

# Say Cheese!

## Promote 4-H With Photography

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<http://eduscapes.com/sessions/saycheese>

*From Facebook to your local newspaper, your eyes are attracted to photographs. In this fun, visual workshop, you'll learn to identify opportunities for promotional photos, take quality photos, and share them in ways that will attract new youth participants, teen leaders, volunteers, and support for your 4-H program. Bring your 4-H program alive for your local community through powerful photographs.*

### Workshop Goals

1. Identify opportunities for promotional photos.
2. Take quality photos.
3. Share photos in ways that will attract 4-H participants and support 4-H programs.

### What makes a good photo?

*Spend some time looking at your photos. What makes a photo effective or ineffective?*

### Identify Opportunities for Promotional Photos

Look for chances to tell the world about the great things that are happening in 4-H.

**Be sure that everyone has signed a photo release form.** It should be a part of registration.

- Be sure the form is generic enough to cover both print and online communications.
- Be sure to include parents, volunteers, and staff as well as youth.
- If you're in a public setting with bystanders such as the County Fair
  - take close-ups that avoid bystanders.
  - take long distance shots where people can't be recognized.
  - take backs of heads where people can't be recognized.
  - remove name tags with photo editing software like PhotoShip.

**Create a list of all 4-H activities.** Ask yourself:

- **How do you want this activity to be represented?**
  - Life skills are being developed.
  - The goal of the activity should be clear. What are they making or doing?
  - You are addressing at least one of the 4 Hs reflected in the pledge?
    - HEAD to clearer thinking (independence): keep records, run meeting, follow instructions, solve problem, make decisions, learn from mistakes
    - HEART to greater loyalty (belonging): speak to group, listen, respect others, appreciate peers, make friends, stand up for friends
    - HANDS to larger service (generosity): work with peers, adults, groups, lead others, take initiative, community service, explore careers
    - HEALTH to better living (mastery): understand strengths and weaknesses, finish projects, be proud, accept change, stay healthy, feed good about self, practice safety
  - You are addressing the 4-H motto "to make the best better".
  - You are addressing the 4-H slogan "learn by doing."
  - Youth are eagerly engaged.
  - Youth are happy.
  - You are being supervised.

- Youth are learning on their own.
- Youth are supported by teens and adults.
- Youth are learning to be leaders.
- Youth are working in teams.
- **How do you want people to feel when they see the photos?**
  - A sense of wonder
  - Bursting with enthusiasm
  - Concentrating on learning
  - Engaged in deep thinking
  - Overjoyed with a sense of accomplishment
  - Proud of their hard work
  - Anticipating exciting results
  - Immersed in creative thinking
- **How do you want youth, teen leaders, volunteers, and staff to be represented?**
  - I want it to look like youth are working independently.
  - I want it to look like youth are learning from knowledgeable mentors.
  - I want it to look like staff members are actively involved in the programs.
  - I want it to look like youth and leaders are working as a team.
  - I want it to look like parents are involved with their youth.
- **What action do you want individuals to take when they view the photos?**
  - I want my child to participate.
  - I want to continue participating in the future.
  - I enjoy participating and will be an adult volunteer someday.
  - I want to become a volunteer.
  - I want to make a donation.
  - I think 4-H is an important part of our community and I want to support it.
- **Is it clear that this is a 4-H event?**
  - Look for opportunities to include 4-H banners, t-shirts, and logos in photographs.

## Take Quality Photos

Rather than simply “taking picture,” think carefully about what should be included in photos and how the photos should be composed. You’re composing meaningful, visual messages.

