

# Photos

Interactive News - JR 220  
Emerson College  
Fall 2012

# Photo

- Essential for pretty much any Web story or blog post.
- Always ask about art.
  - Do you need to provide?
  - Can source provide?
  - Is it expected that you will secure art?
  - What is minimum size/resolution?

# Photo

- When reporting, be mindful of photo/visual elements.
- Improved equipment has made it easier for anyone to take quality photos.

# Photos

- When shooting, the more, the better.
- When inserting into a post/story, be judicious.
- Avoid generic photos whenever possible.

# Photos

- Outlets are relying less on/hiring fewer photographers.
  - Result:
    - More wire photos being used.
    - Art is becoming the reporter's responsibility.

# Presentation

- Avoid causing strange breaks in text.
- Wrap text around photos.
- Never use a vertical photo as a top photo.

# Presentation

- Resize photos when necessary.
  - When resizing photos make sure that you maintain proportions.
- Be mindful of automatic thumbnail cropping.
- Use care when cropping images.
  - Reduces resolution.

# Ethics

- Always credit the source/photographer.
- If you're using a photo illustration, make sure that is clear to your audience.
- If you use a photo from another event, make sure that is clear.



# Ethics

- Make sure your photo reflects your story.
- Use news judgment when selecting images.
- Use care when cropping.

# Captions

- Should be unique to the photo.
- Should be active voice.
- Should explain to the user the key elements of the image.

# Captions

- Should contain the basic information of the story.
- Should give the image standalone context.
- Depending on site setup, may contain photo credit.

# Galleries

- Galleries are an effective and interactive way to present multiple photos.
- Galleries can be good traffic generators.
- Galleries - combination of images and captions - can be used for storytelling purposes.

# Galleries

- Not everything lends itself to a gallery. Make sure you have enough compelling/interesting images.
- Length will vary based on subject.
  - General guidelines:
    - Minimum: 5-7 photos.
    - Maximum: 15-20 photos.

# Types of Galleries

- Events that generate a number of compelling photos.

# Events

- Most major news stories fall under this category.
- Captions should be relatively straightforward.
- Captions should advance the narrative.

# Types of Galleries

- Events that generate a number of compelling photos.
- Lists



# Lists

- Compares, contrasts or ranks a number of items.
- Use captions to explain each item. Put it in context of why it's included the list.
- An introductory/fixed text can be effective here.

# Lists

- Can be ordered or unordered.
- Common types of lists include:
  - Trends
  - Rankings
  - Comparisons

# Types of Galleries

- Events that generate a number of compelling photos.
- Lists
  - Rankings
  - Trends
  - Comparisons

# Types of Galleries

- Events that generate a number of compelling photos.
- Lists
  - Rankings
  - Trends
  - Comparisons
- Time/Progression

# Time/Progression

- Shows changes related to time.
- Evolution: How events or products have changed over time.
- Timeline: How events unfolded over time.  
Chronological order.
- Before/After
  - Can be people, events, locations, etc.

# Time/Progression

- Captions should advance the narrative.
- An introductory/fixed text can be effective here.

# Types of Galleries

- Events that generate a number of compelling photos.
- Lists
  - Rankings
  - Trends
  - Comparisons
- Time/Progression
  - Evolution
  - Timeline
  - Before/After
- Things people just want to see.

# Galleries to Avoid

- Lack compelling photos
- Absolutely no news value/relevance
- Traffic grabs (Worth is debatable.)
- Poor visual presentation