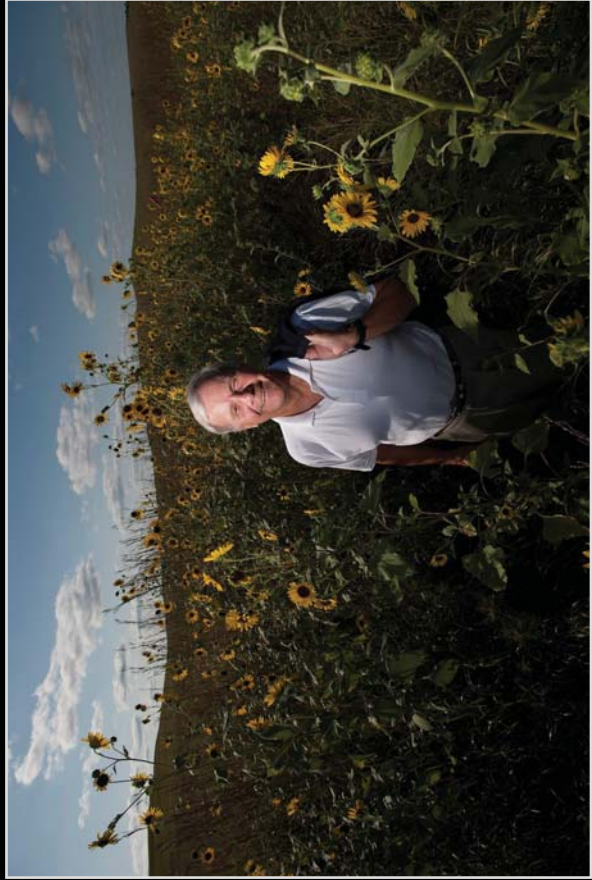
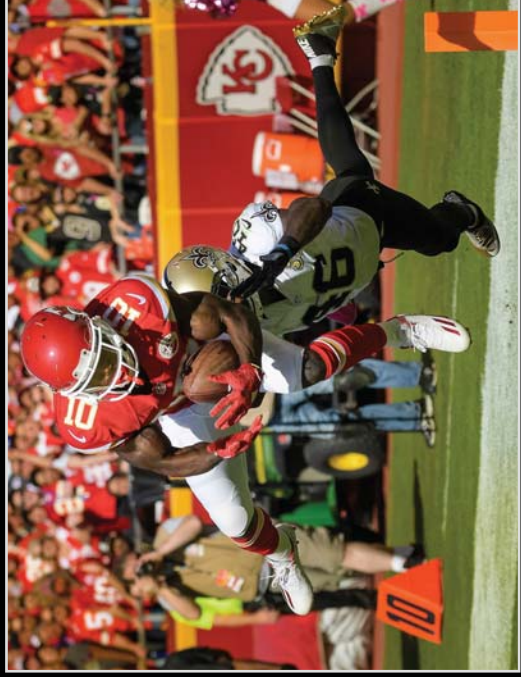
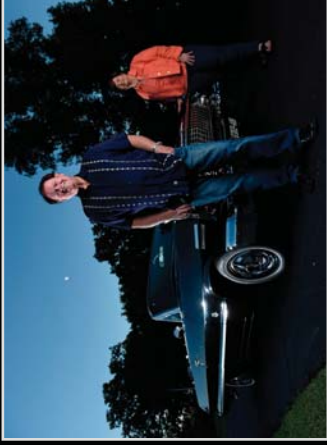


# How to tell your story with photos

*by Reed Hoffmann*

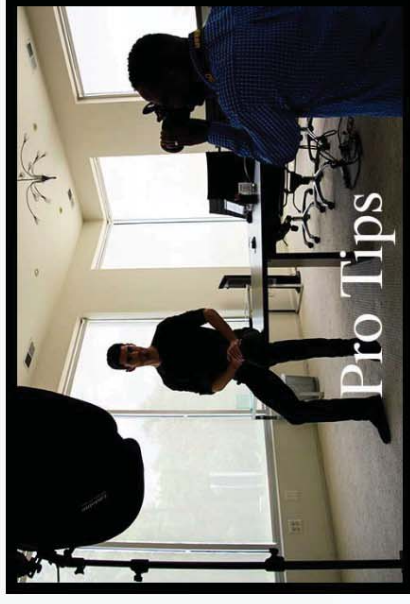
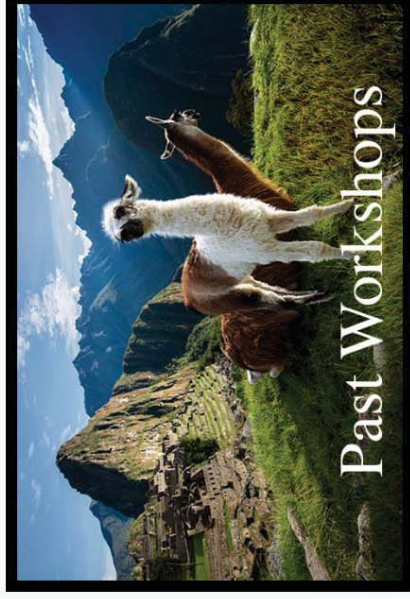
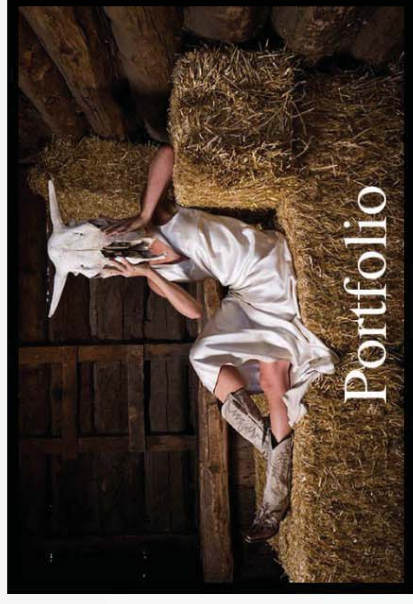
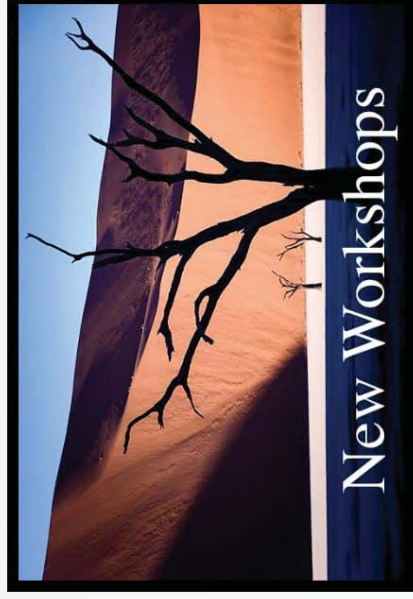
[www.ReedHoffmann.com](http://www.ReedHoffmann.com)



