

Photo Basics

agenda

- Goals
- Why are photo skills important?
- Take great pics on our phones
- Use photos to tell the story of our movement
- Questions
- Practice



goals

by the end of this session, you will...

Know the fundamentals of photography to bring your smartphone pics to the next level!



Understand what types of images you can capture to tell the unique story of our movement.

why are photography skills important?

why photo

- Demonstrate the **power**, **passion** and **scale** of our movement
- Show **different versions** of gun violence prevention
- Visually show our movement is **everywhere**



why photo

- You've got a **backstage pass**
- Nobody knows your chapter like you do!
- With your smartphone, **you become the photographer** at that event



let's get to it

can we talk about this for a minute?



MOMS 
DEMAND
ACTION
FOR GUN SENSE IN AMERICA

best practices

- Make sure folks in your pictures are OK with being in them.
- Lighting is queen
- Snap away. You can crop and edit them down to tell your story later!
- Clean your camera lens - both phone & computer!
- Everything in your pics help tell the story- including what's in the background
- Listen to your creative instincts and have fun!!!



lighting



showcase the action



consider your background



cropping



now let's tell our unique story!

Covering an event



- close



- medium



- far

tone

@AnnaMorshedi tweeted-

Yesterday, 3 kids & 3 staff were killed by firearm @ a Nashville elementary school. Today, Arkansas Senate committee passed #SB450 that will allow more guns on K-12 campuses. These lawmakers aren't here 2 protect our kids. They're here 2 do the work of the gun lobby #arpx #arleg



tell our story





at an event



speakers



group picture



at home



determination



community partners



tabling



grab the details

tell our story



MOMS DEMAND ACTION
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all about the details

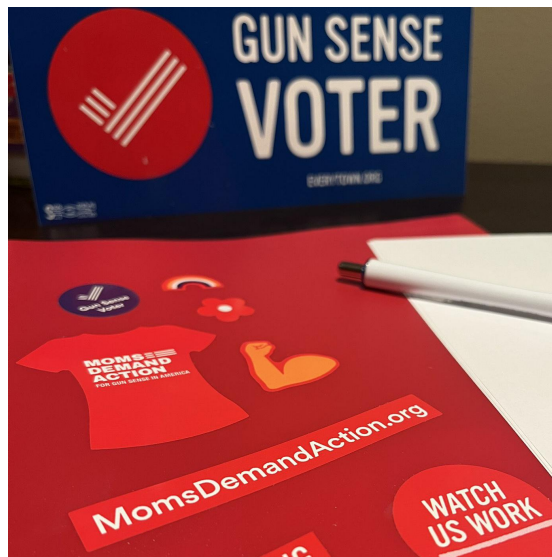


practice

practice



Take a Quick Selfie!



Grab a detail

tweet your pics

I'm sharpening my photo skills in a @MomsDemand training so I can effectively tell the story of the work we do to help #EndGunViolence! @Everytown

questions



contact

For any additional photo-related questions, email
Amanda Marmor at amarmor@everytown.org!

