publication date for the photo
- The page number on which the photo appeared
- Whether the original photo appeared in black and white or color

Delivery Instructions

Image files can be e-mailed to Kristin Hubing at khubing@aasa.org. If the image files are too large, contact Kristin to discuss alternative file sharing methods (Dropbox, Google Docs, ftps, etc.). We typically gather photos three months in advance of publication.

Please send your 35 mm print photos, slides or photo disks by regular or overnight mail to:
Kristin Hubing
AASA, The School Superintendents Association
1615 Duke Street
Alexandria, VA 22314

Final Pointers When Shooting Your Own Photos

School districts often lack professional staff photographers, but these basic steps can ensure better results. If you're shooting your own pictures, remember the following:

- Make sure the camera lens is clean. Use special lens tissues from a camera store (not facial tissues) if needed.
- Have film of various film speeds with you and be prepared to reload the camera with film of a different speed, if needed. For example, ISO 200 film is a good standard to use indoors with flash or outdoors in natural light. Higher film speeds such as ISO 400, 800 or 1600 are useful in lower light environments.
- Whenever possible, select the area where you'll take the pictures. Look for lighting that will hit the subject at a 45-degree angle. Before shooting, look at the subject while walking around the scene to find the best view. *Try different camera angles to keep out background clutter.*
- To avoid self-conscious poses, engage photo subjects in conversation. Wait for them to respond and assume more natural postures before taking the picture.
- Move in close, or zoom in, to make sure the image fills the frame. Eliminate details that aren't relevant to the story