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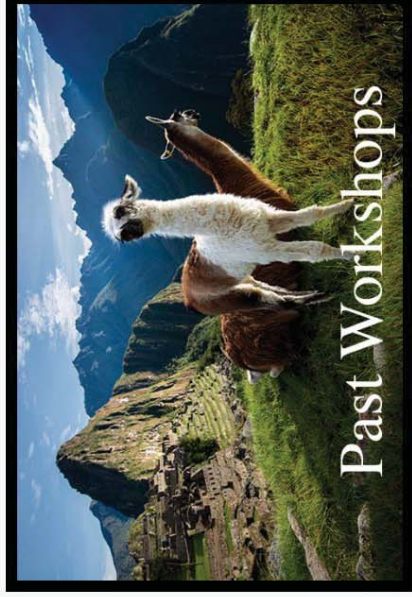
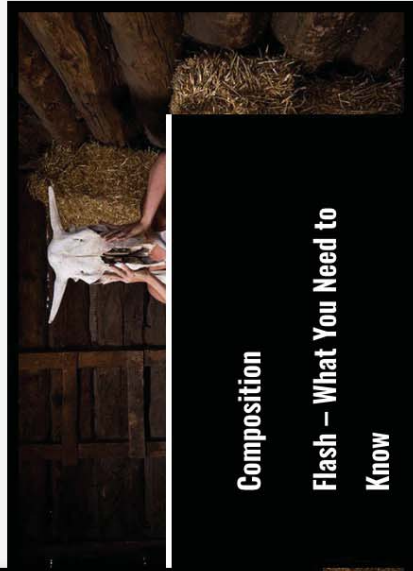
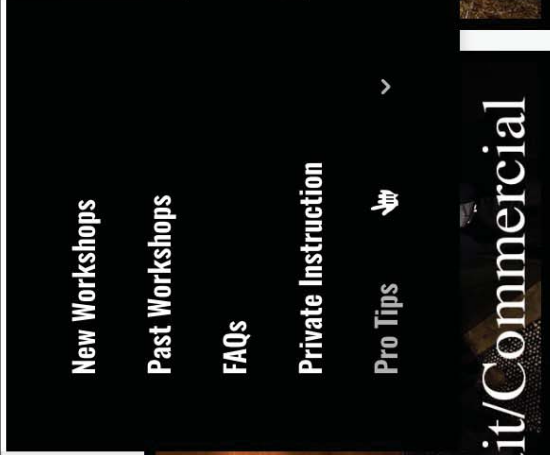
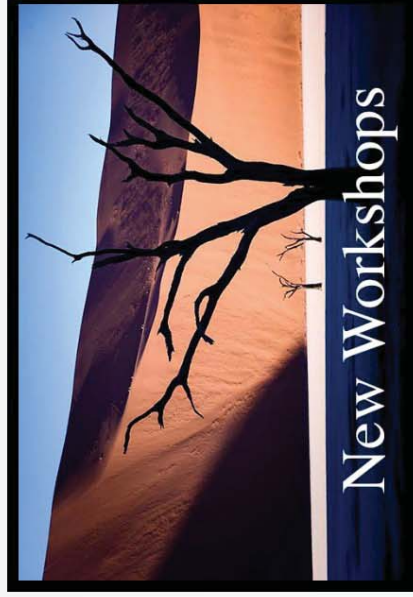


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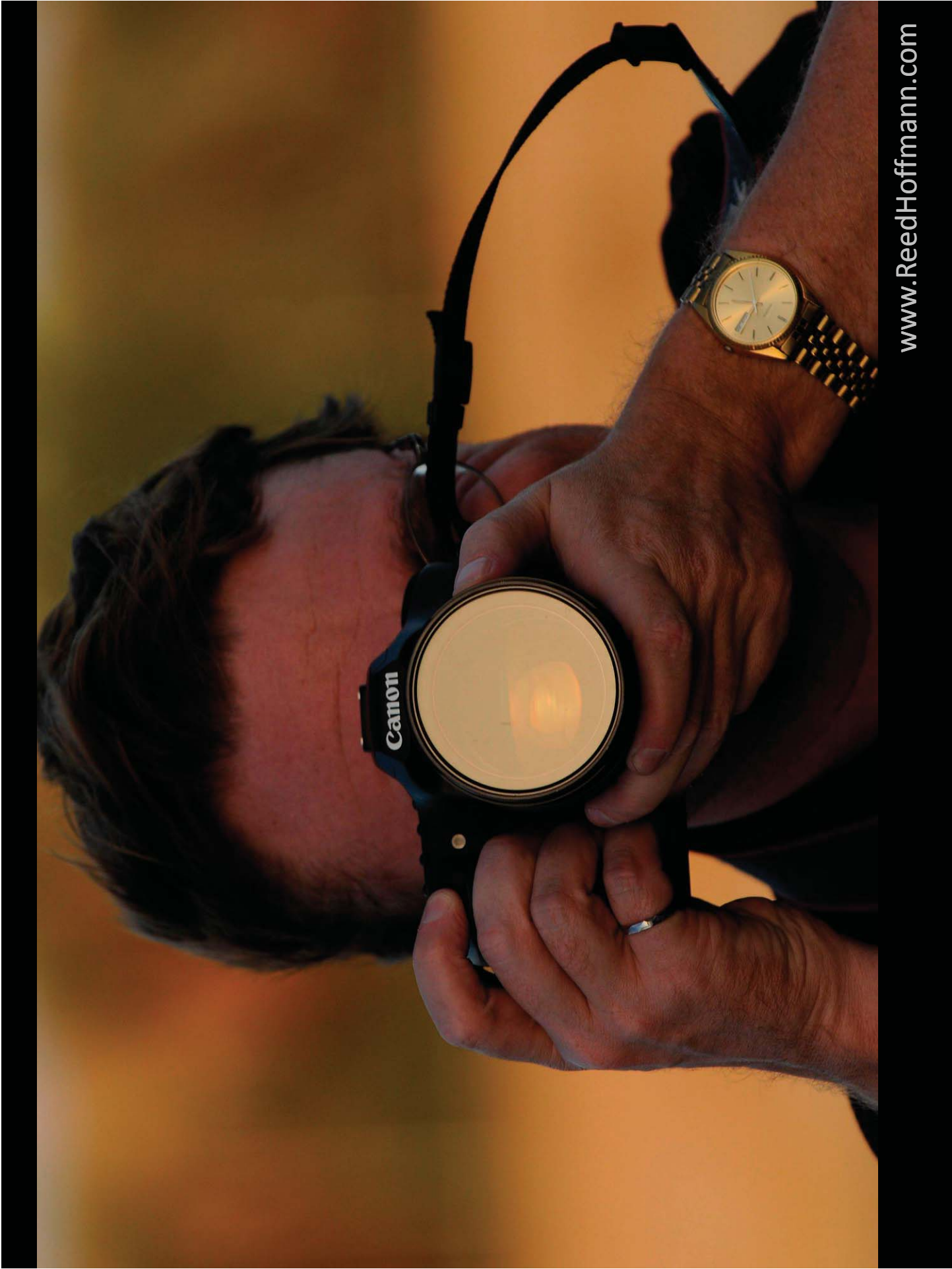
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# Stills

