



# Communicate With Picture Power

## DO's and DON'Ts

# Improve Your Camera Handling



**Steady As  
She Goes**





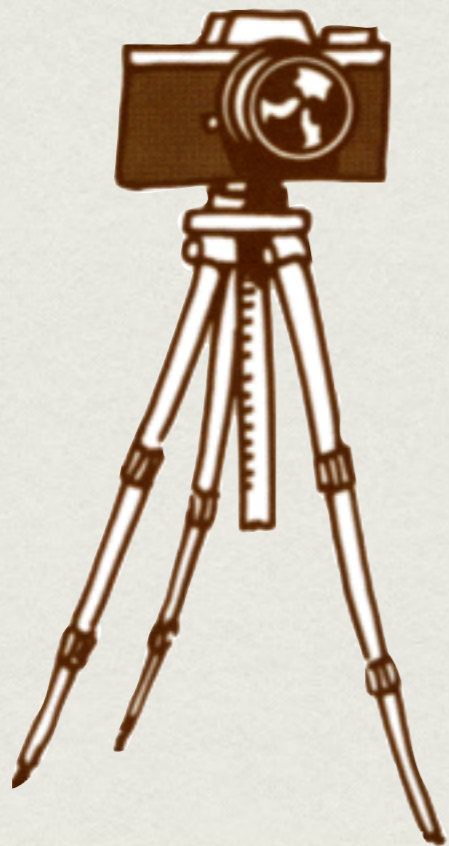


**Handheld**

**Canon 40D  
24-105mm L**

**1/64 @ f/4  
ISO 320**

**Canon 580 EF**



# Grab Attention With Content



**Get Close**



Fill Your Frame



Fill Your Frame



# *A Caution About Photographing Children:*



- I. **Need parental consent if ...**
  - a. **Minor (under 18) is on public property and participating in a Coast Guard or Auxiliary event, or ...**
  - b. **Minor is on private property, or ...**
  - c. **If local or state law requires parental consent.**

2. Don't take or use child's image in manner contrary to law.
3. If child is part of a group and unrecognizable, image may be used even without parental consent.
4. For written consent, use official form located in Forms Warehouse, National web site.



# Capture Dramatic Light







# Angles ... It's a Game of Angles



- Get Up High
- Get Down Low
- Move Around
- Shoot Verticals







# Bring Team Coast Guard Activities to Life















# Prep it Right for Publication



**1. Tight Cropping OK**

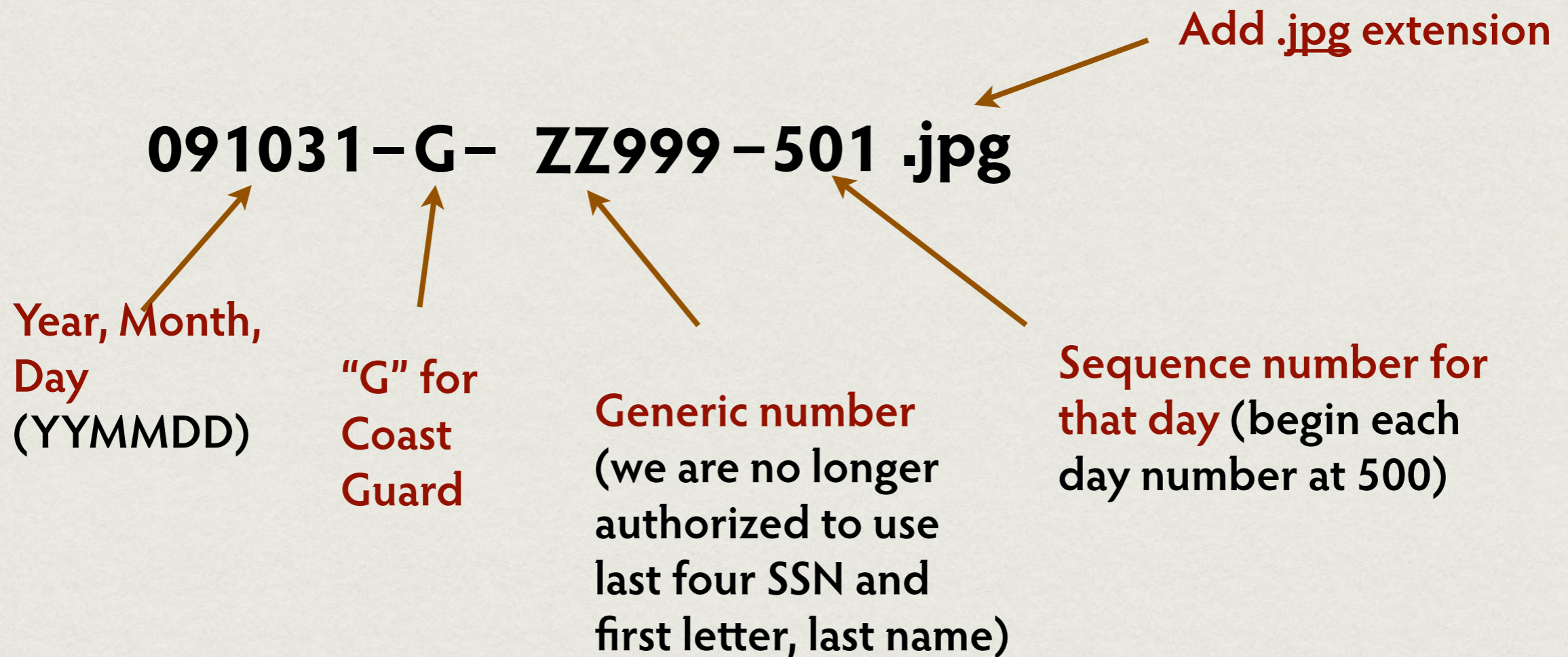
**2. Enhancement: Lighten  
or Darken *ONLY***



