

SIGEP BASIC PHOTOGRAPHY GUIDE

Invest in photography

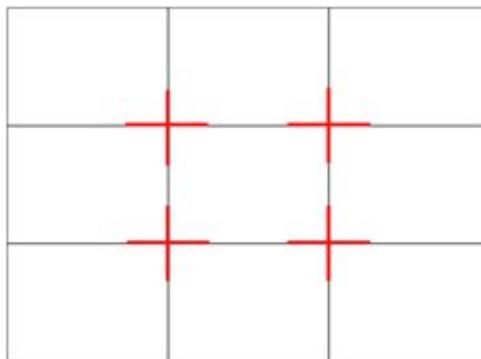
A picture is truly worth a thousand words. Our brothers can only talk about the SigEp experience so much before people want to see what it actually looks like. Here are some of the benefits to capturing and sharing high quality photos.

- Recruitment – Potential new members can see the value in the SigEp experience through your photos.
- Fundraising – If your chapter and AVC decide to launch a campaign, visuals will definitely be needed.
- Alumni relations – As we are constantly looking to engage and recruit alumni to become volunteers, you need to show them the value of giving their time to the chapter.
- Social media – No more pixilated photos. Stand out above the competition and have a professional look on your social media channels.
- Newsletters – In order to help your AVC produce the best newsletter possible, you need to be able to provide them with photos that will enhance the publication.
- Chapter history – Every photo you capture and save goes down in history.

To begin investing in photography, consider purchasing a point-and-shoot or DSLR camera for the chapter. Both options will produce higher quality photos than your phone.

Practice the Rule of Thirds

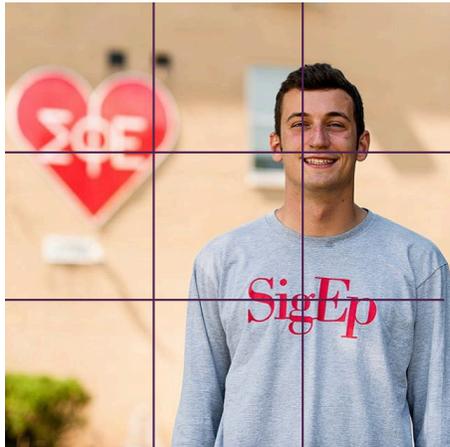
The Rule of Thirds is one of the most well known rules of photography composition. The rule has you divide an image into thirds so that you have a nine-sectioned grid. Typically, you do this when you look at your subject through a screen or viewfinder.



The grid helps you identify the four important parts of your subject that you should consider placing points of interest.

Professional photographers suggest that an off-centered composition is more pleasing to the eye and looks more natural than one where the subject is placed right in the middle of the frame.

Use this photo of one of our brothers as an example. See the difference between when he placed on a point of interest versus directly in the middle?



Understand your lighting

Lighting can be one of the most difficult aspects of photography. However, you can learn to understand and control your setting.

Typically, brighter settings are the best to work in. Low lighting settings cause your photos to become more pixilated because the camera has to compensate for the lack of light.

The sun will supply the majority of your lighting. On a sunny day, it can be bright and hard, highly directional and cast long shadows. On a cloudy day, it can diffuse and be shadow-free. Most photographers prefer to shoot on cloudy days because they gain more control on the lighting and have an easier environment to work in.

Preserve the quality of your photos

Before shooting, always make sure your camera is set on capturing images on the highest setting possible. For DSLR cameras, shooting in RAW is the best.

Image quality settings are key to ensuring that each photo has the highest resolution possible. The higher the resolution, the easier it is to edit and to publish online or in print.

Share your photos!

Please share all of your chapter's photos by sending them to communications@sigep.net or by posting them on social media and tagging SigEp.