

GUIDE FOR SCHOOLS

HOW TO PLAN YOUR SCHOOL PHOTOGRAPHY



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The key to creating successful images is in the planning.

If you're considering updating your school photography then we have some top tips to help get you started.

We'll cover a range of topics from choosing a photographer to planning the day.

1. PHOTOGRAPHER SELECTION

Choosing the right photographer is a crucial step.

Whether you choose an amateur or a professional photographer, you should consider the following:

Safeguarding	Ensure your photographer is CRB/DBS checked
Gallery	Gage their experience and suitability by viewing other work
Budget	The best deal might not necessarily be the cheapest
Process	Understand what's included in the cost and how they work

"I know someone who can take photos..."

You might find that a member of staff or parent can help with the photography, which can be a budget-friendly option.

However, sometimes this approach can backfire.

If they're offering to do the job for free or at a reduced price, you may be required to credit them. These copyrights and disclaimers are not particularly visually appealing, taking away the focus from promoting your school by promoting third party services.

2. BRIEFING

The next step is to set a date and brief your chosen photographer. You will need to agree:

Key Themes	What messages do you want to portray?
Purpose	Where are you using the images and does this impact composition?
Style	What look and feel do you want to create? e.g. natural/reportage style or more staged/dramatic. Are there other school materials you can provide for reference or any materials you are inspired by?

3. PLANNING

Overlooking the little details can really affect the bigger picture.

Permission

It may sound obvious, but relevant written permissions must be sought prior to the photography session.

Uniform

Inconsistent, damaged or dirty uniforms will not show your school in the best light.

In addition, any time spent on the shoot policing uniforms is time not taking photographs, which means less ground will be covered.

Get the most out of your shoot by addressing uniforms in advance. We recommend a letter home advising of the correct policy for the photo shoot, with staff policing the standards you expect on the day.

Environment

Consider the settings of the photography:

- Are rooms clean and tidy?
- Are wall displays up to date?
- Is there natural light (this helps but is not essential)?
- If you want exterior shots, are the grounds looking their best?

Logistics

Plan a logical route around the school. Having to double back on yourself several times can lose valuable time which could be spent shooting.

Speak with your photographer about how long you'll need in each area (this depends on the brief) and plan a rough schedule accordingly.

Activities

You'll want to cover a range of activities that reflect the school curriculum.

Consider covering less of the 'static' desk-based subjects in order to focus on those that have potential to create more dynamic images. Encourage staff to plan activities that are interactive and exciting. Think about any props you might need.

Finally, ensure any activities are adhering to any health and safety regulations (safety goggles, etc).

Chaperone

Ensure the photographer has a chaperone at all times.

Weather

If you're intending on shooting outside, keep an eye on the weather and have a contingency plan (e.g. a backup date booked or alternative shots to take).

4. ON THE SHOOT

By planning in advance, it's unlikely you'll have many surprises on the day, but...

Start with a Briefing Meeting

A ten minute briefing meeting first thing allows you to make your photographer aware of any changes on the day.

Be Flexible

Even the best laid plans can occasionally change due to unforeseen circumstances. Have some flexibility in the plan where you can move on to another room and come back later if required.

Be Vigilant

Despite notifications, you will still need to keep an eye out for incorrect uniform. Sometimes, post-production can be used to correct issues (e.g. nail polish), but this is likely to be seen as a cosmetic change and may be liable to nominal fees above and beyond your quotation.

Review the Images

A final ten minute session with the photographer at the end of the day allows you to take a sneak peek at what's been captured prior to receiving the final images.

5. FOLLOWING THE SHOOT

Know what to expect, and when.

Timeframe

It's highly likely your quote will include some post-production editing to make the images really sing. Agree a timeframe with the photographer to receive the images.

File Format

How you're using the images may dictate how you need them supplied. Most photographers will provide high resolution files for the school to use them in any way they require.

Image Use

Once you've received the final images, make the most of them. Why not consider getting some professionally printed in large format to place around the school environment. This is a cost effective way of bringing your school corridors to life.

CREATIVE SCHOOL PHOTOGRAPHY FROM SEA

SEA's in-house female photographer has experience of working with a number of schools in the South East. We take safeguarding of students very seriously and staff are fully CRB checked.

Our passion is to create captivating, natural images and we pay attention to the finer details to ensure perfect results.

Our Approach

Our account management team will help you to refine the brief, including scheduling and shot ideas. We'll also check you've obtained permissions and liaise regarding uniforms, etc.

Our fully briefed photographer will arrive with you promptly on the day and will work through the schedule with you, incorporating any feedback you might have.

Images are then painstakingly post-produced to ensure the best possible colour balance and to give them the 'WOW factor'.

Finally, high resolution images are supplied to the client on a disk for use as required.

We'd love to help you with your school photography.

Get in touch to find out more:



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