

THE PHOTO GUIDE

THE HOW, WHAT,
WHERE, WHEN & WHY.

This document is your guide for how to make photos work best for the web as well as making sure that the attorney is represented in the right light. Using this document as your guide will ensure that the attorney ends up looking great on the web.

THE OVERVIEW

This page is the most important part of the document. Please take your photos further back than you normally would. **Only shoot landscape** and keep the subject next to the edge of the frame. If you follow these steps things will come together perfectly.

Take the photos further back than you normally would

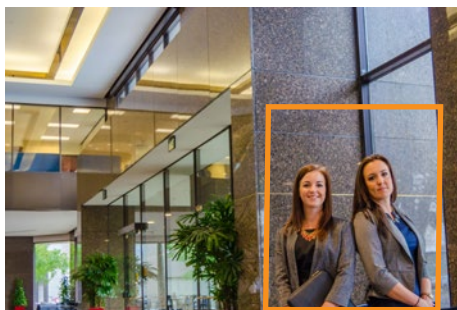
Because of the nature of the responsive web we need images taken much further back than most photographers generally shoot.



That additional space is vital to making sure these photos function well on small and big screens.

Only shoot landscape, never shoot portrait style

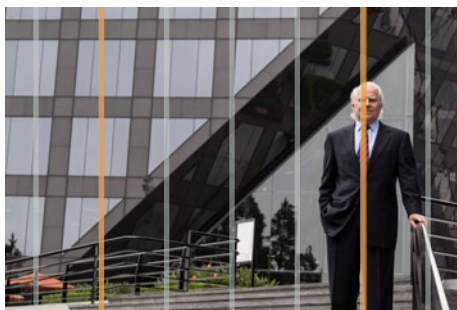
Since cameras can shoot in so much higher resolution than we need for the web, I can always crop a landscape shot. However, if you shoot portrait than I can not zoom back to gain background.



Cropping in is easy, doing the opposite, impossible.

Keep the subject near the edge of the frame

Keeping the subject towards the edge of the frame allows plenty of negative space for typography and messaging. Please put them on the left and the right of the frame so we have options to work with.

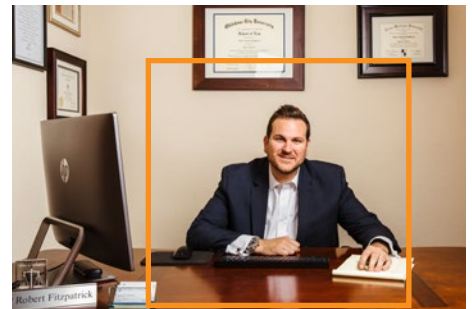
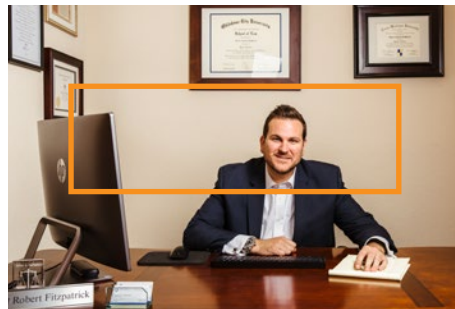
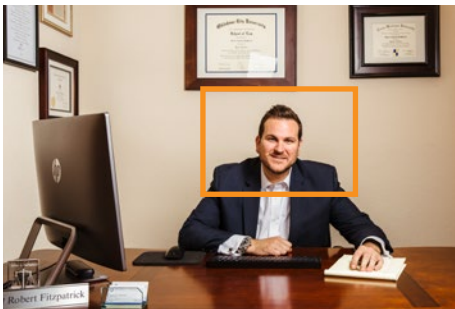


We like to think of this as the “rule of 7ths” its where you place your subject on the 2nd and 6th lines to create compositions that scale well responsively!

THE BASICS

COMPOSITION

When you have your photos taken, please put the subject on the sides. We have the ability to crop in, but there is no way for us to zoom out. Putting the subject on the edges allows us to dynamically place the typography around the subject.



CROPPING OPTIONS

This diagram helps demonstrate how we can use one photo in many different ways. By shooting the photo zoomed out and with a blurry background it allows us to use it in hundreds of ways!

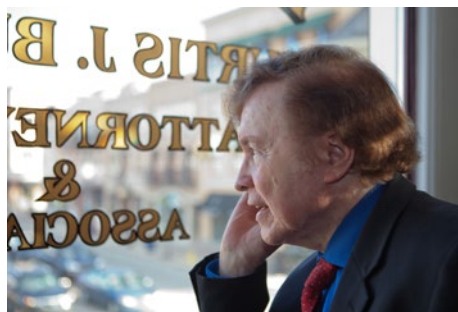
By following this guide we can end up with the best possible site for the you.

LIGHTING

Lawyers have a PR problem. People are too intimidated to approach them for help in solving their problems. Because of this, you need to shoot using soft, friendly lighting. Avoid harsh light.



THE DETAILS



THE FAQ

How many photos should I send to you?

Generally we have the best results when we receive 100-120 photos from the photographer. Please only color correct them at this stage, they do not need to be fully retouched at this point. Its important to note that about 5 distinctly different photos of the attorney will end up making it onto the site. We try to have a large array of options so we can choose the photos that function best aesthetically as well as technically.

Do you have a shot-list for me?

Nope! We really lean on the photographers to collect a wide range of images that relate to the attorney's practice. We prefer it if you can shoot in a few locations so we can a large gamut of images to choose from.

How should I deliver the photos?

We prefer white balanced slightly retouched photos. There is no need to go crazy editing them, minor retouching tends to put out the correct vibe for our clients. Please use wetransfer.com to email photos to your clients account manager. Ask your client for this email address.

Do you have any other recommendations?

Make these photos as natural as possible, avoid over the top clichés, IE the attorney holding a gavel. Have fun with your shoot! Make the attorney look professional but that doesn't mean they have to be boring.

How should the attorney dress?

The attorney should dress however they generally appear when they meet with clients. We want the site to be honest so when people end up meeting with the attorney they know what to expect. For some attorneys this means wearing a suit and tie, for others it means just a button down shirt.

What length of shoot should we schedule?

We highly recommend a quarter to a half day shoot, that we can get a great range of photos.

What kind of shoot should we plan?

We advise our clients to shoot on location for a quarter day. Try shooting in front of the attorney's office, maybe a great location downtown, and don't be afraid to try a few other spots!

How big should the photos be?

Ideal size is 72dpi and 3500px longside. Remember 100% of these photos should be shot landscape, so longside should be the bottom/top edges.

Wait, I have a question that isn't here!

That's awesome! We love working closely with our photographers. Feel free to reach out to our Creative Director- Daniel Held daniel.held@big6media.com with your questions