

MEMO Class Study Guide

Visual Choices in Photojournalism:

- rule of thirds (more dynamic movement in photo)
- show eyespace (so we can see what they are looking at)
- avoid clutter (figure out ways to avoid it)
- avoid pole head (so nothing in the background looks like its growing out of your subjects head)
- don't cut off limbs at joints (wrists, elbows, knees, etc.)
- should show activity but ALSO be a good photo with interesting angles and backgrounds
- shoot from different distances away
- incorporate the principles and elements of design (such as line, shape, texture, repetition, pos/neg space, contrast)
- timing is important, find the perfect/decisive moment
- use shutter speed and aperture settings to your advantage (shallow depth of field, frozen motion, etc)
- increase your ISO if you are shooting in a dark space
- GET CLOSE!!! Don't be shy.

Storytelling Choices in Photojournalism:

- show faces and emotions (not the back of people's heads)
- don't repeat shots (find a new angle/distance/etc.)
- get overall/establishing shots
- get close and show details
- show the activity from beginning to middle to end. Don't skip over details that are important to the story.
- show both teams
- make sure that someone who is not familiar with our school can understand the event through your pictures.
Do not take the understanding of anything for granted.

Interviewing:

- always ask "open ended" questions (nothing that could be answered with a "yes" or a "no")
- don't ask leading questions
- get background information about the event
- make sure you get the correct spelling of each person's name
- if you don't get the information at the time, follow-up with an email or in person interview
- for videos: tell them to repeat the question in their answer. Also tell them not to say "um". Make sure that you are quiet when listening of their answers. Avoid any distracting background sounds.

Writing Captions:

- Use first and last name the first time, then only refer to the person by their last name.
- no Mr., Mrs., Ms. Or Dr. Only use their names
- refer to people by their position. (Science teacher Erika Everett...)
- don't state the obvious. Viewers can gather that from the photos
- add in extra information that is important to the story and not shown in your photos
- leave your opinion out of it. Only write facts.
- the # of the player is in parentheses after the name, such as: "Biggar (20)"
- Names should be written from left to right, such as "Players, from left, junior Sarah Smith, senior Jenny Jones...)
- Correct spelling and grammar! Follow AP style when in doubt.
- put the following at the end of each caption: Credit: Your Name for Manchester Essex Multimedia Online

Laws, Ethics, and Photoshop in Photojournalism:

- you can shoot most things if on public property
- no one but the police can confiscate your camera (do not give your camera to anyone else)
- “better to shoot a pic and apologize, rather than ask and be denied”
- be careful when taking photos of minors/elementary kids
- always check the “do not photograph” list before publishing a kid’s image online
- be respectful when taking photos of tragedies.
- try not to use unflattering photos
- use good judgment and respect the people in your images
- no cyberbullying with photos, videos, or captions
- make sure you aren’t shooting in a biased way, only showing things that slant a story in one way or another
- show both sides of a story
- do not use Photoshop to alter what really happened. You can only use it to crop, lighten/darken, and white balance.

Videojournalism Basics:

-VISUALS:

- when interviewing, put people’s faces in the top intersections of the # in the rule of thirds
- have interviewees look slightly off camera
- always have either something moving in the frame, or move the camera
- vary your angles and distances
- panning is moving the camera left and right, tilting is moving the camera up and down
- DO NOT zoom in and out. If you want to be closer, get closer. Or zoom before you start shooting.
- if possible, choose interesting backgrounds
- make sure to shoot “b roll” as extra footage
- use a tripod so there is no handshake! Or hold your body steady and your video camera close to your body.

-AUDIO:

- avoid distracting background noise
- if you can’t avoid distracting background noise, make sure you show the source of it
- audio is more important than video. Viewers can’t stand bad audio, but will deal with bad video
- use microphones whenever possible
- wear headphones so you hear what the mic hears
- test your mic
- record some background “white noise” to put underneath several different scenes, to provide continuity

Photojournalism Dos and Don’ts:

DO:

- pack extra batteries and memory cards
- pack extra memory cards
- format your memory cards before a shoot
- wear your Press Pass whenever you shoot
- get close to whatever you are shooting!
- bring paper and pencil to take notes and do interviews
- make sure your pics tell a story AND are good looking interesting photographs. Use your photo skills!
- make sure you know your camera controls and how they work

DON’T:

- ask permission to take a photo...well sometimes
- shoot from one angle or distance, or stay in one spot
- forget to ask questions