GREEN AND WHITE PHOTO TIPS

Ready, set, action!

Make sure that your photos show movement or action. Try to shoot photos of your alumni club in the middle of doing something. Photos with a strong central verb make for more compelling and interesting content. While group photos are fun, they are not as telling as an action shot.

Faces

Make sure the viewer can see the faces of the people in the photograph. If someone is down on the ground doing work, get down on the ground with him or her to shoot a photo from his or her perspective. Viewers can better connect with photos when they can see the expressions and the experience of the person in the photo. Do you know the person’s name? Send that info along too and we will do our best to include it in a caption.

Service

We love to see when alumni get together to cheer on our Spartan sports teams or share a meal, but we love to showcase Spartans rolling up their sleeves to make the world a better place. We select photos that build a culture of support for Michigan State, including philanthropy, community service, and professional development. Consider submitting photos of your club doing a service project in your community.

Know your equipment

Today’s smartphones have incredibly powerful cameras, and they can often do a lot more than we think. Check out this smartphone photo guide for tips on how to focus, adjust exposure, and edit photos so that you get a great shot every time!

Zoom with your feet

Using the zoom function on cameras can often lessen the quality of the photo. Don’t be afraid to get close to people when you’re taking a picture of them. The picture quality will be clearer and the impact of the photo more powerful.

Lighting

The key to great photography is good light! If photographing indoors, avoid photographing people with light behind them, like windows. You’ll lose all the light in their face. Instead just put the light behind you, the photographer, so that it illuminates the faces of your subjects.

Always try to shoot with natural light.

File formats

Because we print these photos in the Alumni Magazine, we need to make sure that the files are the highest possible quality so that they look great on the pages. Please send us photos in .jpeg format with 300 dpi and a resolution of TKTK. You can find this information by right clicking on the photo and checking the properties.