

STREAMLINING YOUR SCHOOL PHOTO SHOOT



A Comprehensive Guide

penandlens.com.au

CHOOSE YOUR PHOTOGRAPHER



Selecting a photographer
is a pivotal decision.
Make sure the photographer can work
within your time frame and budget.

penandlens.com.au

OBTAIN NECESSARY PERMISSIONS



Don't underestimate the importance of this step. Ensure all students have signed photo permission forms, covering both photography and video usage. Numerous sample "School Photo Permission Form" templates can be found online.

DEFINING THE PURPOSE



Determine the purpose of the shoot – is it for projects like a prospectus, website, or poster campaign? Consider the intended usage, as it might influence the photo composition. Website images typically use landscape orientation, while an A4 prospectus might require portrait shots. Inform your photographer in advance and share relevant concepts or designs.

UNDERSTANDING YOUR BRAND



A successful shoot relies on conveying the school's key messages. Photos should visually highlight the school's strengths. If unsure, refer to your mission statement or ethos. Seek input from stakeholders (teachers, parents, students) to generate five descriptive words about the school – a consistent set indicates a strong brand and forms a basis for the photographer's brief.

NARRATING THROUGH IMAGERY



Once key messages are clear, distill them to elemental keywords/feelings. Avoid handing over a mission statement and expecting accurate interpretation. Instead, provide simple cues, allowing the photographer to capture each essence spontaneously. This approach ensures that every objective is addressed, resulting in a cohesive set of brand-centric photographs.

DYNAMIC ACTIVITIES



Enrich the day with engaging activities that emphasize diverse learning styles rather than subject-specific scenes. Movement adds visual interest, and coverage across different age groups is essential. Ensure that the photographer has access to all grade levels for a comprehensive shoot.

SCENE VARIATION



Diversify the shoot by planning different scenes or activities in 30-minute blocks. This strategy facilitates smooth transitions between scenes and accommodates students' adjustment to the photographer's presence. Factor in lunch breaks and consider the self-conscious nature of secondary students

ENHANCING THE SETTING



Maintain a clean classroom environment with updated wall displays. Exterior shots should capture the building in its prime – well-groomed grass and meticulous appearance. Uniform adherence is critical, and parents should be informed to avoid wardrobe discrepancies.

GUIDE WITH A CHAPERONE



Designate a staff member to accompany the photographer throughout the day for efficient scene changes. This collaboration fosters a focused photoshoot and eliminates distractions. Remember, the photographer might not be familiar with the school's layout.

STRATEGIC ROUTE PLANNING



Prevent time wastage by planning a logical route that aligns with the intended scenes. Display the route plan in the staff room, allowing staff members to prepare students in advance. A contingency plan for adverse weather conditions is advisable.

PRE-SHOOT BRIEFING



Share the day's plan with the photographer beforehand for input and logistics confirmation. Allocate a 15-minute meeting upon their arrival for introductions and finalising any adjustments.

EMBRACE FLEXIBILITY



Acknowledge that unforeseen circumstances can disrupt even the most well-structured plan. Maintain flexibility to salvage the shoot. This might involve revisiting activities later or discovering unforeseen opportunities.



By adhering to these condensed guidelines, your school's photo shoot will not only capture moments but also encapsulate the essence of your institution's brand and values.

PEN AND LENS



Focusing on capturing genuine moments and authentic interactions, Alison's photography style ensures that by choosing Pen and Lens, you'll preserve the unique character of your school. This allows parents, staff, and the community to connect with the heartbeat of your school through candid, resonant photographs.