

November 2019

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# Photo Standards

## for the St. Jude's Flickr Account

St. Jude's Photo Ministry offers great opportunities to show people the beauty of St. Jude's in fun and often moving ways. We appreciate the help of anyone who participates in this ministry, as it enriches our community and its ties.

This booklet is intended as a formal guide to taking, sorting, and uploading photos for St. Jude's that will create lasting photographic memories that are still accessible and functional for use. Photos that "work" on the website or for St. Jude's publications have specific requirements for subject focus, lighting, action, grouping of subjects, clarity/focus, inclusion and more. It requires careful consideration to take, edit and choose photos that meet these standards for our Photo Ministry.

Many of the photos that don't follow these standards, such as 'portrait' pictures, could be used for other purposes. These photos could be shared privately, or placed in a separate account accessible to select individuals.

Thank you for following these guidelines in your work for this valuable ministry. Everyone at St. Jude's will benefit, from those that use these photos on the website or in publications to the many parishioners that enjoy seeing our community and sharing memories of our worship, celebrations, and other occasions together.





## Part 1

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# Guidelines while Shooting

It's always easier to take the good photo first, instead of trying to fix it later with a program such as Photoshop. Sometimes there are problems in a photo that even with sophisticated software—and the long time and determination to do it—just can't be fixed. The following are guidelines that should be followed while shooting pictures for St. Jude's to be used on the website or in publications.





# Subject Focus

## Fill the Frame

It was the famous photojournalist Robert Capa who once said "If your photographs aren't good enough, you're not close enough." When you are shooting, fill the frame with the subject, and try to get facial expressions of parishioners. The person looking at the photograph should feel like they are part of the action.



*The action fills the frame, and it is obvious what is happening.*



*The action fills the frame, and the picture was taken closely enough to see the subjects well, including their expressions.*



*The action has a big gap in the middle, so it appears the focus is off in the distance.*



*The subject is in a corner of the frame, and feels very far away. Photos should be taken close to where the action is, not from the back of the room.*



# Subject Focus

## Get Closer

**Photos should not be taken from a convenient seat or location in the back of a room.** One of the most important things about taking good pictures for St. Jude's is moving to where the action is. Getting closer also makes filling the frame easier. When pictures are taken from far away, often the upper half of the shot is all walls or background. It also often causes obstructions in the frame of the shot (backs of heads, usually) If your camera doesn't allow zooming while keeping the picture crisp, "zoom with your feet"—get closer!



*Getting close to the action shows exactly what everyone is doing.*



*Zooming in on the action gives an interesting and unique look into our community's activities.*



*The subjects are both obscured behind people's backs, and the action feels very far away. Pictures should not be taken from the back of the room to capture action.*



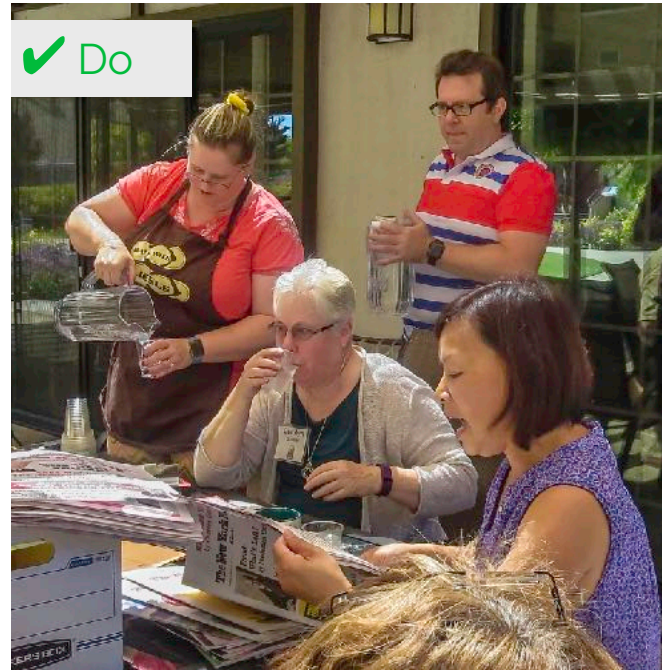
*None of the action can be seen. Shooting from the side (or getting closer) would show more of what is the action.*



# Action

Are the subjects doing anything? It can be as simple as having an engaging conversation, or working on an activity of some sort—it doesn't have to involve great physical movement. **Action pictures are the most desired pictures for the website and publications.**

Generally, portraits of single (and even sometimes multiple) parishioners sitting or standing and smiling aren't used for the website or publications, as they tend to be static images that don't show the 'life' in our parish.



