

The Border Watch Supplied Photograph Guide.

We have prepared this guide to ensure your club/organization or event is publicised in the best way possible.

By providing us with good quality photographs you can ensure your organization gets good coverage, while also contributing to the ongoing high quality of our newspaper.

The basics

- Photographs, generally, must have at least one person in them. If you are trying to show us something like a landscape, club banner or a table of food, have someone stand in the foreground so everything else is visible in the background (see photo 1 on the following page).
- Don't have the subject stand in front of a window or other source of bright light. Opt for a neutral background like a wall. (Stand at least one metre away from the wall). Club banners or scenes depicting the story are also acceptable backgrounds.
- Make sure everyone in the photograph is looking at the camera, have their eyes open and no sunglasses on. (We want to see their faces).
- Limiting the number of people in a photograph makes it more effective. (If it is not necessary for someone to be in a particular photograph, do not include them).
- Photographs must be fairly close up – do not stand at the back of a room and take a photo of a presentation taking place. If it's possible, wait until the presentation finishes and then stage a photograph with the people concerned after.
- Take several photographs to ensure you get a good one. Send us the best one, making sure it is in focus and not blurry.
- Props are handy. If your story is about wine, pour some wine, if it is about a donation to the Animal Welfare League, have some cute animals in the photo.



← Photo 1 – the person is in the foreground with his dance club's sign in the background

Examples of a good 'cheque handover' photograph



← This photograph is close up, shows SA Lotteries in the background and features only two people. They are looking at the camera and the image is in focus.



This photograph is close up, clear and everyone is looking at the camera.

Things to avoid



This photograph was for a Biggest Morning Tea event and could have been made better by having the people at the back stand formally in the foreground looking at the camera and possibly holding plates of food.



This is a photograph that was taken during proceedings. It would have been better staged after the presentation. People are looking away from the camera, people are hidden in the back, and it is taken from a distance.

For more information or to submit a story/photograph contact Sam Dowdy at The Border Watch on 8724 1513 or email sam@tbw.com.au