Subject, Light, Background



# Stills

Light - Front vs. Side



# Stills

Light - Side





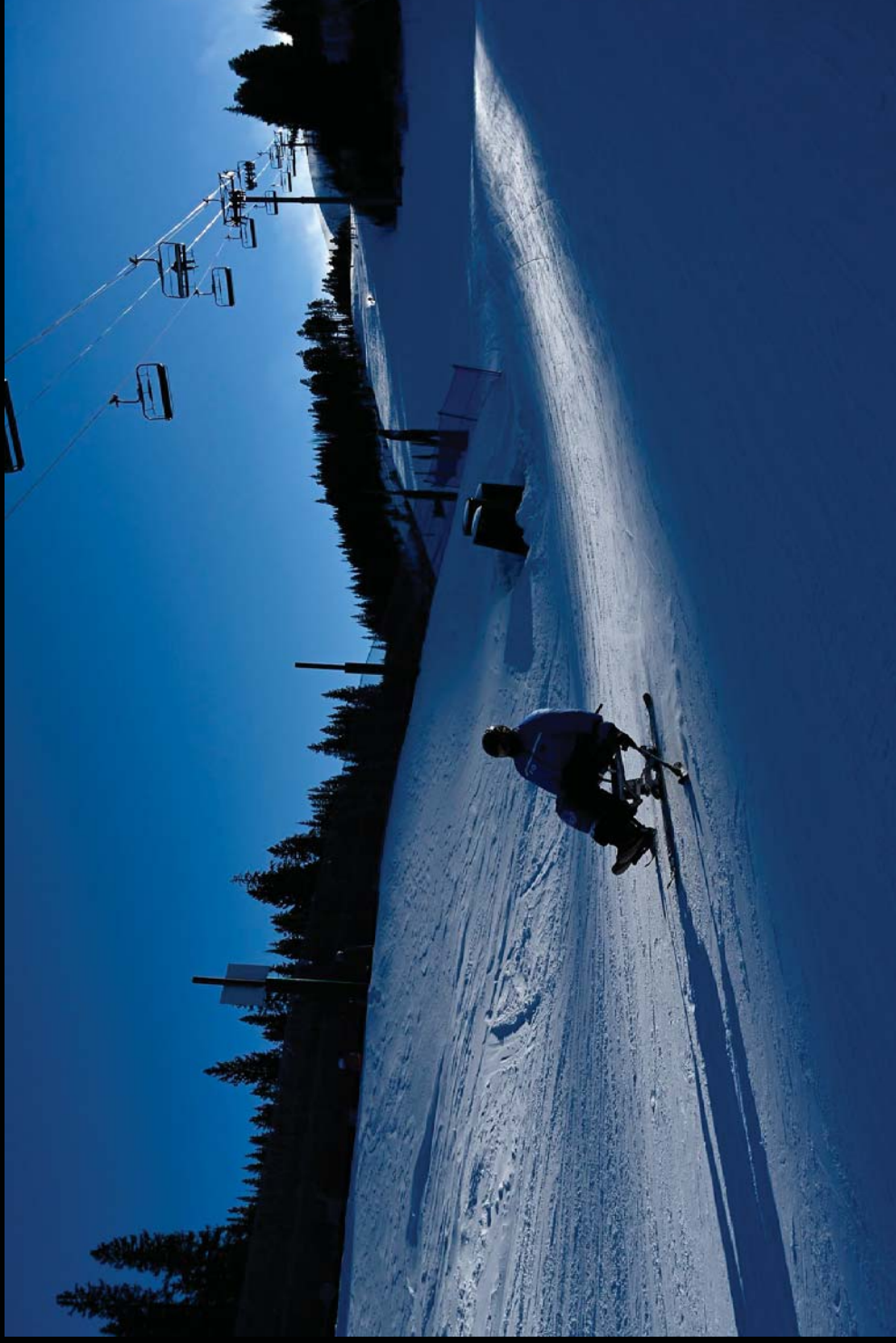
# Stills

Light - Back



# Stills

Light - Interesting



# Stills

Light - Created



# Stills

## Light - Overcast



# Stills

## Background



# Stills

## Background



# Stills

Action is good, peak is better



# Stills

Impact vs. Technique





# Stills

Shoot tight, or crop



# Stills

Shoot tight, or crop



# Stills

Shoot tight, or crop



# Stills

But there are limits to cropping...



# Stills

But there are limits to cropping...



# Stills

They need to see you, too



# Stills

They need to see you, too



# Stills

How to use photos to tell your story





# Stills

How to use photos to tell your story



# Stills

And take care of your sponsor(s)



# Basic Camera Settings


Best quality JPEG (least compression)



# Basic Camera Settings

## Full resolution

### PHOTO SHOOTING MENU



Reset photo shooting menu	--
Storage folder	D7500
File naming	RAH
Flash control	TTL↕
Choose image area	DX
Image quality	FINE*
Image size	L
NEF (RAW) recording	--