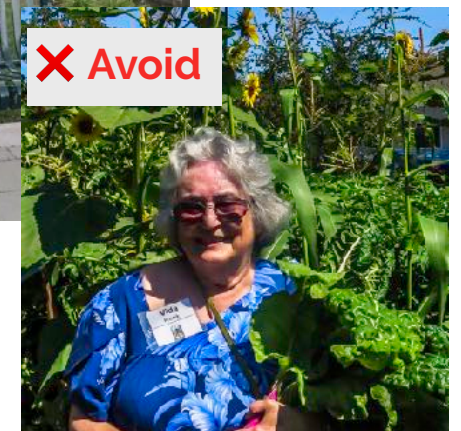
*This photo shows community, (gentle) action and our church life.*



*This photo obviously shows action, and a lot of color too!*



*Though everyone is sitting, it is still an action—and obvious what they are doing.*



*Engaging single portraits such as these should be shared with the individual but not uploaded.*



# Content to avoid

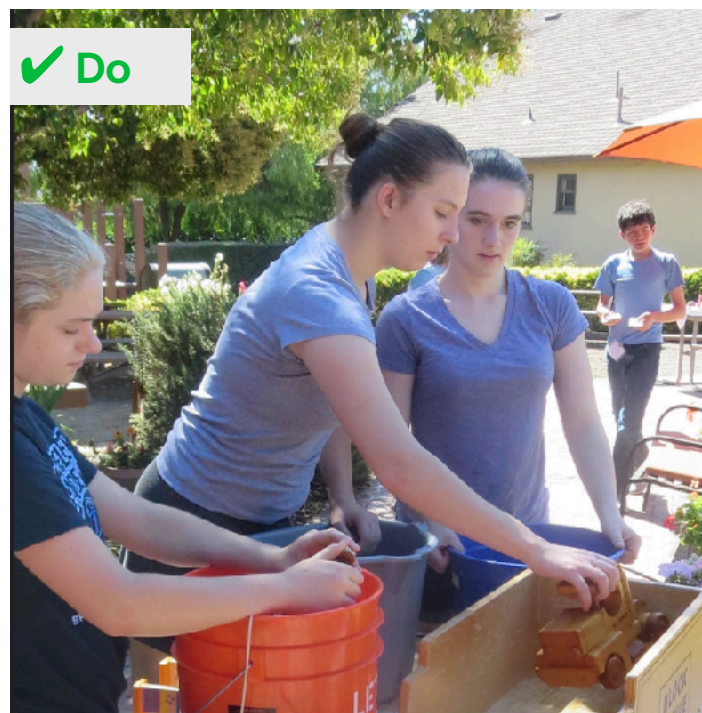
What's in the frame? Sometimes it's a garbage bin, ugly wall, sign, someone eating, etc., that isn't obvious. It's not just the subject in your frame, it's everything else in the background that can make a photograph usable or not.

Sometimes (not always), these things can be edited out using Photoshop, but it can take a lot of time and doesn't always work. As the picture is being taken, consider if a slight change to the picture in the frame can edit out these issues.

In general, do not post pictures to the St. Jude's Flickr account of parishioners eating (cooking/serving is fine), drinking alcohol, with their eyes closed, making awkward body movements (especially from the back), or otherwise doing anything unflattering.



*Move camera so unflattering view of parishioner is not in the frame (then no cropping is necessary!)*



*No "oops" views anywhere. A good picture.*



*People mid-eating or drinking should be avoided as subjects of pictures.*



*Discard pictures with subjects that have their eyes closed or with unusual expressions.*



# Indoor Lighting

## White Balance

Our church's sanctuary has bulbs that naturally make everything more yellow/orange, including people's skin. The white balance, which will correct for this, must be adjusted on the camera before shooting. Fixing post-processing is time-consuming, difficult and results are usually unsatisfactory. More information on white balance is below.

Most of the time, cameras are set to Auto White Balance (AWB) and thus the camera makes its own decisions about the color temperature of the picture. Generally a camera is excellent at choosing the correct white balance outdoors, but with mixed light sources (such as the windows, candles and indoor lighting in our sanctuary), the camera is unable compensate. As the neutral window light is bright, it usually picks the color temperature from the window to control the white balance. With the yellow light coming from bulbs, this causes the photos to turn out yellow, especially for skin tones and clerical robes.

Setting your camera to incandescent or tungsten lighting will help eliminate this problem. The florescent setting is used with florescent lights which tend make pictures blue and cold (like many photos in the parish hall). Most point and shoot cameras have a color temperature settings like these, so they are widely available and easy fixes for this problem.

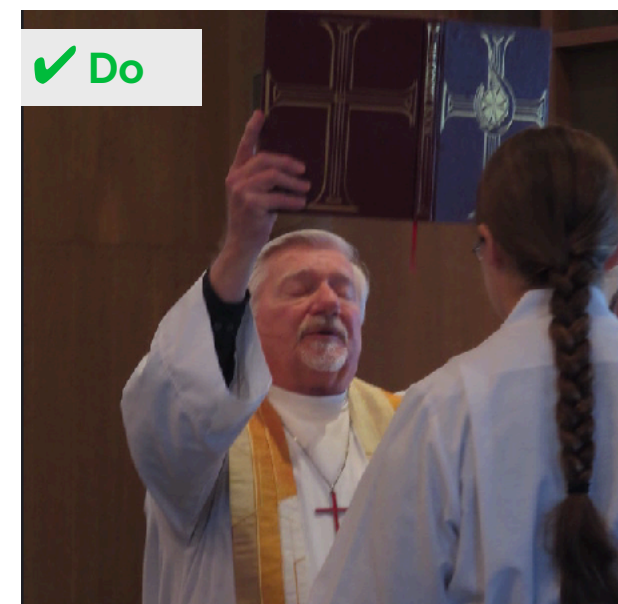
To determine the right setting for white balance for your camera, it's useful to take some sample pictures (such as on a typical Sunday morning in the Sanctuary) with different settings and see which one produces the most natural whites and skin tones. That setting can then be used for future pictures taken at that time of day.



