

Photo guide for your career site

If you have been given a camera – and the responsibility for taking the portraits of your colleagues – these tips and tricks are for you



DIY photography fundamentals

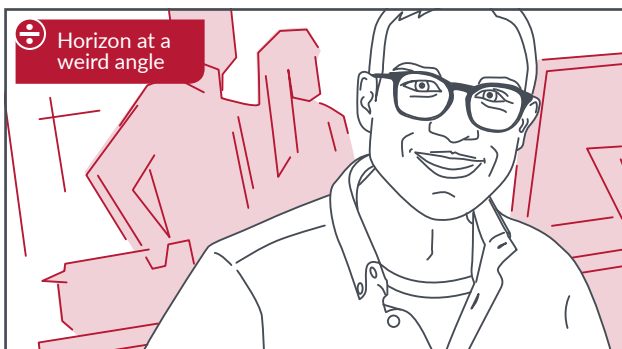
You can still put together a great career site, even though your budget won't stretch to hiring a professional photographer. Today, you can come a long way with a semi-pro camera or a smartphone combined with a good deal of common sense.

Below, you can see some tips on how to take great portraits, even if you aren't used to wielding a camera. We've chosen to show examples from an office envi-

ronment, but we could just as well have chosen a building site, a workshop or a production facility. After all, it's not the subject matter that makes the difference, but the person behind the camera.

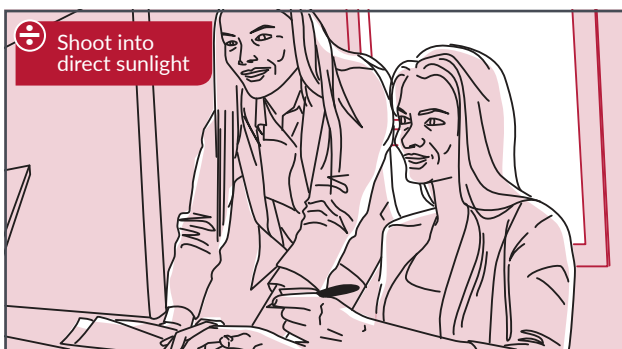
We hope that this short guide will help you and your colleagues enjoy taking photographs for your new career site – and that you get the results you want.

1. Keep your horizon... horizontal



It's all too easy to forget about the background when you're busy focusing on the subject of your photograph. But a horizon that's askew or too busy can ruin a picture. So remember to keep your horizon level – that is horizontal – as much as possible. Look for a background where there's not much going on. And don't be afraid to be trigger happy. The more pictures you take, the greater your chances are of getting that perfect picture – the one with a calm background and a smiling colleague.

2. Avoid shooting into the light



Make sure there isn't a powerful light source behind your colleague. Shooting into direct light will cast your colleague's face into shadow. If you can't avoid it, you can try counteracting the effect by using a flash, even if you're shooting in daylight. While it's true that some professional photographers use backlighting as an effect, it takes a lot of experience and skill to get it right.

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3. The right perspective



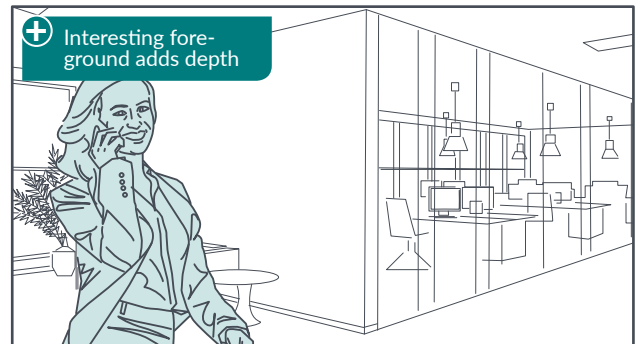
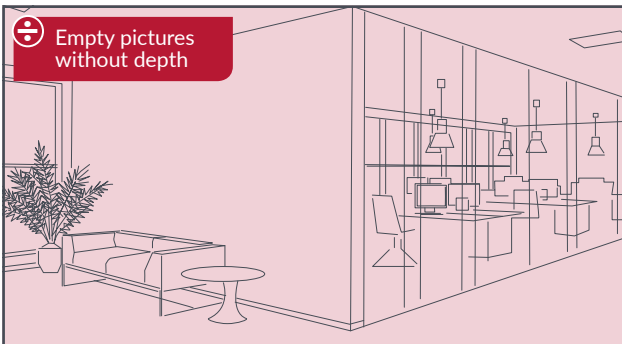
Make sure your camera is at eye level with your colleague. If you stand up to photograph your colleague sitting down, you risk making them look small and insignificant. And you might also end up with unwanted background busyness from their desk – especially if it's untidy. So if your subject is sitting down, move away from the desk, and try bending down on one knee – a trick that also works for photographing buildings.

4. Keep it simple



Remember to ask your colleagues to bring the right clothes along to the photo shoot. They don't have to put their best clothes on – just look well-turned out. Flowery patterns, pin-striped jackets and striped shirts are also a no-go. The mantra is 'keep it simple'. Intricate patterns confuse the eye and make photograph captions difficult to read. And unusual make-up, accessories or jewellery can distract attention from what's most important in a portrait: the person.

5. An interesting composition



Companies often want to showcase how cool their building, factory floor or office space is. Even so, it's still a good idea to place someone in the foreground. Sure, they will probably partially obstruct the view of the building. But it makes the picture more interesting and draws the viewer into the picture for two reasons. Firstly, it creates depth. And secondly, we're communicating with people so it makes sense to put them into our pictures.