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Stories + Photographs = Winning
Taking Photos That Sell
Writing and Illustrating for Kids 2012

Reasons photographs are rejected:
- not in sharp focus
- not high enough resolution for quality printing, re-sizing
- sloppy digital editing that cannot be undone

Tips for taking photographs that sell:
- Remember that you are a storyteller –working in a visual format. You are not just looking for the best-looking, one-off photograph; you are capturing a photograph or a series of photographs that tell a story (or help tell a story).
- Use the highest resolution your camera will allow. (You should have a setting that allows you to take raw images: each brand has a different file extension for raw images. For the Nikon, it is .NEF. For the Canon, it is .RAW)
- Always keep an "original" image. You will want to create copies in a compressed format such as .jpg to make prints, to post on the web, or to send via email. (Spend some time thinking about your filing system so you'll be able to find the "original" image.)
- Edit your photographs (cropping, fixing lighting, etc.). Rarely do I let unedited photographs go out. (I would never send a first draft of writing to an editor).
- Send prints, but be prepared to provide digital images on CD or via email. If you send prints, the editor can see the visuals right away. I have found that different outlets want photographs delivered in different ways. Sometimes, the editor does not know and refers questions to the art director or production manager.

Some resources I have found useful:

1. Scott Kelby's Photoshop Insider blog (http://www.scottkelby.com/)

2. free tutorials available online for viewing on a computer, tablet, or phone. (especially those by Adobe because I use Adobe products Lightroom, Photoshop, InDesign, etc.)

3. magazines: Digital Camera, Outdoor Photographer, PC Photo.

Free on-line photography course:
http://www.cambridgeincolour.com/

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