# Basic Camera Settings

Full resolution

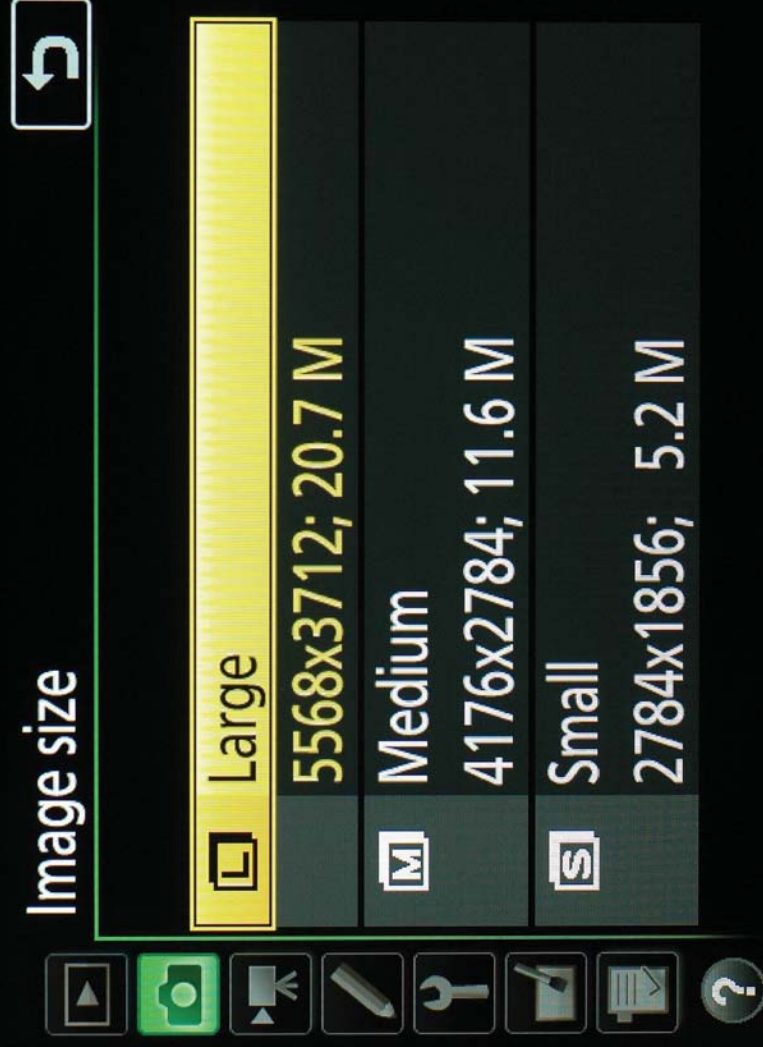




Image size

	Large	5568x3712; 20.7 M
	Medium	4176x2784; 11.6 M
	Small	2784x1856; 5.2 M

Navigation icons: back, camera, zoom, pencil, wrench, eraser, print, help

# Basic Camera Settings

Sports/Action Scene mode



# Advanced Settings

Action? Shutter Priority, 1/1000 min.



# Advanced Settings

Action? Shutter Priority, 1/1000 min.



**1/1000 second**



# Advanced Settings

Raise ISO to get high shutter speed



ISO sensitivity settings



ISO sensitivity

200

250

320

400

500

640

800

# Advanced Settings

Pan with slow shutter speed



1/80 second

# Advanced Settings

Overexpose in snow



0.0 Exposure compensation

# Advanced Settings

Overexpose in snow



**+1.3 Exposure compensation**

# Advanced Settings

F/5.6 or 8, not 11, 16, 22...