### 3. Add VIRIN and Caption

**VIRIN:** *Visual Information Reference Identification Number*

Here's how to structure a VIRIN:



In Elements: **FILE** → **File Info**

Eagle Tour Guide.jpg

Description IPTC IPTC Extension Camera Data Video Data Audio Data Mobil ▸ ▾

Document Title: 080801-G-ZZ999-511

Author: Manny Romero

Author Title:

Description: LOS ANGELES--Auxiliarist Todd Egnor of Williamsburg, Va., gives a briefing to D11SR personnel before they begin tour guide duty aboard the Coast Guard Barque Eagle on August 1st. Egnor, a marine repair supervisor with the Jamestown-Yorktown Foundation, was assigned to Eagle as

Rating: ★ ★ ★ ★ ★

Description Writer:

Keywords:

*i* Semicolons or commas can be used to separate multiple values

Copyright Status: Public Domain ▾

Copyright Notice:

Copyright Info URL:  Go To URL...

Created: 4/6/2009 - 4:32 PM Application: Adobe Photoshop Elements 6.0 Macintosh  
Modified: 4/6/2009 - 4:32 PM Format: image/jpeg

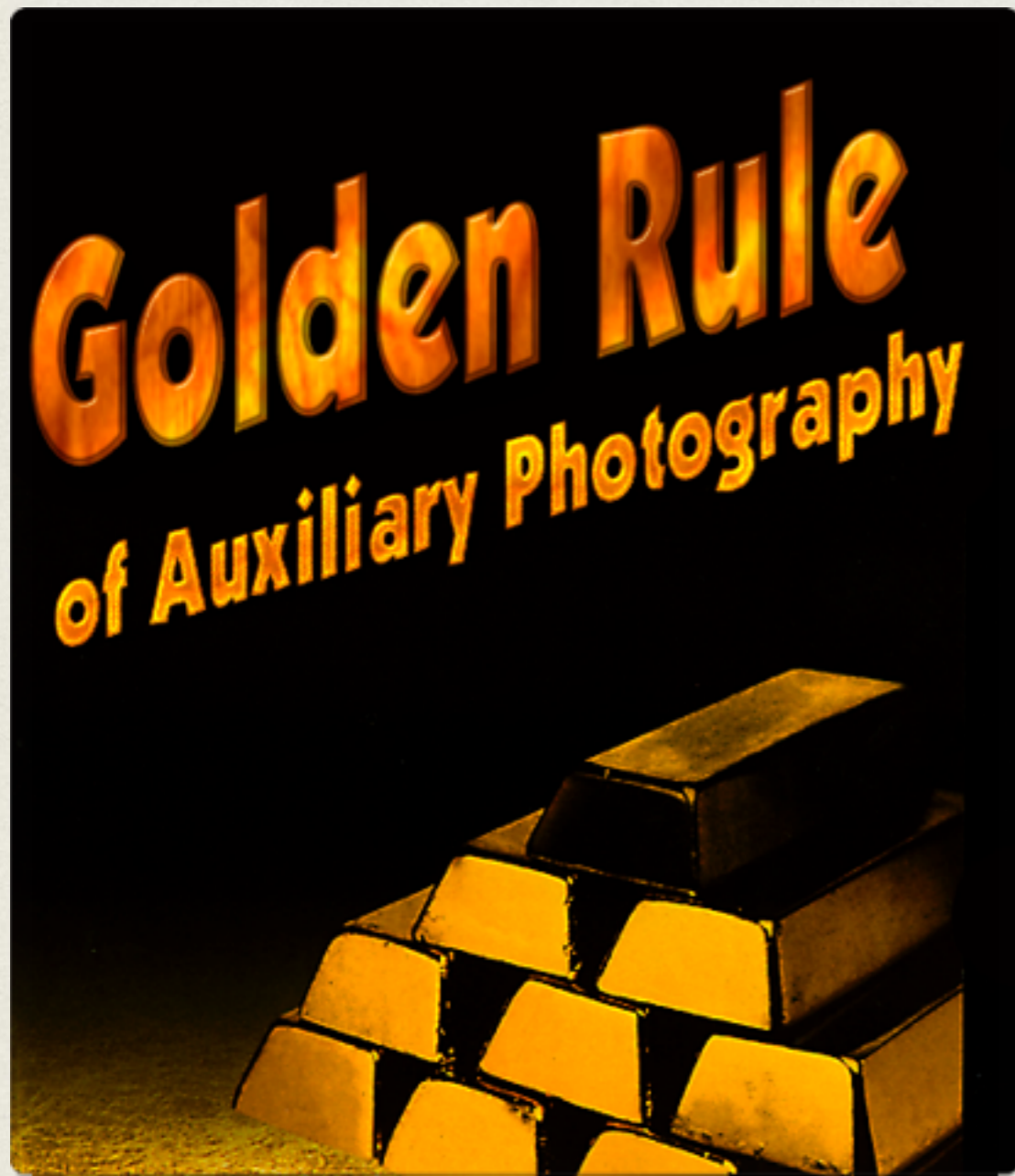
Powered By **xmp**™

Preferences Import... ▾ Cancel OK

**Proper Credit Line:**

*Coast Guard  
Auxiliary Photo by*

.....



**“ Photograph others  
as you would like to be  
photographed ”**

**Keep An Eye Out For:**

- Cigars / Cigarettes
- Alcohol
- Improper Uniforms
- Unflattering Shots
- Improper Procedure

# Can You Spot These Picture Problems?

**Unzipped  
Lifejacket**