*The clergy appears very yellow/orange. This is a major lighting problem on Sunday mornings.*



*Other locations can also make photos appear very yellow depending on the lighting.*



*Framing the shot without the front windows in the sanctuary made the skin tones natural, and robes stay white.*



# Indoor Lighting

## Window Glare

A second lighting problem in our sanctuary and in the office space is the glare from the windows during daytime. Pictures have very bright areas, and other areas (usually the subject) which are very dark. This can be avoided by framing of pictures during shooting, as again, post-processing is difficult to correct for this issue. Unfortunately, this is not always possible due to building architecture, but it should be a goal. For more on how to avoid this issue, see the information at right.

Another common problem when taking photos in our sanctuary is the placement of the windows on the two sides. Glare can cause the picture to be extremely bright in parts and very dark in others. The only true fix is the adjust where the camera is pointed so the shot doesn't have windows in the background.

Fixing this in post-processing, is very difficult and time consuming, and usually creates a less-than optimal result. Cropping the photo. (which would eliminate the subject in this case), is often the only remedy. These pictures with severe glare should not be uploaded.



*The glare from the windows makes the rest of the shot very dark.*



*The light is balanced and colors correct when the backdrop doesn't have windows in it.*



*Framing this shot very carefully may eliminate the window glare, though it may not work for every location.*



# Outdoor Lighting

Outdoor lighting should be less tricky to get good skin tones as the sun gives a full spectrum of light. However, depending on the time of day glare can be a problem, causing the foreground to be dark while the background is too bright. Adjust the camera's light settings for this, or more effectively, change the position to the sun for the shot.

At night, relying on a camera's night feature (or "fireworks" setting) usually works well, if the camera is held very steady as the lens is open a long time.



*There is a good amount of light on the subjects' faces, and skin tones are natural.*



*It can be tricky to get good lighting and no blurriness at night. This one worked out well.*



*The camera adjusted for lighting based on the background, making the foreground dark. Adjust camera lighting setting or move the shot location.*



*Bringing the camera closer and not pointed toward the bright sky would eliminate this glare.*



# Types of Shots

For a specific event, having different types of shots can give the full flavor of the event, and allow for many more potential uses of the photos for publications and on the website. Some types should be taken and uploaded more than other types, but most important is to capture the subject clearly, with good lighting, no blur, etc.

*The examples below from the 4th of July event are merely to illustrate types of shots; they do not illustrate other best practices.*



**Overall shots**



**Details**



**Medium Shots**



**Action**



**Interaction**





# Exposure/ Saturation

If photos are over-exposed whether naturally or in processing, it can be difficult to bring them back to 'natural' colors. Taking photos in good lighting, or adjusting the camera (with a flash or shutter speed settings) to allow for different lighting conditions is important.

Also important to note is though over-saturated colors are an interesting artistic effect, they do not look natural, so those photos cannot be used without extensive Photoshopping. It is very difficult to get skin tones back to natural once the photo has been over-saturated in its colors.



*Skin tones are very natural in sunlight. This would be a good guideline for what an appropriate saturation and exposure would look like.*



*The increased saturation on this photo has made everything very green.*



*This photo is over saturated and/over exposed. Though a lovely picture, it cannot be used.*



# Blur/ Sharpness

There are ways to avoid some common causes of blurriness while the picture is being taken.

- Adjusting the white balance (lighting) can reduce low-light blur.
- Using multiple-subject focus can eliminate blur when multiple subjects are being photographed at the same time.
- Movement often causes blur, and changing the setting for motion on a point-and-shoot camera can fix this.

If there are pictures that are blurry, they should not be posted on Flickr.



