

SCHOOL PHOTOGRAPHY

HOW TO PLAN FOR A SUCCESSFUL
PHOTOGRAPHY DAY



This is GO TO GUIDE whether or not
you choose a Schudio Photographer!

WHY HAVE FANTASTIC PHOTOGRAPHS ON YOUR WEBSITE?

A good set of photos should portray the strengths of the school in visual form. They should represent your motto or mission statement. You could always ask key stakeholders to come up with 5 or 6 words that represent your school. You could even create an acronym for your school name identifying key values with the letters. With this in mind the photographer already has a good starting point.

Stephen says:

“Providing your photographer with 5 or 6 words that represent your school is better than having a vision statement to read through”

Buying a photography package will be a massive time saver. As schools are busy places we know that you don't have time to take your own photos and spend hours editing and processing them. You will receive lots of photographs that you can use on your website, prospectus and other marketing material. You will have full rights to the photographs.



WHAT TO EXPECT?

A professional and experienced photographers should have DBS clearance to comply with school safeguarding procedures. A photographer's are used to working in schools so it's up to you whether you would like to chaperone them around school or leave them to it. We will be able to give you advice on what would look great on your website. Your images will be provided quickly after the shoot.

Steph says:

"Depending on how big your school is it can be more productive and helpful to have a chaperone around the school, so the photographer doesn't miss anything important the school would like to showcase on their website. "



HOW CAN YOU MAKE THE MOST OF YOUR PHOTOGRAPHY SESSION?

Plan - a teacher's favourite word! What you would like your pictures to say? You will want to show your school in the best way possible. Our photographer will capture whatever is there. Ensure that the school environment is tidy and presentable. Are displays up to date with no tatty borders? If you are wanting photos of the outdoor environment is the grass cut and everything looking at its best. As well as the learning environment it's also important to ensure that the children are presented well in their uniforms.

During the day ensure a good range of curriculum coverage is being taught across school to enable your photographer get a good range of photos. Are there any special events or visitors coming up that would set your school apart from others? Consider restructuring your timetable for that day.

Here is a list of examples:-

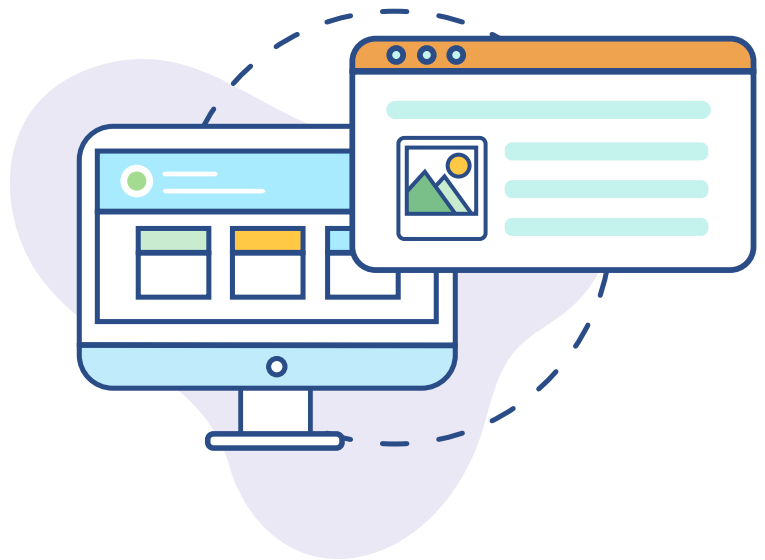
- Assembly
- English/Maths/Science
- Music/Art, Sport
- Computing
- Outdoors



BEFORE THE DAY

Some schools like to prepare an 'essential shot list' and itinerary for the photographer prior to their visit. This is helpful if you want specific photos for your website. Others are quite happy to let the photographer have 'free reign' on the shots. It's completely up to you - just let us know prior to the day. Please do let us know in advance if you require staff portrait photographs as this will determine what equipment your photographer will bring with them.

It would be best to ensure that you have consent for all your children before the photography day. You don't want to find out half of your pictures can't be used because they contain children that cannot appear in the photos.



Top Tips

- 1/ Uniforms - shirts tucked in and ties done up - smart looks best!
 - 2/ Environment - tidy and clutter free as this can spoil a photo
 - 3/ Lighting - natural is best so ensure blinds and curtains are open
 - 4/ Communication - if there's a timetable make sure your colleagues know it!
- You might want to share with parents too so they can help with uniform!
- 5/ Enjoy the day! We know how busy school is and will do our best to be unobtrusive.



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a Schudio day!*

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