



PICTURE PERFECT PHOTOGRAPHY

Find out why good photography matters and how to prepare for a photography visit



WHY IS IMAGERY SO IMPORTANT?

The old adage is that a *'picture is worth a thousand words'* and this is especially true when it comes to photography on your school website.

When you use beautiful photography and videography to their full capacity, there is a reduced need for lengthy paragraphs explaining what your school is like or describing the relationships between staff and students because your imagery will instantly give an insight into this.

Your brain is able to process visual information faster than it can process written information; this means you will be able to convey the main messages about your school far more effectively and efficiently through imagery than through reams of text.

If your photography is emotive and engaging, prospective parents will be able to picture *their child* attending *your school* - they can visualise their child participating in the lessons, sports events or friendship groups portrayed.

The combination of great website design and impressive photography can really enhance your school's online profile - allowing you to give your visitors a professional, inviting and positive first impression of your school.

Putting effort and thought into the visual aspect of your website is equally as important as the content within the pages.

WHICH PHOTOS WORK WELL ON A SCHOOL WEBSITE?

SCHOOL GROUNDS, BUILDINGS AND FACILITIES

*Does your school have any state of the art facilities? A sports complex?
Beautiful historical buildings?*

Images of your buildings and surroundings are a great way to show exactly what you have to offer prospective students as well as showcasing the atmosphere that is promoted within your school.

EVENTS AND OCCASIONS

Throughout the year, your school will host a wide variety of occasions, shows and sports events which can provide perfect photography opportunities.


These images can highlight the type of events that take place at your school, as well as showing the opportunities available to students.

STAFF AND STUDENTS

As well as images of the school's grounds and facilities, your website should also features lots of images of students and staff. Whether candid or posed, these photographs are vital to help highlight life at your school.

Images of the interactions between staff and students, as well as between groups of students, can create a really positive impression.





PLEASE CONTACT US
IF YOU WOULD LIKE TO
ARRANGE A VISIT
FROM OUR
PHOTOGRAPHER

SHOULD YOU HIRE A PROFESSIONAL PHOTOGRAPHER?

One of the main considerations when planning for a school photography session is often whether you should hire a professional or use someone in-house. When making your decision, here are some of the key things you should consider:

EXPERIENCE

An experienced school photographer will know which are the best types of shot for your school, how to work with students of all ages and how to ensure that the most important features of your school are captured on camera. Their guidance and experience in this area will be invaluable in ensuring your shoot is a success.

QUALITY

Building up a portfolio of images to use on your school website is not about getting just *any* shot; it is about getting the *perfect* shot. Images can be used as an important marketing tool meaning that you will need photographs which are high quality, large resolution and are able to be used in a wide variety of formats including on your website and in printed materials - such as your prospectus and advertisements.

EDITING AND EQUIPMENT

Professional photographers use industry-standard equipment, have access to different lenses for specific shots (i.e sports /high movement images) and utilise the latest industry-standard software to provide expertly edited images in both low and high resolution versions.

DO I NEED TO PLAN ANYTHING FOR MY SHOOT?

It is a good idea to make a **timetable** that outlines which lessons, times of day and activities you would ideally like captured - this will help you to organise the day and make sure you get the most out of your shoot.

PRACTICAL SUBJECTS

Practical subjects such as **music**, **sport**, **science** and **food technology** can create much more engaging photographs and can help display the opportunities available to students.

MOVEMENT BETWEEN CLASSROOMS AND BREAKS

Making a note of **break times**, **lunch time** and **travel** between classrooms can help your photographer obtain natural images of students in more relaxed settings. Whether it is conversations between teachers and students or between groups of students, capturing **genuine interaction** is a great way to showcase the friendly and supportive atmosphere you have at your school.

STAGED VS NATURAL

The best images are often those which are **captured naturally** however in certain situations it may be best to manufacture a scenario - such as a really exciting science experiment, that wasn't on the curriculum for that day. Knowing in advance which lessons or scenarios you will need to 'stage' will be useful for planning out your day.





PREPARING YOUR SCHOOL GROUNDS

One of the most important things you need to do is ensure that the school's **facilities** and **noteworthy rooms** are prepared for the photography shoot. This may include cleaning, organising and repairing any aspects that need attention to ensure that each area of the school gives the best impression, should it appear in shot.

Any **classrooms** that are being photographed should have up-to-date display boards featuring student work and the **outdoor areas** should be clear of litter, with the grass freshly cut and the greenery maintained.

PHOTOGRAPHIC CONSENT

Consent will be needed from everybody involved in the photography - this includes staff, students and any parents or visitors. You should also obtain **permission** to allow the photographs to be used on the website and/or in any marketing materials that you will be producing.

When organising the day, you will need to take into account any individuals who do not have consent, to ensure that they are removed from the room/area when the photography is being taken.

UNIFORM POLICY

Prior to the shoot, students should be reminded of the correct uniform policy including acceptable hair and make-up - this should also be monitored by staff during the day. Unfortunately, brilliant shots sometimes have to be discarded due to incorrect uniform or non-regulation hair / nail colours.

FAQS

WHAT HAPPENS IF IT RAINS?

As our photography calendar books up months in advance, unfortunately we cannot offer contingency dates based on the weather. Our photographers will always will work hard to ensure that you receive amazing photography; even if they have to be a little more creative inside the school or rearrange the timetable for the day to coincide with gaps in the rain.

IS YOUR PHOTOGRAPHER DBS CHECKED?

Our photographers are all DBS checked and will bring this with them on the day of the shoot, along with their ID.

WHAT TIME WILL MY SHOOT START / FINISH?

A full day of photography usually starts at around 9am and finishes around 3 - 3.30pm, but we will always do our best to accommodate your requirements.

DO YOU HAVE IDEAL SUBJECT TIMINGS?

Our standard recommendation is 15 to 20 minutes per subject. For practical subjects requiring props such as PE, Science and Music, we would advise allowing additional time (20 minutes per activity).





HAVE YOU CONSIDERED...?

VIDEOGRAPHY

Nothing engages your prospective parents more than being able to experience a flavour of your school through a beautiful, immersive video.

Whether you choose to have a short hero video, a day-in-the-life feature, interviews with your staff and students or something entirely different, a professional video can really help bring your school to life.

[WATCH CLAREMONT FAN COURT SCHOOL'S VIDEO](#)

VIRTUAL TOURS

In a similar way to videography, an immersive fully responsive virtual tour can give your visitors and parents a real snapshot of life within your school.

Captivate your audience by transporting them through your corridors and buildings using high quality 360 imagery, aerial photography and interactive hotspots to highlight the areas of your school that you're most proud of.

[VIEW BRYANSTON SCHOOL'S VIRTUAL TOUR](#)



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