A picture is worth a thousand words | By Kaspars Rūklis
Why are we taking photos?

To tell the story
To capture emotion
To illustrate the point
To strengthen the argument
To document the event
To emphasize the idea
To show the reality
Librarians in pictures
Librarians in pictures
For whom are we taking photos?

For our own pleasure
For our readers / viewers
For our potential readers / viewers
For our bosses / supporters
For history (archives)
Technology / service in pictures
Technology / service in pictures
Who/what is in the photos?

People
People in action
Groups of people
Portraits of people
People and the environment
People using the technology
Landscapes / panoramas
Details
People in pictures
People in pictures
Where do we plan to use the photos?

- Publicity
- Publication
- Websites/social media
- Presentations
- Reports
- Media
Events in pictures
Events in pictures
Events in pictures
How do we take breathtaking photos?

Balance
Rule of 2/3
Color vs black & white or filters
Captions and descriptions
Capturing the moment
Staging
The Golden Mean

Image from: www.neurosciencemarketing.com
The Rule of Thirds

Image from: www.jakegarn.com
Children / youth in pictures
Children / youth in pictures
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