

# Photo Basics

# trainers



# TRAINERS



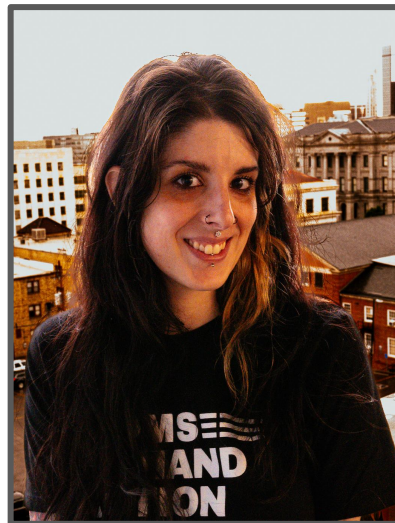
# EVERYTOWN GRASSROOTS SOCIAL MEDIA TEAM



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# AGENDA

- Goals
- Why are photos so important?
- Taking great pics on our phones
- Telling stories through photos
- Questions
- Practice



# GOALS

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

Understand the basic  
**fundamentals** of  
photography to bring your  
smartphone pictures to the  
next level!

&

See concrete examples of  
what types of images you  
can capture to tell the  
unique **story** of our  
movement.

# Why is photography so important?

# CAN WE TALK ABOUT THIS PHOTO?





# STORYTELLING vs DOCUMENTING



# WHY PHOTO?

#MomsAreEverywhere

- Demonstrate the **power, passion, and scale** of our movement
- Visually show our movement is **diverse and everywhere**
- Photos help grow the movement!



# WHY PHOTO?

## inside scoop

- You've got a **backstage pass**
- Show **different versions** of gun violence prevention in your chapter
- With your smartphone, you **become the photographer** at that event



# Let's get to it!



# SAFETY & SECURITY

## consent

- Make sure the people in your pictures are OK with being in them
- ...specially if there's kids!
- Never post first and last names on social media



# SAFETY & SECURITY

be aware of private information in the background

- Name tags at events
- Children's names on kid stuff
- House numbers or street names
- Identifiable information



# MECHANICS

learn your smartphone's photo features!

- Voice/ hand commands
  - "Capture"
  - "Take picture"
  - Hand gestures
- Manipulate lighting while taking a picture
- Special editing features
  - Don't over-filter your pics!



# MECHANICS

always clean your lens

- Clean your lens!
  - Phone
  - Laptop
  - Fancy camera





# Tone

does my picture match the mood?

@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



# BEST PRACTICES

## lighting

- Natural light always looks better than artificial light
- Diffuse harsh light with shade
- Avoid backlighting – make your subjects face the light











# BEST PRACTICES

consider your background



# BEST PRACTICES

## zooming in

- Your feet are the best zoom tool!
- If you have to zoom, **steady yourself**
  - Tripod
  - Wall
  - Table





# BEST PRACTICES

crop that pic later!



# BEST PRACTICES

## taking video

### Everything you do for a photo plus...

- Check your phone's storage capacity
- Stabilize your camera
- Film in HD
- Be mindful of the audio





# BEST PRACTICES

platforms inform our orientation and dimensions





# BEST PRACTICES

fill the frame



**MOMS**  
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA

# SHOW NOT TELL

showcase the **ACTION!**



# SHOW NOT TELL

showcase the **ACTION!**



**MOMS DEMAND ACTION**  
FOR GUN SENSE IN AMERICA



# SHOW NOT TELL

showcase the **ACTION!**



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# GET CREATIVE

Take several perspectives



close



medium



far

# GET CREATIVE

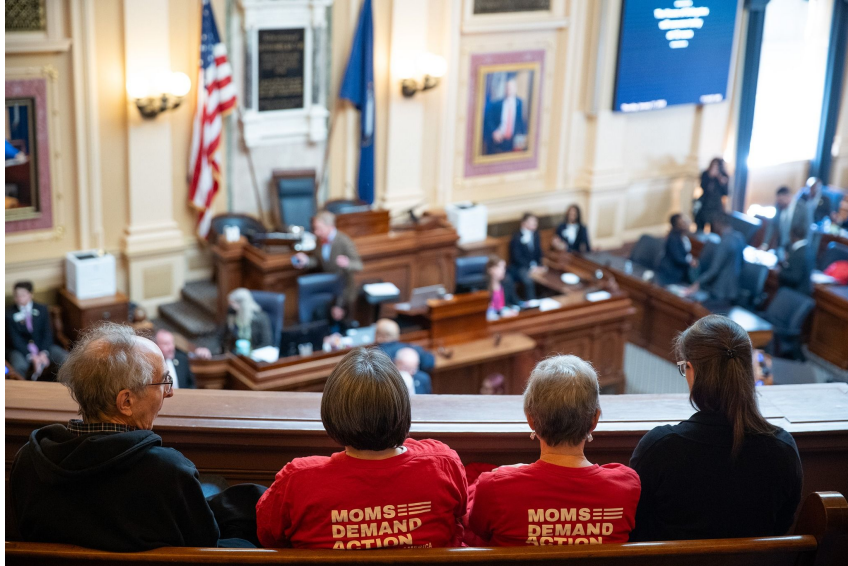
Capture the details!



**MOMS**  
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA

# GET CREATIVE

Get a creative perspective!





# BEST PRACTICES

**Snap now, edit later!**

- Snap now, edit later!
- Take a bunch to leave yourself choices
- Listen to your creative instincts, and have fun!



# Examples of photos that tell our story:





events



speakers



group pictures



at home



meetings



community partners



tabling



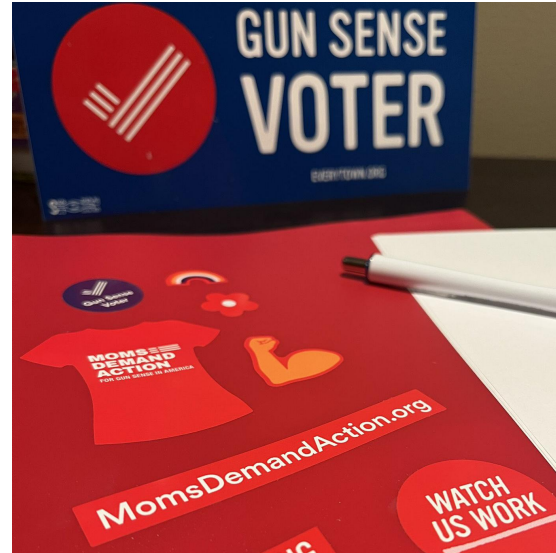
grab the details

# Practice

# PRACTICE



**Take a Quick Selfie!**



**Grab a detail**

# PRACTICE

I'm learning new photo skills in a @MomsDemand training, so I can tell the story of the work we do to help #EndGunViolence!

Join me in the movement to end gun violence by texting READY to 644-33 to find ways to get involved in your community.



# Questions

