

BASIC PHOTOGRAPHY AND VIDEO SKILLS WORKSHOP



A picture is worth a thousand words – but only if you can take compelling photos and video. The rise of digital communication channels, photo/video aggregation sites and simple editing software, along with the advent of high quality yet inexpensive cameras (often embedded in cell/data phones), have made it much easier to tell a story through powerful images. Yet many people still do not know how to use a camera to its maximum effect.

Public information officers, public affairs officers and other communication professionals serve as a liaison with the public and media. Whether conducting a public education and outreach campaign or providing protective action information during a fast-moving crisis, the challenge is always to communicate clearly and effectively. Today agencies are in a unique position to capture photos and video and to use those images to tell stories in new and creative ways – thereby influencing how information is perceived and acted upon.

This hands-on, highly experiential two-day workshop will help you learn how to make the most of your digital camera so you can take effective photos and video. This course is specifically designed for:

- PIOs, PAOs and communication professionals
- Joint Information Center staff
- Emergency managers
- First responders
- Health care providers
- Elected and appointed officials
- Representatives from volunteer agencies and private-sector organizations

Course enrollment is limited, with no more than twelve participants per session to provide maximum opportunity for taking pictures, shooting video and engaging in hands-on learning activities.

What you will learn about photography in Day One of the workshop:

- Basics of the business: What is a megapixel? What is white balance? Why do these things matter?
- What do all those buttons and controls on your camera do?
- How to make your pictures dynamic and memorable
- Composition – going beyond snapshots
- Editing – improving your pictures after you take them
- Image management – uploading, filing and archiving

What you will learn about videography in Day Two of the workshop:

- Techniques for shooting stable video
- Understanding video elements that control good storytelling
- Using light in an effective manner
- Tips on videotaping interviews
- Making the most of your camera's audio capabilities
- Basic video editing skills

This course developed and presented by Argonne National Laboratory.

For more information, please contact:

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