

## Photo Guidelines for Feature-Length and Sidebar Articles

General photo requirements for Feature articles:

- All photos must be in color (5"x7" color prints are preferred, but 4"x6" prints are okay).
- All photos should be candid or action photos.
- The typical head-and-shoulders portraits 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.

### 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 near a security camera or wearing a bullet-proof vest.

Seeing a subject "in action" makes for a nice photo. Notice 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 work nicely if the subject is looking right at the camera while "caught in the act" of working, especially if he or she gestures or is clearly talking/responding to someone's question. This photo works well for a Feature. However, this photo has too much clutter in the background to work well for the head shots needed for Focus, People and Profile articles.

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 of *professional quality* and in *color*.



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

## Avoiding Digital Disaster

Many digital cameras now provide professional quality images that are equivalent to traditional 35mm camera images and suitable for our magazine reproduction. The cost of the digital camera is no longer the sole guarantee of high quality. If in doubt, please send a test file to the magazine before taking multiple photos.

## Digital Image Formatting - File Size, Quality and Color

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 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. For suitable print quality, the minimum file size is about three megabytes (MB), not three kilobytes (KB), which is much smaller. Five megabytes is better.

Images may be saved as JPG, TIF or EPS files. Images in EPS or TIF format can be resized without loss of clarity, whereas the same is not necessarily true for JPG files. If you have the option to choose, save and send your files in EPS or TIF format rather than JPG.

**Important:** When saving as a JPG file, choose "maximum" quality.

RGB color (which stands for Red, Green, Blue) is for screen or computer mode and is how digital cameras are set up to take pictures. CMYK (which stands for Cyan, Magenta, Yellow, Black) is necessary for publication printing, but most designers can convert RGB images to CMYK.

### **Transferring Large Image Files by E-mail**

Transmitting high-resolution images as e-mail attachments is possible if the file is three megabytes or less. An easy, quick and no-cost way to send large digital files is to send files using [www.yousendit.com](http://www.yousendit.com). This site compresses the file size and takes just seconds.

Another alternative is to upload the images to the magazine designer's FTP site. Lastly, if there are multiple images, please burn them to a CD or DVD and send the images to the magazine's editorial assistant. Please provide a hard copy printout of the images included on the disk and the names and correct job titles of the individuals.

### **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 Senior Editorial Assistant Francesca Duffy, by fax 703-528-2146:

- A sharp photocopy of photo with caption information (for identification purposes)
- Complete name of publication
- Phone number and geographic location
- 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

### **Labeling Photos**

Please **include the business card** of the individual in the photograph or 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.

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.

## Delivery Instructions

If you are mailing your ONLY copy of a print, be sure to use a delivery service that provides tracking numbers. **Note:** First-class U.S. Postal Service mail cannot be tracked.

Include a **short note indicating the article title and issue date of your article.** (*This assists the editors and interns, since we typically gather photos for several issues at a time.*)

Please send your 35mm print photos or photo disks by regular or overnight mail to:  
Francesca Duffy  
Senior Editorial Assistant, *The School Administrator*  
American Association of School Administrators  
801 N. Quincy St., Suite 700  
Arlington, VA 22203-1730  
703-875-0772 (9 a.m. - 5 p.m. EST)  
fax 703-528-2146

Individual image files (no larger than three MB) can be e-mailed to Francesca Duffy at [fduffy@aasa.org](mailto:fduffy@aasa.org).

## 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.

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