*Though one subject is in focus, the other main ones are not.*



*Blurry due to low light and movement.*



# Summary Guidelines while taking Photos

## Make sure:

Frame is filled  
with subject

Subjects are  
photographed  
close enough

Action is a  
priority

Appropriate  
range of shots  
are taken for  
each event

## Avoid:

Off-Color,  
both indoor  
& outdoor

Adjust lighting  
settings on  
camera

Window  
glare

Move so windows  
are not in the shot

Bright sky/  
dark subject

Move so bright  
sky is not  
backdrop or top  
of shot

Blur

Adjust shutter  
speed on camera



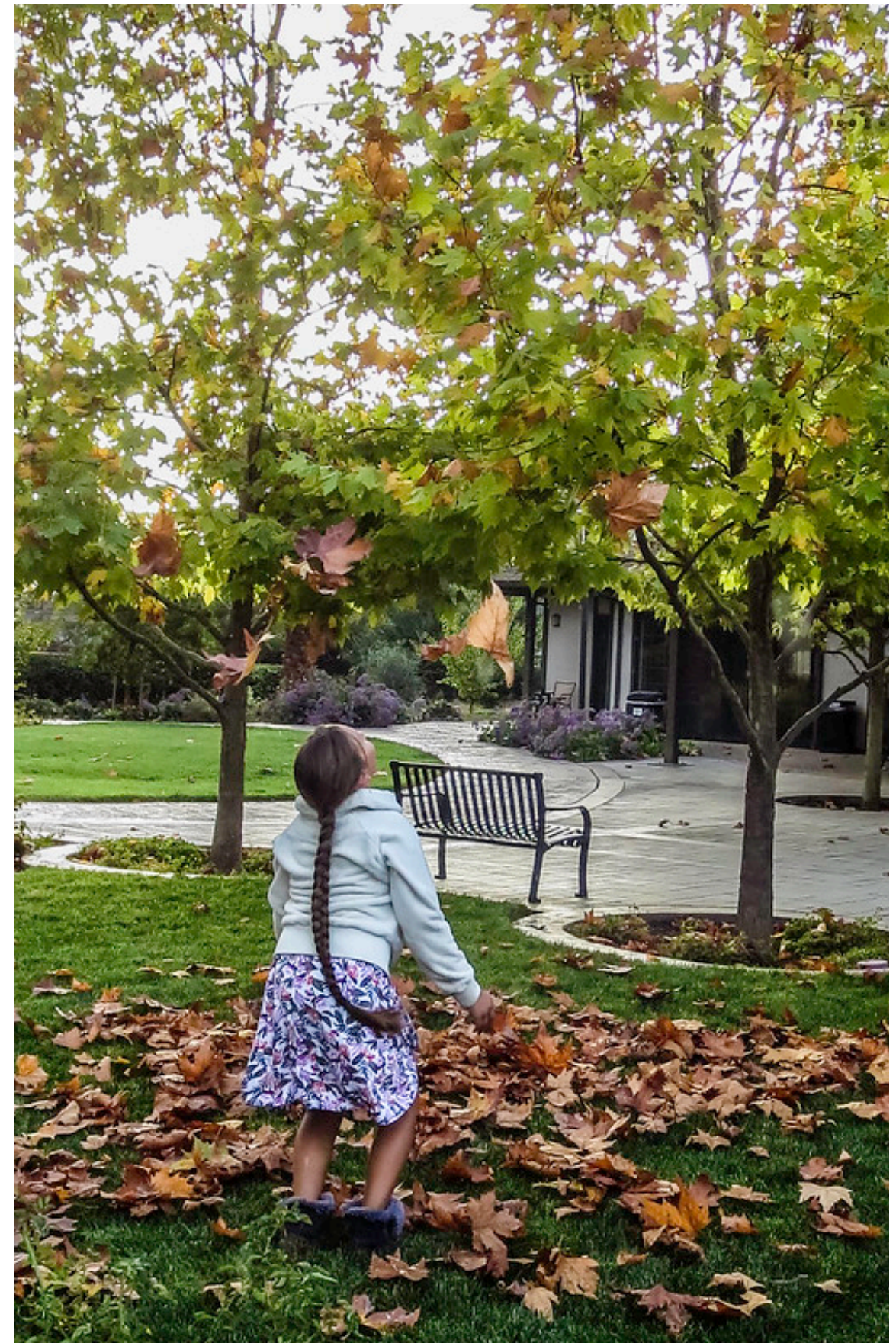
## Part 2

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# Sorting before Uploading

Now that the pictures have been taken, a similar amount of work is needed to sort and crop the photos, before uploading them to the St. Jude's Flickr. This step is just as vital as taking the pictures, In order for them to be found and used effectively without frustration, the right pictures—and only the right pictures—need to be uploaded.

This work of sorting will need to be accomplished on a photo managing site with a personal account or with software such a iPhoto. As all of St. Jude's has access to our Flickr account, this work needs to be done first, before uploading to that account.

