

# SCHOOL EVENT PHOTOGRAPHY



Planning for your school event photo shoot

[penandlens.com.au](http://penandlens.com.au)

# PLAN YOUR PHOTO GOALS



Determine the types of photos you need  
and their purpose.

What will you use them for?

How will you use them?

Will they be for social media?

The school newsletter?

## WILL YOU NEED TO HIRE A PHOTOGRAPHER?



Ideally choose two or three key events on the school calendar to hire a photographer in order to capture the images you need. For other events you can use a designated staff member, parent volunteer or even students. Larger events should have more than one person taking images to fully record the event.

Have a suggested shot list of the pictures you are looking for, including important/key moments, and divide them between photographers.



# TELL THE STORY OF YOUR EVENT



*Mothers' Day morning tea*

Capture the event's progression.

The before, during and after.

Photograph the venue before the guest arrive, their entrance, and emotions.

Include group shots to commemorate the event's participants.

# OPT FOR ACTION SHOTS



*School Fair or Fête*

Capture candid, natural moments of students, parents and teachers enjoying the event.

These photos are more engaging than posed photos

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# INCORPORATE VIDEOS



Record videos along with photos for dynamic coverage. Videos will get more attention on your school's social media.

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# GET OVERVIEW SHOTS



*School fundraising dinner*

Snap an overview of the entire event to showcase attendance. Experiment with different angles for the best shot.

# GET DETAIL SHOTS



Look for the close up shots to add variety.  
The sausages on the fundraising barbeque.  
New school bags and books for the first day.  
Stall items at the Fête  
Children's hands writing or painting.  
Trophies on the table at Awards Night.



# EXPERIMENT WITH PERSPECTIVE



*Athletics Carnival*

Take photos at a student's eye level  
for a participant's point of view.  
Create a sense of involvement and immersion  
as if the viewer is part of the crowd.

# CONSIDER LIGHTING



Utilise natural light outdoors during the day.

Use your camera's flash for shadowed  
or backlit subjects.

Indoor or nighttime events benefit from well-lit  
spaces and a phone flash



# MINDFUL FOOD PHOTOS



Avoid unflattering photos of people eating.  
Opt for group shots once they've finished eating.



# MOVE AROUND ACTIVELY



Capture images of different student and parent groups. Showcase the diverse participants and experiences.



By following these tips, you can effectively document your school events and create memorable visuals that capture the essence of each occasion.

# PEN AND LENS



My photography style focuses on capturing genuine moments and authentic interactions telling the story of the event as it unfolds. By hiring Pen and Lens, you ensure that the essence and emotions of the occasion are preserved, allowing parents, staff and attendees to relive the experience through candid, heartfelt images.

Alison Young

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