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Picture Perfect: Why photography matters

Your website is a window into life at your school. In this info pack, we take a look at how great photography can transform your school website, and what to consider when taking photography at school events.

It's true - a picture really is worth 1000 words.

That's why we think great photography is really important on your school website.

Photography can make it easy to convey important information, whilst itself being easy to update. Your website is one of your school's main marketing tools, so ensuring it does your school justice is imperative, especially as open days approach. School websites with an easy-to-update CMS can also benefit from the added benefit of refreshing their photography by uploading new images throughout the school year.

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Other reasons photography and videos are important for your school website

Website visitors gets an instant feel for your website, and your school. No need for lengthy paragraphs on your homepage explaining what your school is like – your photography can demonstrate your uniqueness with just a few great shots.

Photography is easier to digest than chunks of text. 90% of the information transmitted to the brain is visual, and the brain processes this type of information over 60,000x faster than text. (3M)

Viewers spend 100% more time on pages that include videos. (MarketingSherpa).

First impressions are 94% design related (WebWatch), so great design and photography can help improve your school's online perception too.

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Different types of school website photography

There's more than just one way to capture your school. From videos to virtual tours, photography of your students and stunning panoramas of your school grounds, there is so much your school website can benefit from a few simple shots.

Photography of your school grounds and facilities. Have you invested in an amazing sports complex, or is your school set in stunning historical buildings? Capturing the grounds of your school can help to demonstrate your allure, and provide great reasons why students should visit for an open day. Opting for panoramas can help provide a really immersive experience for your website visitors.

Virtual tours. Fully interactive tours of your school grounds and classrooms bring your school to life online, whilst also adding to the design element of your website.

Videos. Similar to virtual tours, videos can help illustrate what makes your school special. This can include interviews with students, and clips demonstrating what a day in the life at your school would be like.

Images of students and staff. They make your school what it is, and including pictures of them across your website can help convey what school life is like, whilst also showcasing your pupils successes.

How photography can be displayed on your school website

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Context Images

Much more can be happening in this image. Your hero image sets the scene, and the context shots add more colour to the story. Sports events and students work can make great context images, as shown in the image to the right.

Hero Images

These images are traditionally bold, dramatic and clean. It helps to frame your school in just one shot, and works as the opening sentence to your website. Panoramic views of your grounds can be an ideal way to introduce your school. Including a video as your background hero image can add an additional dimension to your websites design. An example is shown to the left.

Galleries and albums

So much happens in your that a few images on your home page just isn't enough. Show off your achievements with various themed galleries, and help your students feel proud of their school and their successes. A gallery example is shown to the right.

Professional vs. amateur photography

Should you pay for an experienced photographer to capture your school, or hire an amateur? Your school website, and it's imagery, is one of your main marketing tools. Similar to your prospectus, you want high quality pictures that showcase your school, not grainy, pixelated unprofessional shots. Here are a couple of reasons why a professional is really worth the investment.

Experienced in a school environment. Not all professionals are right for the job. Could a wedding photographer bring out the best on the sports field? Finding a specialist is the best route to take, and they will normally talk you through the types of shots they think will work best, and what you should include on your website.

It's about getting the right shot, not just *any* shot. Professional photographers know what works, and what doesn't. It's about having the patience to capture the perfect image.

It's not just the photo, but the editing, backups, insurance… Professionals often have a Plan B in a worst-case scenario, something an amateur photographer won't be able to provide. Once the images have been taken, the process doesn't end. Shots can be edited, perfected and protected, so your investment is secured.

Considering photography for your school website? Get in touch to find out how our experienced school photographers can help.

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Where ideas are formed and school websites are born. Our talented team design, create, and develop websites and branding for schools and academies across the UK.

Searching for school website inspiration, looking for new prospectus design, or just want to take a look at some of our recent work?
Head over to www.e4education.co.uk, or call our team on 0845 257 0224.