

Taking Photos for the Web

1. **Always use the best quality camera you can and shoot in the highest resolution.**
2. **Never scale up images beyond their original size as the results will look blocky and low quality.**
3. **Be fully prepared and flexible.** Make sure your battery's not going to die and your camera is on the right setting and ready to go as you might be asked to take photos at short notice.
4. **Be aware of the background in your photo and make sure it's not going to distract the viewer.** It's easy to concentrate on people's faces and not notice that a background object is 'growing' from the back of their heads.
5. **Be active and take shots from interesting angles.**
6. **Follow the 'rule of thirds'.** Imagine your photograph is divided into nine sections with two vertical lines and two horizontal lines. If you place your points of interest on the intersections or along one of the lines you can create energy in your photo.
7. **The most flattering angle for most people is having the camera at around the same height as their eyeline.** Shooting from too far below or above the eyeline can put unfavourable shadows on their face, while being too square will produce a 'flat' image.
8. **For BBC content, landscape photos are normally used, not portrait.** Always remember to shoot in the aspect ratio that is most commonly used on your website.
9. **Review your photos in the viewfinder, adjust and re-shoot on the spot if necessary.** Don't wait until you get back to your desk to discover that it's not right as that will be too late.
10. **Be confident about directing your subjects, trying different poses and locations.**