**Subjects.** Think about the people, places, and things in the photo.

- **People**
  - Are you focusing on the individual person, what they’re doing, or both? Why?
  - Are you looking for a smile or another emotion such as pride or concentration?
  - Are you looking for a particular type of interaction between people?
- **Places**
  - Are you focusing on the place or the activity within the place? Why?
  - How are youth involved in outdoor activities?
  - How are youth involved in indoor activities?
  - What exciting places do 4-H youth go?
  - Is the location of the activity important? If so, is the location clear?
- **Things**
  - Are you focusing on the materials, products, or person using the items? Why?
  - Are you focusing on projects in-progress or final projects? Why?
  - Are you focusing on creative thinking?
  - Can you gather together materials and products to show what was used in the activity?
  - Can you show the materials used during the experiment or demonstration?
  - Is the size of the object clear? Is a reference (i.e., ruler, coin) provided to show relative size?
  - Are you using a plain background so the objects are easy to see?
  - Arrange groupings of 3 items.

### **Composing Quality Photos**

- Apply the rule of thirds (i.e. visual interest away from the very center of the photograph).
- Provide extra space in the direction of moving objects.
- Subject should be looking into the photograph rather than away.
- Avoid distractions in the background (i.e., photobombs)
- Be sure the background contributes to the photo (i.e., does the room look empty?)
- Eliminate items that take attention away from the subject such as a plant growing out of a head.

**Types of Shows.** Take a variety of shows in a particular location.

- Long, establishing shots: room, location
- Medium shots: bodies, two people
- Closeup shots: heads, hands

**Points of View.** Take photos from many different points of view.

- Straight across.
- From the side.
- Outside looking in.
- Inside looking out.
- Up and down.
- Over the shoulder.
- Inside.
- Behind.
- Child's view. Get down low and shoot youth at child's height.
- Frame. Look through a door keeping the door in the foreground. You can do the same with windows, trees, signs, and other foreground items

**Action.** Take photos of youth in action.

- Action shots are much more interesting than staged group shots. However keep in mind that some parents like group shots because they can see all the children.
- Focus your attention on one event at a time.
- Trying to catch the action is difficult. Take many photos to get a good one.
- Check camera settings to ensure quality photos.
- If necessary, you can pose action shot by asking youth to "freeze" for a moment.

**Lighting.**

- The light should be behind you.
- Don't shoot into the sun or a window.
- Add supplemental lighting for indoor closeups.
- Eliminate red-eye inside your camera or later in editing software

**Cropping.** You don't need to take a perfect photo is you're a good cropper!

- Eliminate space around the action.
- Eliminate foreground distractions.
- Eliminate background distractions.
- Crop for a close-up.
- Eliminate embarrassing positions.
- Eliminate embarrassing expressions.

**Telling a Story.** Think about the story that your photo will tell.

- Use a series of photos from different points of view.
- Use a series of photos to represent a process or procedure.

**Technical Aspects.** Take high quality photos and keep the originals.

- Websites can handle 72dpi
- Newspapers need at least 200dpi
- Posters and large media need at least 300dpi

**Involving Youth.** Encourage youth reporters for the paper

- Participate in contests: Video and photography contests
- Example videos at <https://www.youtube.com/user/eduscapes/>

## Share Photos to Attract Support

Share photos in ways that will attract new youth participants, teen leaders, volunteers, and support for your 4-H program.

*Which of these photos would attract new youth participants, teen leaders, volunteers, and support?*

### Where to Share

- Internally: bulletin boards, displays, slide-shows at meetings, annual reports
  - Feature “Awesome 4-Her”
- Externally: posters, newspapers, social media, community organization meetings

### Purpose of Social Media

- Use: Facebook, Instagram, Twitter, and your website
  - Check out our website at <http://extension.usu.edu/wayne/>
  - Check out our Facebook page at <https://www.facebook.com/waynecounty4h>
- Youth connect with each other. They want to see quality photos of themselves including silly ones.
- Parents and community members observe activities. They want to see what’s happening.

### Ask Yourself:

- Are you representing...
  - the broad spectrum of your programs?
  - the diversity of your youth, staff, and volunteers?
  - a safe environment?
  - a nurturing environment?
  - a focus on “life skills”?

*Create a list of activities where you could take photos. Think about ways you might use these photos to gain support for 4-H.*