# Advanced Settings

Autofocus - Continuous, Group/Tracking

Frame rate - High



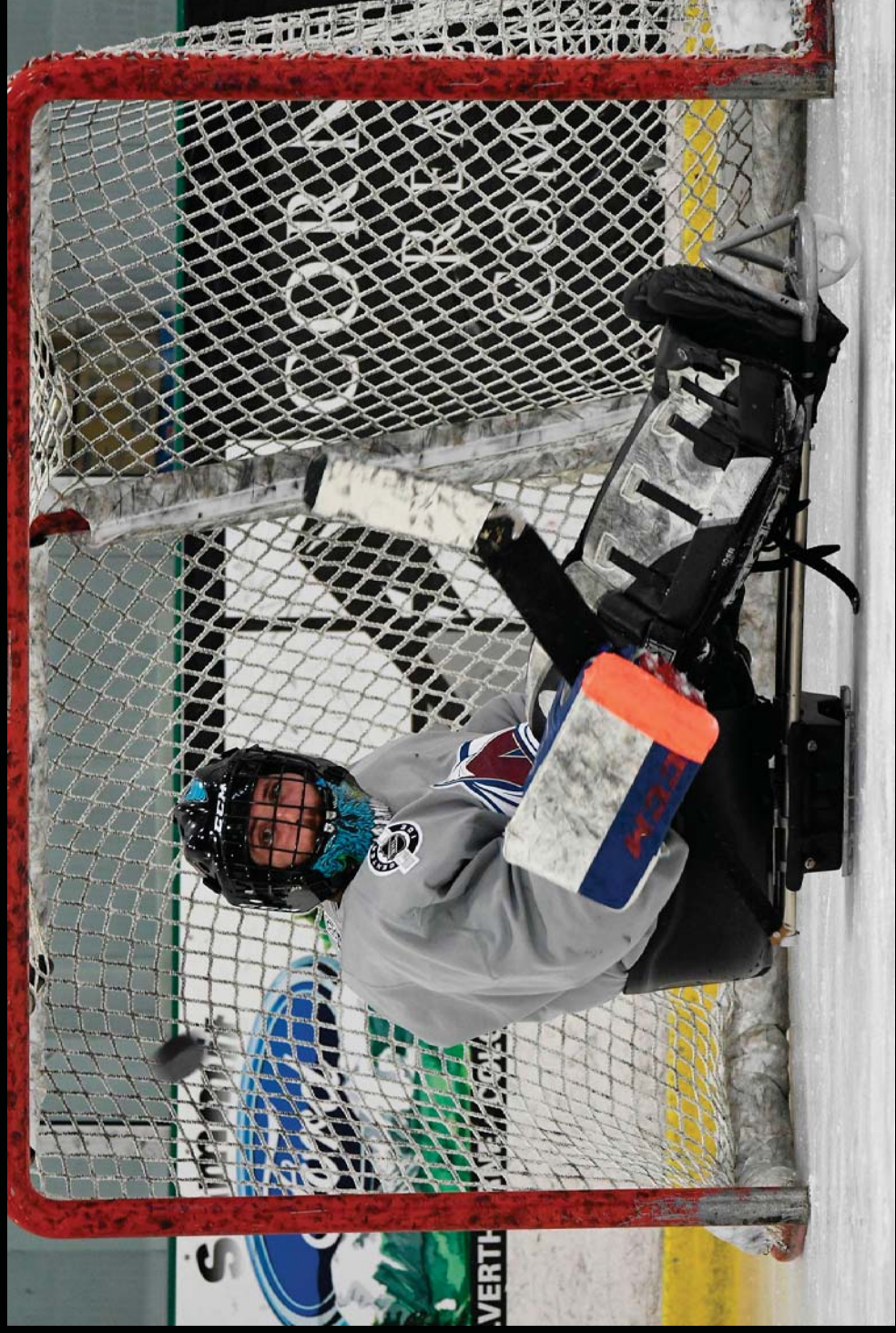
# Advanced Settings

Telephoto lens isolates



# Advanced Settings

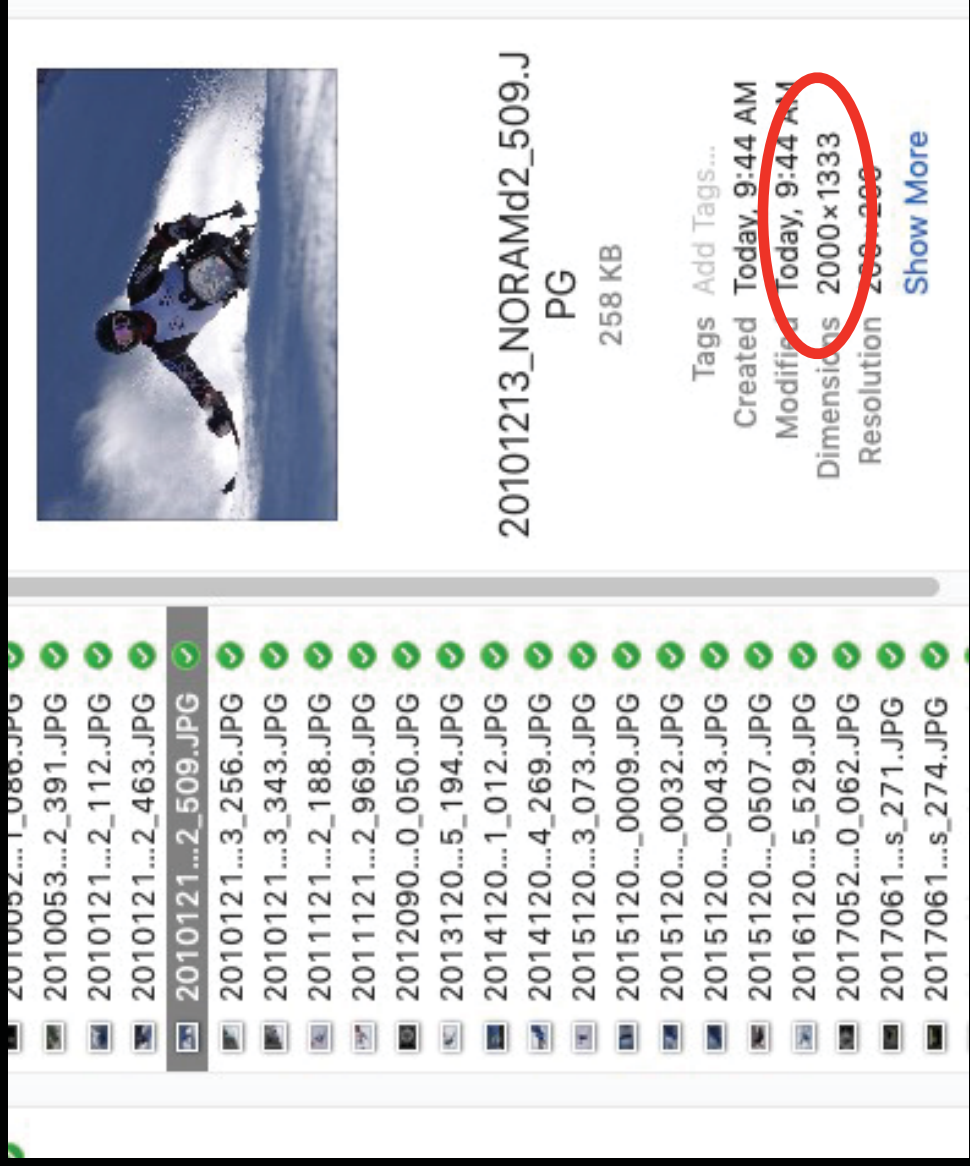
White Balance - indoors Auto, Outdoors Sunny





# Output

Digital images are measured in pixels



The screenshot displays a file explorer interface. On the left, a list of image files is shown, each with a thumbnail icon and a green checkmark. The selected file is '2010121...2\_509.JPG'. On the right, a detailed view of the selected image is shown, including a thumbnail of a skier, the filename '20101213\_NORAMd2\_509.JPG', the file type 'PG', and the size '258 KB'. Below this, metadata is displayed: 'Tags Add Tags...', 'Created Today, 9:44 AM', 'Modified Today, 9:44 AM', 'Dimensions 2000x1333', and 'Resolution 288 x 288'. A red circle highlights the 'Modified' date and time. A 'Show More' link is located at the bottom right of the metadata section.