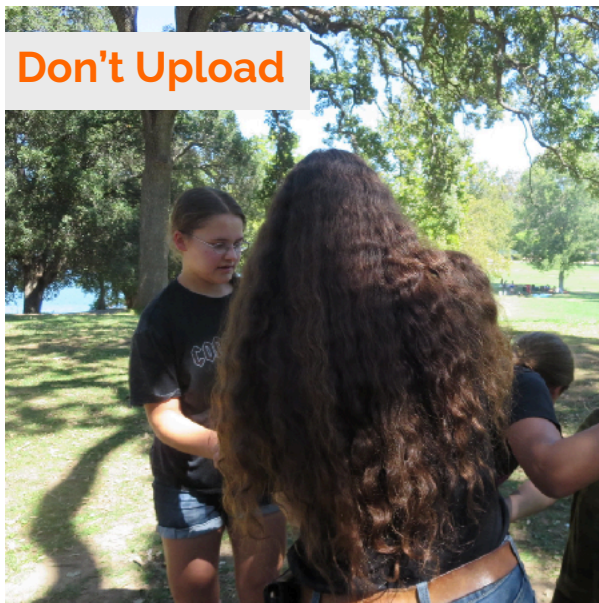




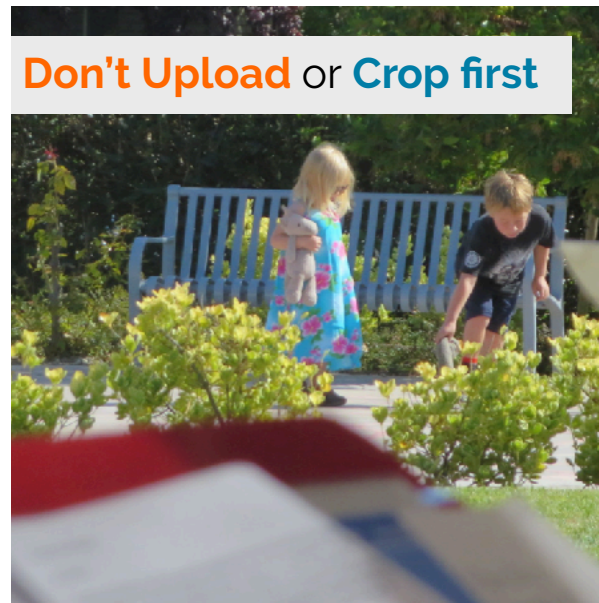
# Interference

between camera and subject

Most photos with this problem should be discarded, and not uploaded to Flickr. Some may be able to be cropped first, and then uploaded.



*There is no way to tell what is going on, as one of the main subjects fills the frame facing backwards.*



*This shot has foreground interference. This particular one should be discarded as there are other shots without this problem.*



*Someone is between the action and the camera. This shot should be discarded.*

**Don't Upload**

Do not upload to Flickr.

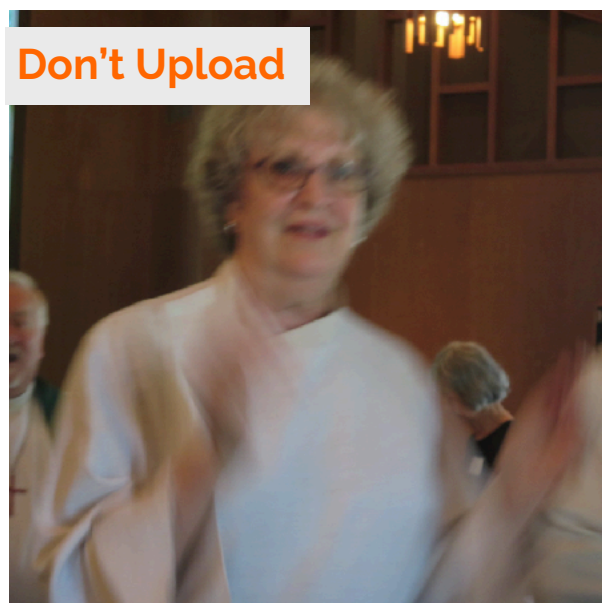
**Crop first**

If there is not a better alternative, crop before uploading to eliminate issue.

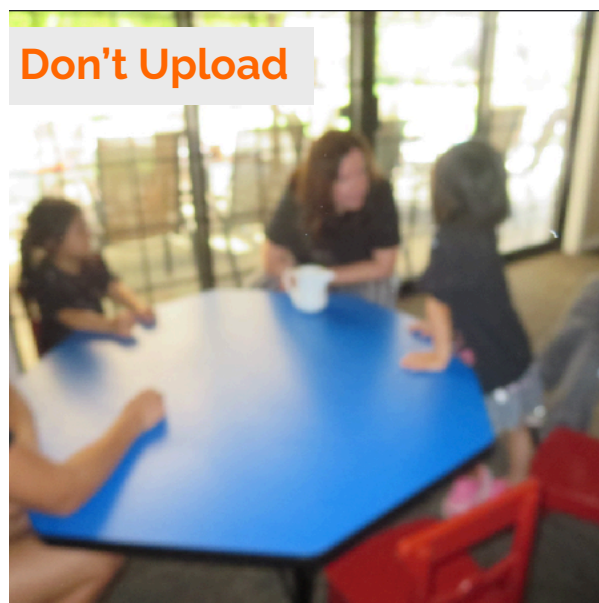


# Blur

Photos with this problem (even mildly) should be discarded, and not uploaded to Flickr.



