A picture is worth a thousand words | By Kaspars Rūklis

Why are we taking photos?

To tell the story

To capture emotion

To illustrate the point

To strengthen the argument

To document the event

To empasize the idea

To show the reality

Librarians in pictures

Librarians in pictures

For whom are we taking photos?

For our own pleasure

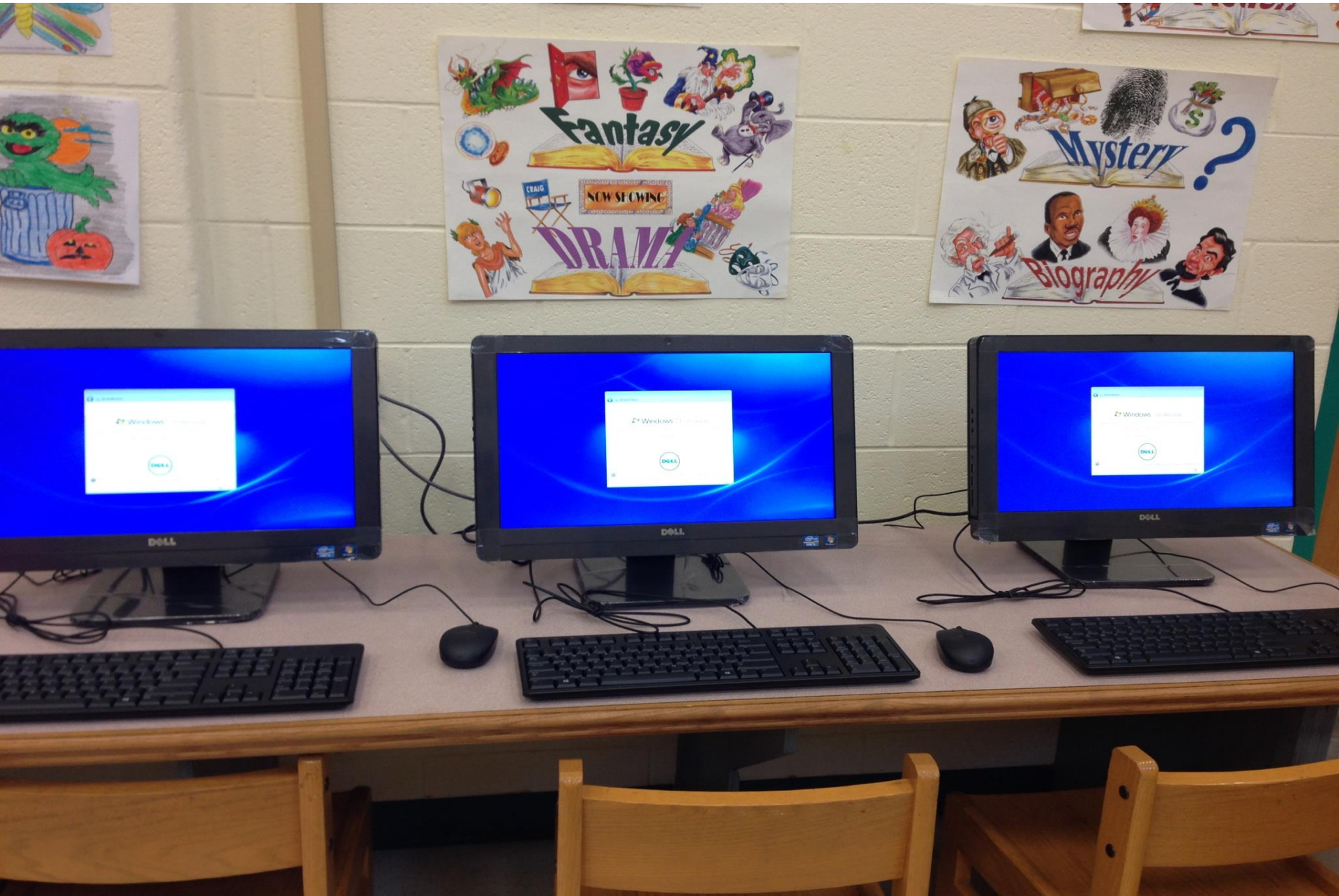
For our readers / viewers

For our potential readers / viewers

For our bosses / supporters

For history (archives)

Technology / service in pictures



Technology / service in pictures

Who/what is in the photos?

