

Photograph Toolkit: Story-telling

- A great photograph should need no words to convey its meaning. Convey **emotion**: what do you want the viewer to feel?
- **Imagination**: How original and arresting is the story behind the image? Does it challenge the viewer?
- Research matter and **coherence**: How well does it relate to your research items and topics as described on the entry form?
- In your reflective paragraph (150-200 words) think about links between your photo and our theme of **Shaping the Post-Covid World** – this can be a simple caption about your daily lockdown walks or a more abstract reflection about the state of our world in the post-pandemic era!

Photograph Toolkit: The content

Composition & subject

- ❑ Consider **dramatic scale**, contrasting colours/shapes, framing symmetrically/ or asymmetrically, interesting shapes, perspective, textures.
- ❑ Good **lighting**: Shooting outdoors at the beginning or the end of a day usually has the best light.
- ❑ Visual **impact**: Where is our eye drawn to in the photograph? Is the viewer's attention captured in an interesting way?
- ❑ **Subject**: who or what will be the focus of your image? How will this be presented?
- ❑ Will your photograph be in **colour** or **black & white**? Show your friends, family and peers different versions of your photograph for advice!

Photograph Toolkit: Equipment

- ❑ Shoot on the **highest setting** your camera will allow. If your image is photographed on a low setting, it will pixelate when enlarged.
- ❑ Photographs should have a resolution of 300dpi – you can check this by right-clicking on your photo's file name and selecting Properties > Details. You'll see the **DPI** in the **Image** section, labelled Horizontal Resolution and Vertical Resolution. If need help checking send us an email!
- ❑ If you are using an iPhone it may be worth watching this video which gives practical tips on [how to shoot cinematic videos from your smart phone](#).

Ready? Check the following before submitting!

- ❑ JPG file.
- ❑ Minimum resolution 300dpi.
- ❑ Do not include any logos, eg the LSE logo.
- ❑ Fill out the [submission form](#) and email to idea.showcase@lse.ac.uk.

Photograph Toolkit: Examples

- [The National Portrait gallery](#) has an extensive collection of world class portrait photographers.
- For a more documentary approach check out [Magnum](#) and [National Geographic](#).
- Visit [our previous winners](#) page.



This photograph was taken on an iPhone - it may be worth scrolling through your camera roll to see if you have any lockdown snaps that could be suitable entries!



Constantin Gouvy's photo, ['Demystifying the Rise and Appeal of ISIS in Iraq: in conversation with "ISIS families"'](#) is a great example of what our judges valued last year.



Charlotte Bartels' ['Where is Inside?'](#) is another good inspiration piece!