*Motion blur.*

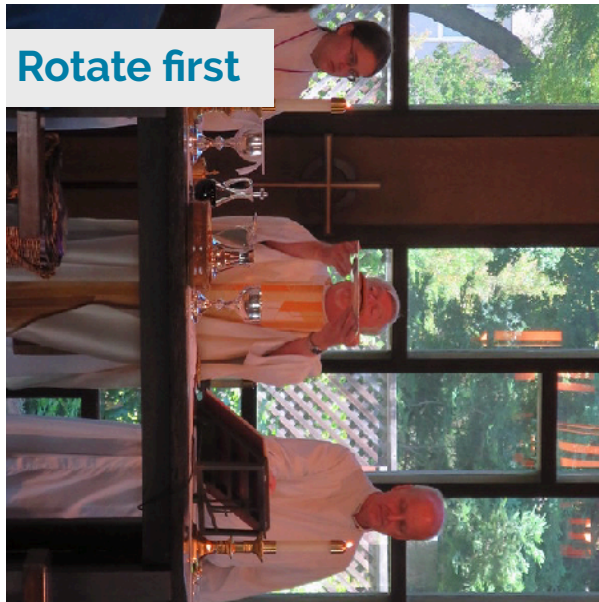


*Focus blur.*



# Sideways Rotation

Fix this problem before they are uploaded to Flickr.



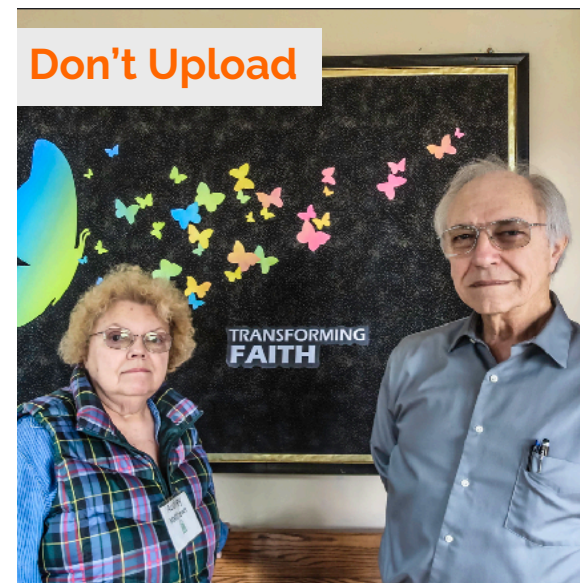
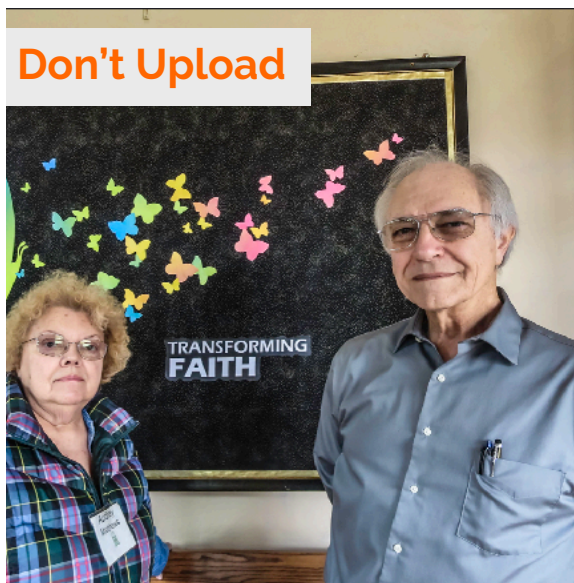
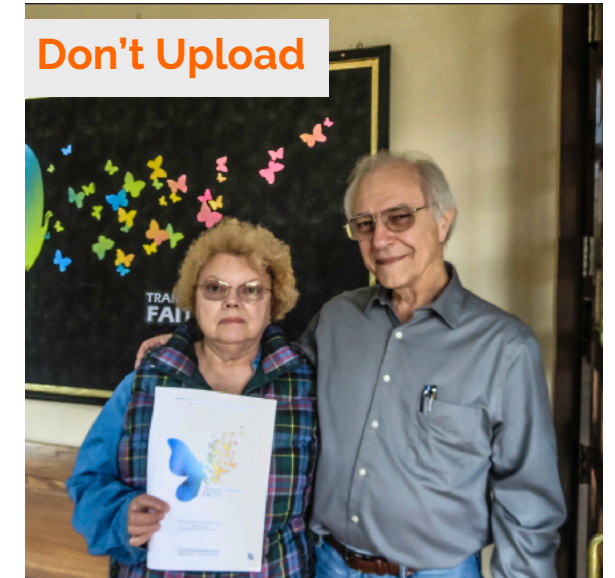
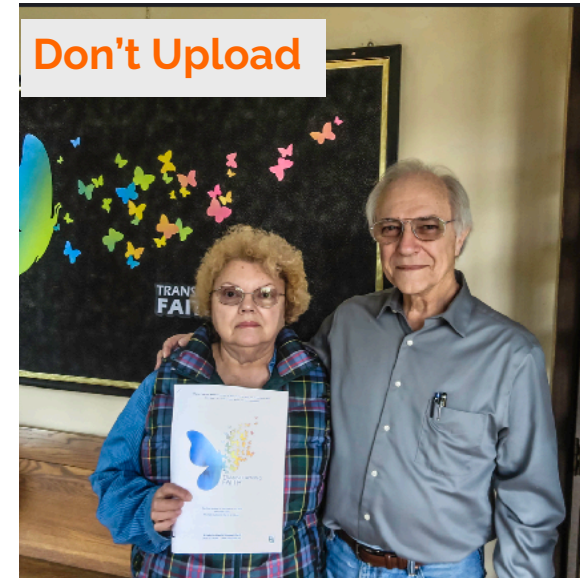
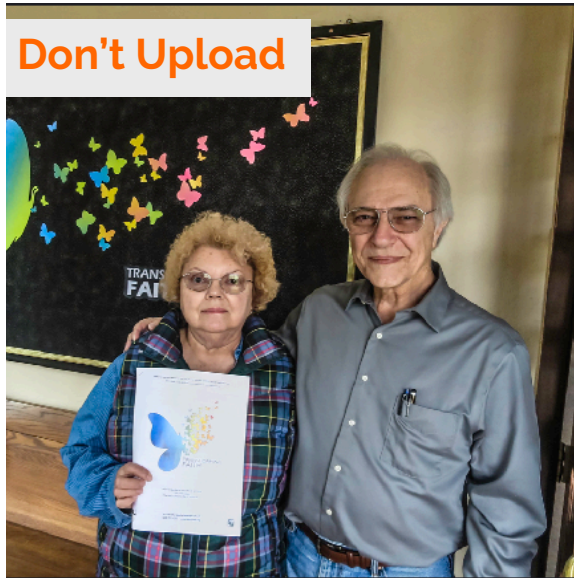
**Rotate first**