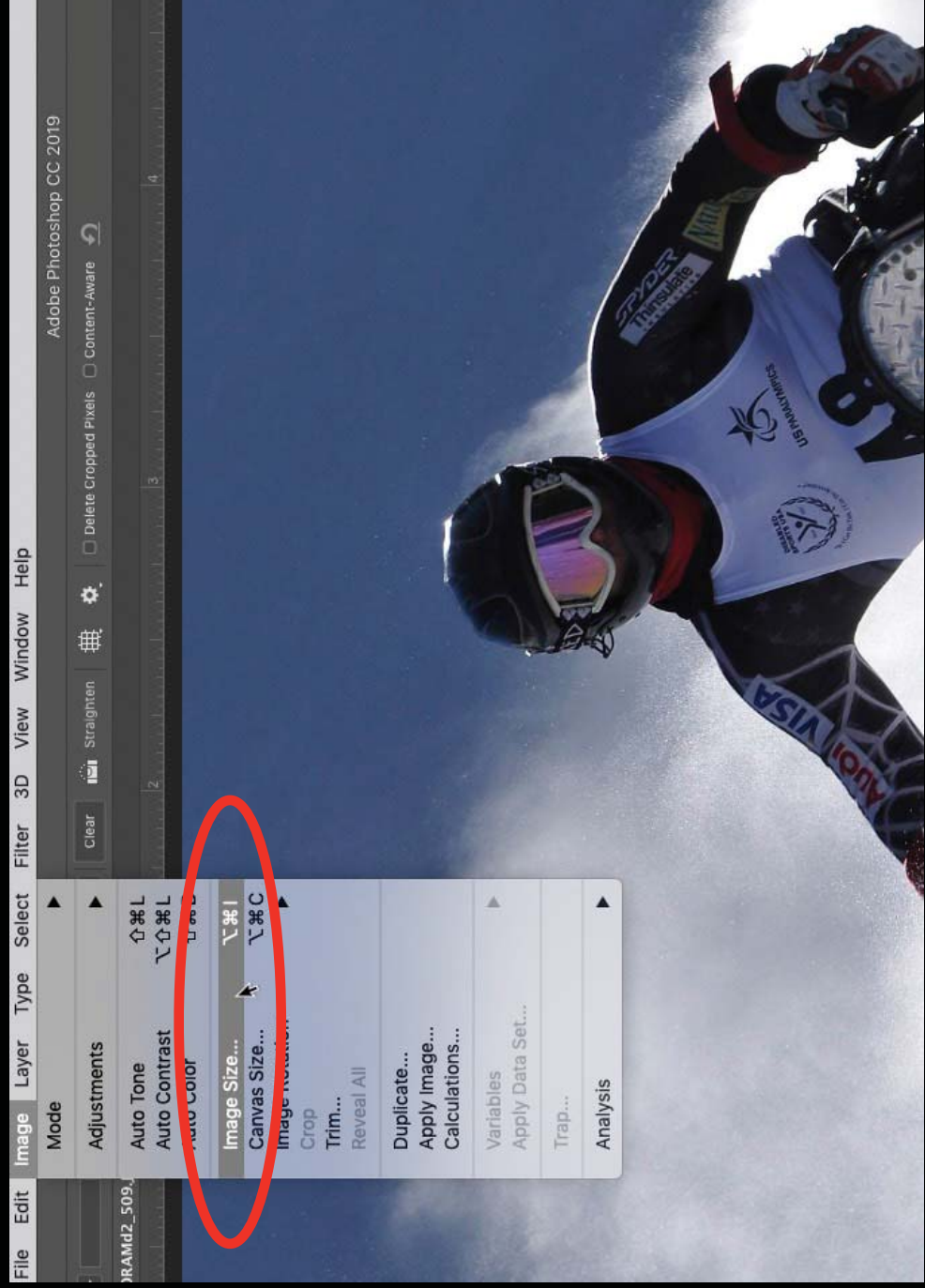
File Name	File Type	Size
2010052..._086.JPG	JPG	
2010053...2_391.JPG	JPG	
2010121...2_112.JPG	JPG	
2010121...2_463.JPG	JPG	
2010121...2_509.JPG	JPG	258 KB
2010121...3_256.JPG	JPG	
2010121...3_343.JPG	JPG	
2011121...2_188.JPG	JPG	
2011121...2_969.JPG	JPG	
2012090...0_050.JPG	JPG	
2013120...5_194.JPG	JPG	
2014120...1_012.JPG	JPG	
2014120...4_269.JPG	JPG	
2015120...3_073.JPG	JPG	
2015120...0009.JPG	JPG	
2015120...0032.JPG	JPG	
2015120...0043.JPG	JPG	
2015120...0507.JPG	JPG	
2016120...5_529.JPG	JPG	
2017052...0_062.JPG	JPG	
2017061...s_271.JPG	JPG	
2017061...s_274.JPG	JPG	

20101213\_NORAMd2\_509.JPG  
PG  
258 KB

Tags Add Tags...  
Created Today, 9:44 AM  
Modified Today, 9:44 AM  
Dimensions 2000x1333  
Resolution 288 x 288  
[Show More](#)

