



### **Adviser Advice—Find a PERFECT picture.**

I loved your “Photo Fridays” tip last month. Here’s my best piece of photographic advice. I hope it helps advisers who, like me, were not trained in photography when they became an adviser. I had to pick it up as I went.

I asked a photography teacher at our nearby community college what was one thing I could do to improve photography in our book. He sent me this note:

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Find a perfect picture. Well, maybe not perfect but a picture that has been taken by someone on your staff and is just exactly the type of photo that you want to find in your yearbook. It has the right tonal quality, the right content, the right everything. It’s in focus, sharp and clear. If going to be printed in color, make sure it is bright and colorful. Since you may print pages in both color and black and white, you may want to find two “perfect” pictures, one of each.

Get those photo(s) enlarged as big as you can afford. Hang it in your yearbook room and tell the staff that the quality of that picture is what they should be shooting for EVERY TIME!

So often we know what we want pictures to look like, but it is hard to convey that to the staff. This is the best way to do that!