Rotate the photo to the correct orientation before it is uploaded.



# Duplicates/ Repetition

Pick only the best photo from a series of photos that are similar and upload that one. Do not upload all (or even most) photos taken. If it is likely a parishioner would like a copy of all of the photos, contact them personally and share them via email or otherwise privately.



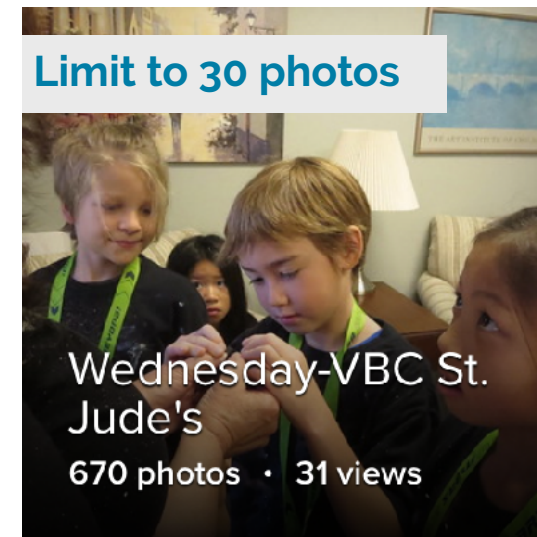
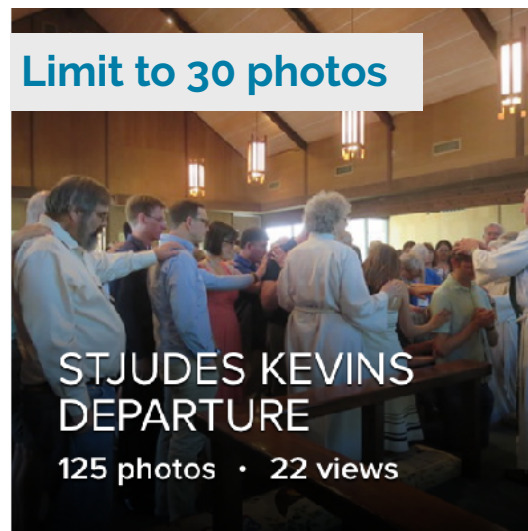


# Number of Photos per Event

Sort the photos so the number of pictures from one event does not exceed 30, unless the event is very large or lasts several days, such as Wilma's leaving events. Very similar pictures and those that don't meet standards for lighting, clarity, subject focus, etc. should only be privately shared.

## Limit to 30 photos

Keep only 30 or fewer photos for this type of event. Keep only the best pictures for subject, clarity, color, exposure, etc. Don't save similar pictures.



How to decide what to keep?  
Use this as a guideline.



Overall shots



Details



Medium Shots



Action



Interaction



**Keep Fewer**  
of this type

**Keep More**  
of this type

*The examples are merely to illustrate types of shots; they do not illustrate other best practices.*



# Adherence to Photo Policy

St. Jude's takes very seriously the privacy of our parishioners, and especially our children. **Pictures where children's faces can be seen should not be uploaded unless they have a photo release or a parent or guardian has given permission at the time the photo is taken.**

St. Jude's policy has also been to only upload photos into an album from occasions that are open to all members (or men/women in the case of getaways/retreats). **For weddings, baptisms, and occasions only open to a select number of congregants, only a couple pictures should be uploaded to an album dedicated to other events that year** (album name: "Other [year] events").