People

People in action

Groups of people

Portraits of people

People and the environment

People using the technology

Landscapes / panoramas

Details

People in pictures

People in pictures

Where do we plan to use the photos?

Publicity

Publication

Websites/social media

Presentations

Reports

Media

Events in pictures

Events in pictures

Events in pictures

How do we take breathtaking photos?

Balance

Rule of 2/3

Color vs black & white or filters

Captions and descriptions

Capturing the moment

Staging

The Golden Mean

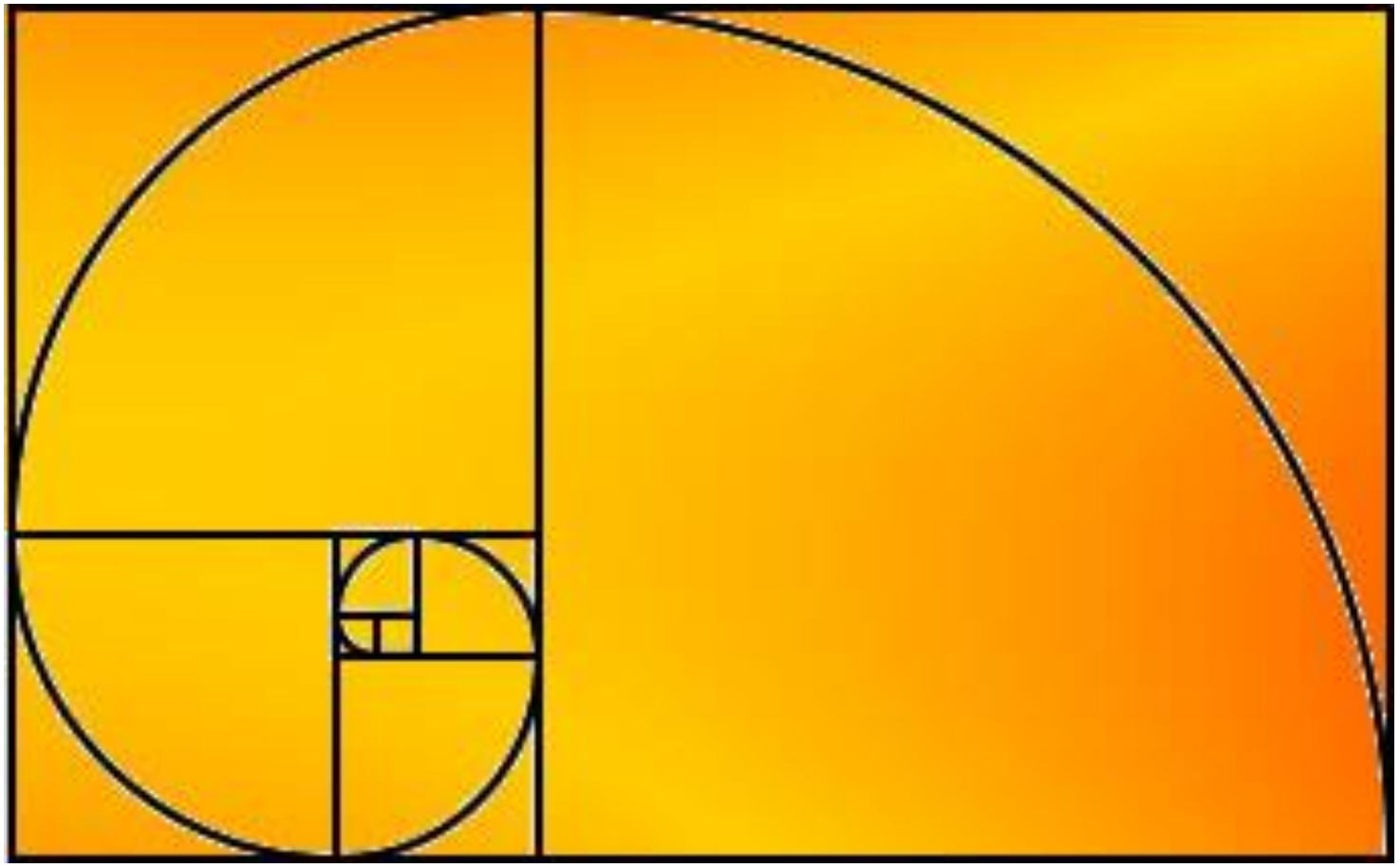


Image from: www.neurosciencemarketing.com

