

Photos should contribute dramatic quality to page.

Composition:

- Vertical shots are more powerful than horizontal shots.
- Photos should tell a story, not be posed.
- Avoid taking pictures of people staring into the camera.
- Use the rule of thirds: divide the viewfinder of the camera into thirds both vertically and horizontally-- the main subject should fall into one of the interest point connections
- The main subject in the photo should be noticed first; secondary objects should strengthen the dominant element.
- Elements in the photo should lead the eye through all points of the shot.

Content:

- Unposed, action and reaction shots are preferable to posed shots.
- Look for fresh, creative, innovative approaches to the picture.

Artistic quality:

- Leading lines, framing, patterns add a dramatic quality to photos.
- Unique framing by secondary elements in the shot adds impact
- Repetition created through textures and patterns adds interest.
- The angle can create a dramatic effect.

Technical quality:

Photos used for publication should:

- have excellent contrast and/or color tones
- be in sharp focus (avoid fuzzy or blurred shots)
- be clean and crisp, not muddy, too light, or flat
- be free of scratches, watermarks, fingerprints and dust
- have a wide range of tones

Variety on a page/spread:

- Every page or spread should have a dominant photo which serves as the center of visual impact.
- Use a variety of rectangular shapes and sizes to prevent visual monotony.
- Crop photos effectively to get rid of distracting backgrounds.
- The photo should lead the reader's eyes into the story or spread; place photos so that subjects' eyes are looking into the story the picture goes with.