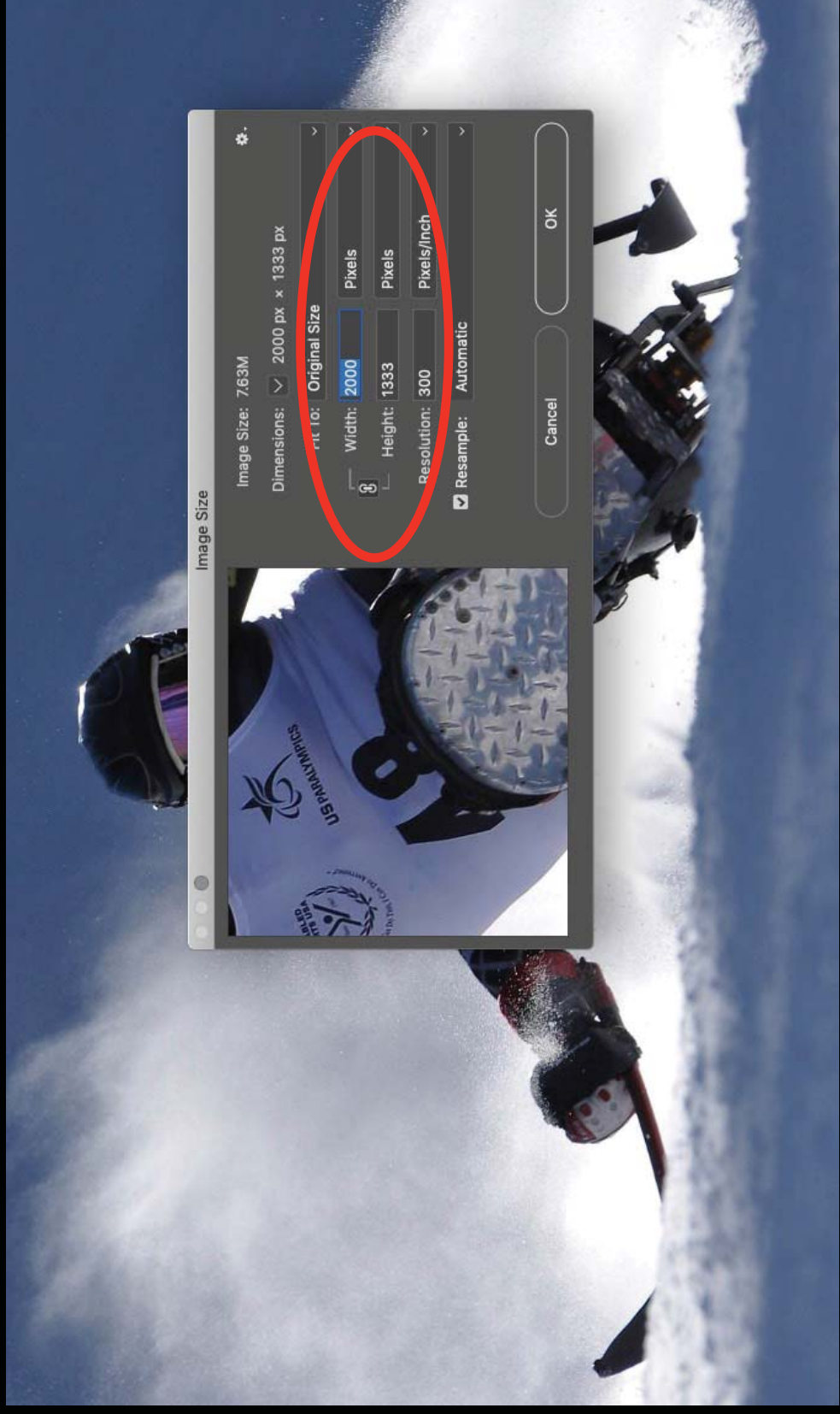
# Output

Digital images are measured in pixels



# Output

2000 pixels longest dimension a good start



# Output

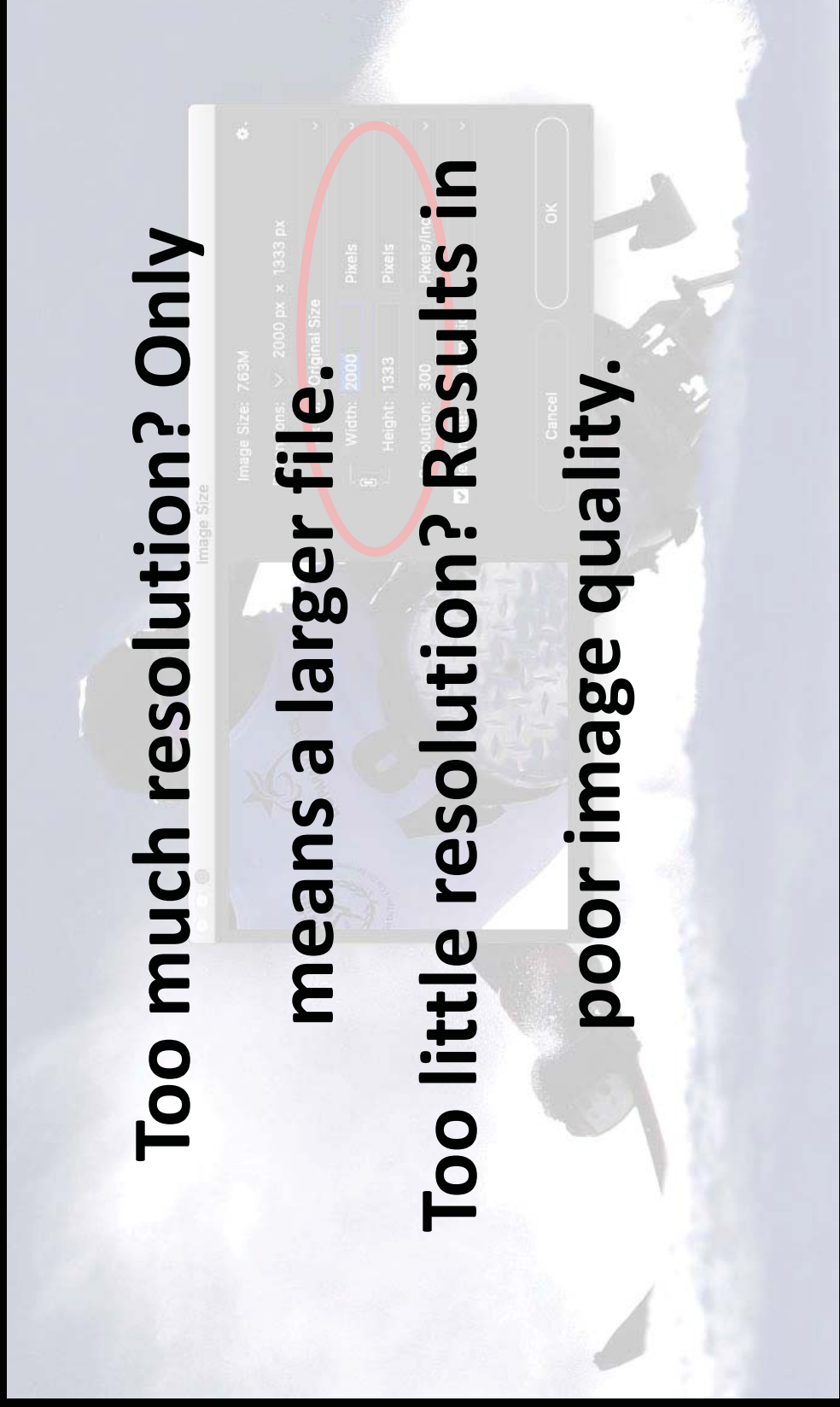
2000 pixels longest dimension good start

**Too much resolution? Only**

**means a larger file.**

**Too little resolution? Results in**

**poor image quality.**



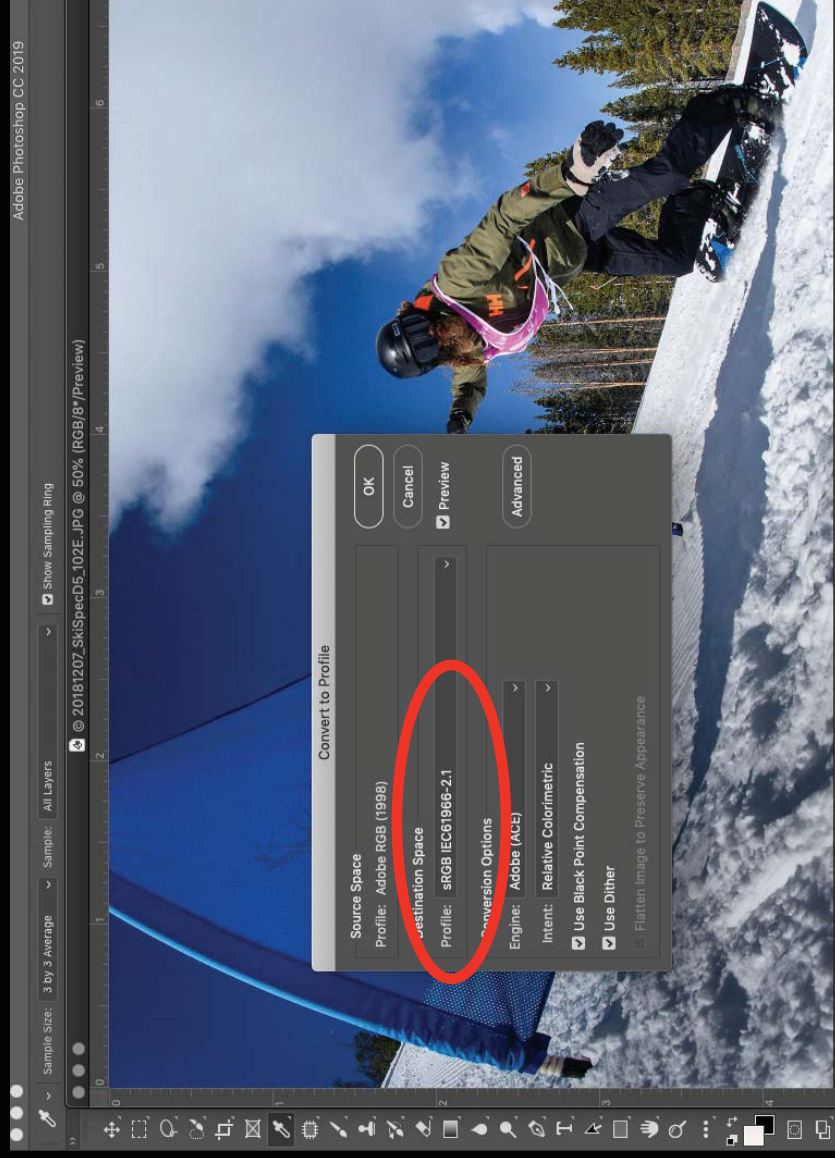
# Output Remember this?