The Rule of Thirds

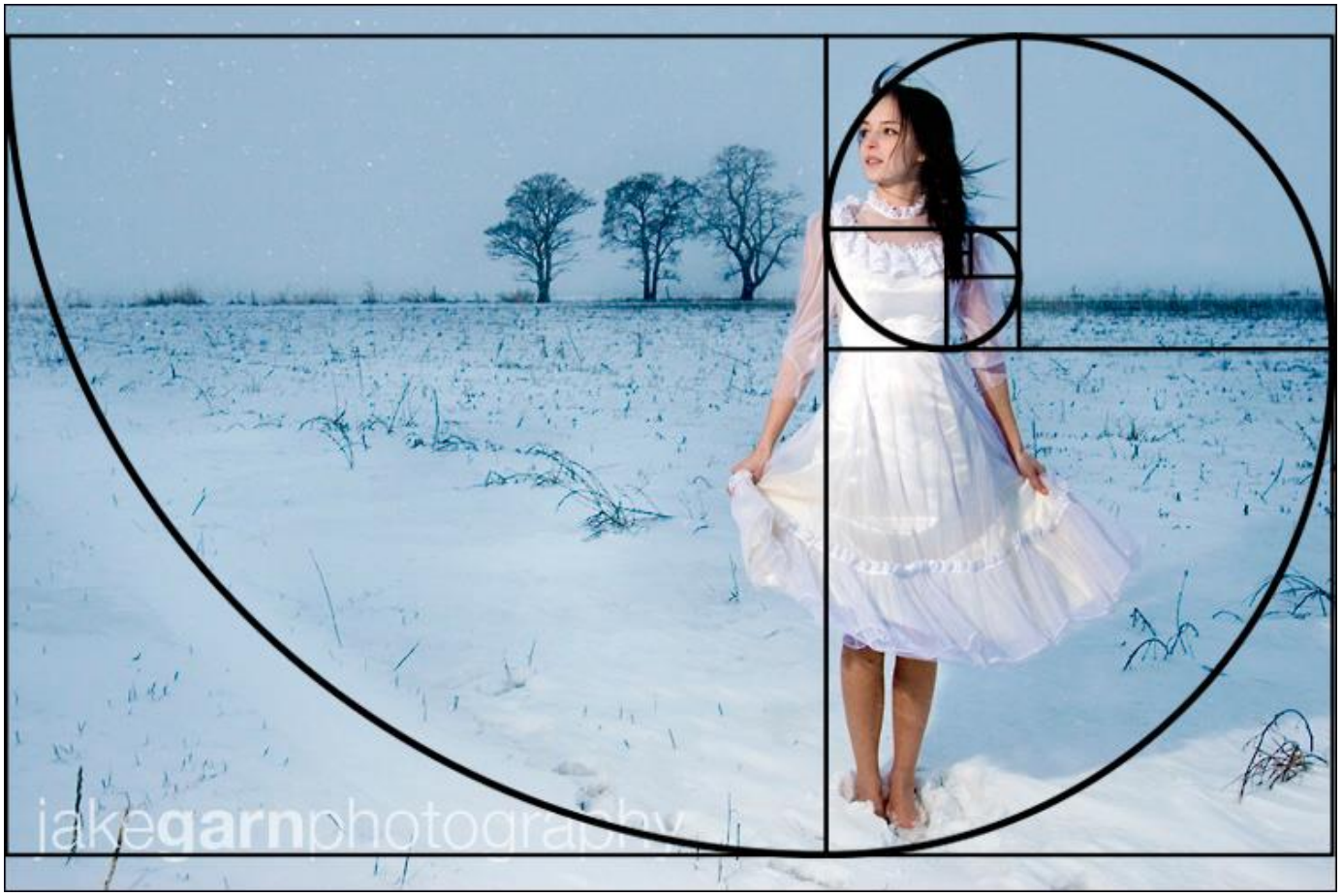
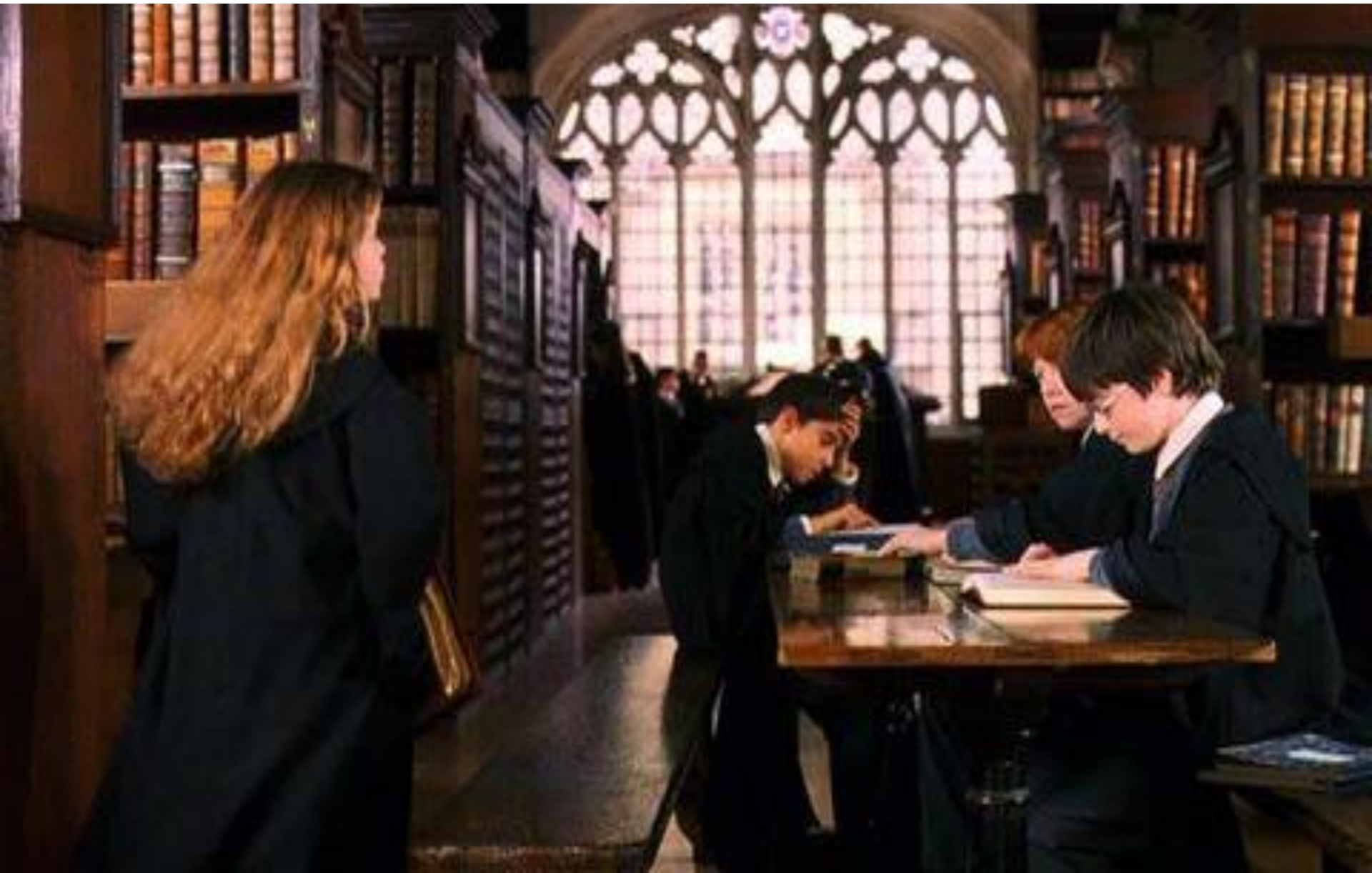


Image from: www.jakegarn.com

Children / youth in pictures

Children / youth in pictures

Children / youth in pictures



A picture is worth a thousand words | By Kaspars Rūklis