**Unauthorized  
Blouse**

**Wristwatches**



**Photo  
Technical  
Problems**

**Cigarette**

**Weak  
Content**





**Composition Busy**

**Loose Crop**

**Mismatched Uniforms**

**Improper Sleeve Roll**

**No Story-Telling  
Content**



**Very Poor Technical Quality**

**Unauthorized Life Jacket**

**Sloppy Uniform**

**Unauthorized Light Bar**

**Shoulder Boards Rather  
Than Collar Insignia**

**Little Editorial Interest**





**Unauthorized Cover**

**Composition Very Busy**

**Loose Crop**

**Little Story-Telling Value**



# Criticism From an Editor

- a) Ballcaps with glasses on top
- b) Hair way out of regs
- c) Sleeves rolled incorrectly
- d) Missing T-shirts
- e) Edit out the “butt” shots
- f) Was everyone at this event as miserable as those in the photo?
- g) Look to see if everyone is zipped up before you shoot
- h) We don't publish images of people sleeping or appearing to be asleep
- i) What on earth were you thinking?



“

Often it's an issue of subject matter. At a towing evolution, the photographer comes back with photos of the Coast Guard boat ... close-ups of his buddies ... the coxswain looking out the window ... and a line up of the crew standing on the dock.

All are in proper uniform and the res is good, but *the photos don't support the story. They don't have meaning or offer context.*

”



Your Turn ...

