

Tips on How to Capture Quality Photos and Videos

Capture a variety of shots.

Try to take photos that are both vertical and horizontal. This way, photos can be used in multiple ways across various platforms. Keep in mind to take wide shots, medium shots and close up shots. Selfies are great, too! When capturing video, be sure that you are close enough to the subject to hear them.

Online screenshots.

When meeting with lawmakers or fellow advocates online (via Zoom, Skype, FaceTime, etc.) take a staged screenshot with the attendees. Strike a pose and have fun with it!

Incorporate SCAN branding.

Make sure there is clear, evident and appropriate SCAN branding present in the shot.

Keep an eye on the background.

Try to film and shoot photos in a spot without any disruptions behind your subject, like a TV screen or offensive or distracting posters. When recording video, find a quiet spot to film and avoid saying anything behind camera such as “mmhm” or other conversational phrases.

Try to be as stable as possible.

It helps to prop your camera against something like a wall, a shelf or a desk. Even if you think you have steady hands, the smallest movements are noticeable.

Stay in focus.

Take a few moments to make sure your camera is in focus around the subject. Also take this time to ensure the camera lens are clean. If your camera isn't in focus or if your lens isn't clean, it can result in a blurry/unclear photo or video.

Avoid direct sunlight or fluorescent lighting.

When you shoot inside, try to find a place without fluorescent lighting and make sure your subject's face isn't covered with shadows. When you are outside, try to avoid the sun shining in your subject's eyes or directly into the camera.

Do your best!

We know you are often shooting in chaotic and loud environments with less than professional equipment, so all of these rules may be hard to follow every time, but it's good to keep them in the back of your mind. Thank you for all of your hard work!