

US Junior Chamber

Action Guide:

Creating Dynamic Photographs

Photographs grab attention almost immediately. Often people will only skim text, relying on images to speak for members, mission, activities and any other aspect of your organization. Having photographs of your chapter projects, members and activities will enhance promotional materials.

Most people take good photos, but shooting *great* photos takes careful planning and a keen eye for detail. By following these steps, you can ensure your photos will capture the spirit of your events and do your projects justice. This guide will help you create images that grab the reader and convey a great image for your chapter.

Choose a Compelling Subject

Dynamic photographs give viewers a palpable sense of action. To take pictures with energy, avoid static activities or shots that look stiffly posed. A photograph of people standing still is the artistic equivalent of a list of names. However, a photo that showcases members in action will exemplify the mission of your chapter and the US Junior Chamber, which is to create positive change.

Highlight the Scenery

Include enough of the background to give context to the action. Viewers should be able to tell immediately where your project took place and what positive change resulted from the actions in the photograph.

Watch for Distractions

Keep both eyes open while shooting and pay attention to the environment around your photo. Avoid taking photos when individuals or the environment behind your subjects would draw the viewer's eye away from the action.

Watch your Heads

Look at the walls and backgrounds behind the heads of people. Frame their heads in front of clean spots in the background, away from elements behind them that will appear to be "growing" from their head.

Use Light to your advantage

Shoot with your back to the sun or any other light source to ensure your subjects are properly lit. When the light is behind your subjects, they will appear as deep shadows, making it difficult to see what action is taking place.

Shoot Away

With digital cameras, you are only limited by the space of your memory card, so take more pictures than you think you will need. You can always delete extra photos, but you can never go back and shoot a picture you missed.

Let your Photos Show Off

Strong, dynamic photos are a resource that will strengthen your online presence and flyers and create a sense of excitement for members. Share them on the national Facebook page to inspire others and help generate excitement for positive change.

Examples of Dynamic Images



The photographer framed this photo to include both the member and a lot of the background. As a result, this photo clearly communicates what the member is doing and why.

The photographer also positioned the camera so the sun is to the side of the camera rather than ahead of the camera, resulting in a well-lit photo.



Without a caption this photo may confuse the viewer. However, alongside information about *Nothing but Nets*, it shows how bed nets work while conveying a sense of energy.

In this case, the photographer included only the most exciting part of the scene, and did not include a lot of background that failed to add to the story.



The energy of the members is unmistakable. The viewer can see from this photo that members enjoy participating in this chapter project.

The stuffed animals take up most of the frame, which shows the scope of their work and shows their effort to collect or sort items for children.