Upload only 2-5 photos



*Photos such as these should be only a handful and uploaded to a yearly, not specific event, album.*

Check photo releases first



*Photos of children are wonderful, but it is important to make sure parents are comfortable with having pictures taken of their children.*



# Summary Guidelines for Sorting Photos

## Don't upload:

Blurry  
Photos

When  
Subject is  
Obscured

Unflattering  
Photos

More than  
30 photos  
per event

Photos not  
per policy\*

## Keep, but edit/reduce:

Sideways  
Photos

turn to be right  
side up

Unwanted  
content in  
background

crop, or don't  
upload if not  
possible to avoid  
issue

More than  
1 similar  
photo

don't upload  
duplicates or  
similar photos;  
choose one

\* photos from celebrations where the entire congregation has not been invited should be added to an album called "Other [year] events". Each event in the album should be about 2-3 pictures.



## Part 3

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# Uploading into Albums on Flickr

As the pictures have all been sorted before uploading, this is the easy part! The photos, as they have been previously, go into folders by event. With many fewer pictures being uploaded, it should be easier for congregants to find a photo to meet their needs.

There are a few other requirements, which are listed next.





# Upload each photo with Tags

Adding tags will allow easy searching for everyone. The next page shows how to determine what tags should be on the photos.

The screenshot shows the Flickr upload interface. At the top, the Flickr logo is on the left, and navigation links 'Your Photostream', 'Create', 'Old Uploadr', and 'New Here?' are on the right. Below these are buttons for 'Add', 'Remove', 'Size', 'Sort', 'All', and 'Info', along with an 'Upload 1 Photo' button. The main area is titled 'Editing 1 photo:'. On the left is a sidebar with options: 'Add tags', 'Add people', 'Add to albums', 'Add to groups', and 'Owner settings'. The 'Add tags' option is highlighted with a yellow arrow pointing to it from the right. To the right of the sidebar is a photo of a playground, titled 'SJplayground - 1 (3)', with an 'Add a description' link below it. Below the photo, there is a yellow text box with the following text: 'Click here to add tags when uploading.' and 'Note: tags should to be one word'.

flickr Your Photostream Create Old Uploadr New Here?

Add Remove Size Sort All Info Upload 1 Photo

Editing 1 photo:

**SJplayground - 1 (3)**  
Add a description

Add tags

Add people

Add to albums

Add to groups

Owner settings

None (All rights reserved)

Visible to everyone

**SJplayground - 1 (3)**  
Add a description


Click here to add tags when uploading.

Note: tags should to be one word



# Tag List for Photos

Sample tags are shown below the categories. Add all the tag types to each photo unless it doesn't apply.

SaintJudes	Year photo taken	Location	Type of Event	General Activity	People that are subject
		Sanctuary Courtyard Labyrinth Playground Farmhouse Parishhall Grounds Haiti Big Basin SMUM etc.	Worship Rogation Petblessing Ordination VBC Anniversary Celebration Easter Potluck Baptism Lifecelebration Christmas Camping etc. (leave blank if none)	Eucharist Socializing Crafts Food Working Table Praying Music Performance Playing Speaking Portrait Display etc.	Children Youth Adults Clergy Multiage (leave blank if no people)
<b>Example</b> 					
Tags: <div> <div>SaintJudes</div> <div>Playground</div> <div>2019</div> <div>Children</div> <div>Playing</div> </div>					

# Add Photos to an Album

Using a standard method of labeling albums will make it easier to find photos and keep them organized.

Put the following in each album title:

Month photo  
taken  
(or season)

Year photo  
taken

Event Name

Activity  
(1-2 words)

**Note:**

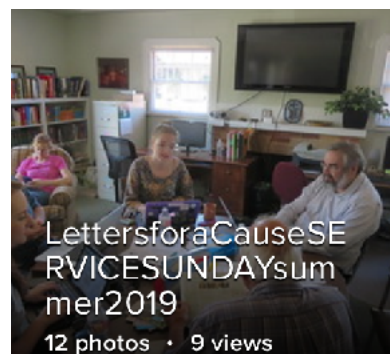
- Don't put any words all in caps
- Separate words with spaces
- No need to state "St Judes" as these are all on our Flickr account

## Examples



**Title would be:**

July 2019 July 3rd Celebration



**Title would be:**

Summer 2019 Service Sunday Letters



# Summary Tagging Photos & Making Albums

## When uploading Photos:

Only upload sorted photos



Other photos should be discarded or shared privately

Tag each photo with appropriate tags



Use list of tags so that photos can be easily searched

Place in album with appropriate name



Use guidelines for naming for consistency

Check again photos meet other guidelines



Double check and modify album or photos as necessary