# Output

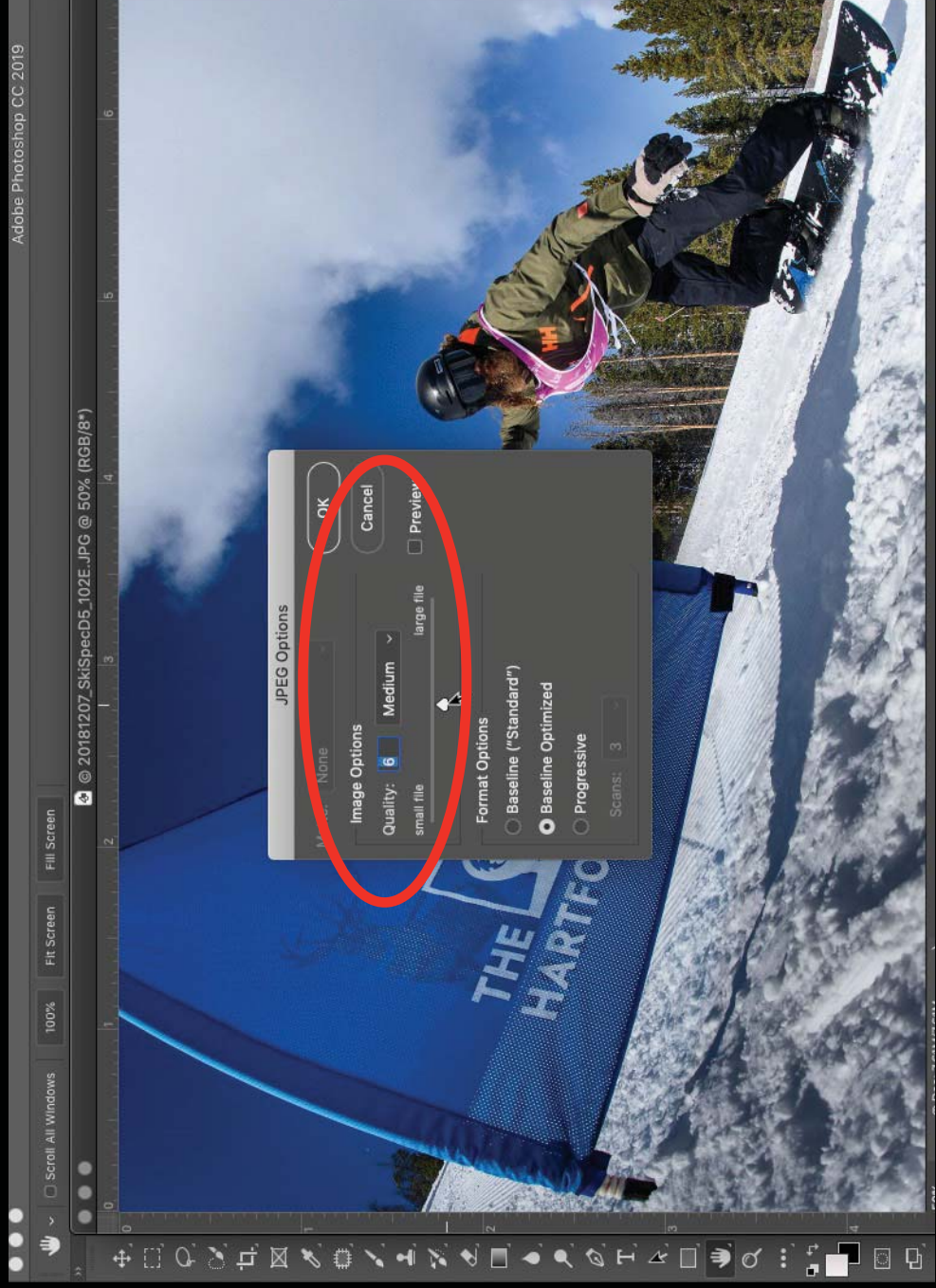
Color Space - sRGB, not Adobe RGB.

Don't convert to CMYK



# Output

Deliver JPEG, medium compression



# Output

Horizontals preferred for digital use

The screenshot shows a website for the 32nd Annual Hartford Ski Spectacular. The main banner features a snowboarder in a red jacket and black pants against a snowy mountain background. Text on the banner includes "JOIN US AT THE 32ND ANNUAL THE HARTFORD SKI SPECTACULAR" and "DECEMBER 9 - 15, 2019". The "SKI SPECTACULAR" logo is circular with "HARTFORD" and "VERMONT" around the perimeter. A navigation menu at the top includes: ABOUT, SPORTS, EVENTS, LOCATIONS, GET INVOLVED, CHAPTERS, SEARCH, NEWSLETTER, and DONATE. A "SPORT PROTECTION" link is also visible. Below the banner are five horizontal image thumbnails with labels: "Registration" (a person in a purple jacket), "Event Details" (a snowboarder on a blue banner), "FAQs" (two people in blue jackets), and "Sponsors" (a group of people in colorful gear).



# Video

Must have, important to tell your story, make sure it does tell a story.

Sound is critical. Bad Sound? Use music.

Avoid long videos.

# Josh's story

# Importance of Sound

# Getting coverage

People are always interested in a good story.

Why is your story important now (timing?).

People stories always better than programs.

Use the 5 W's - Who, What, Where, When and Why.

Know who to contact.

Email, then follow up with phone call.

Don't hesitate to contact multiple people.

# Questions?