



the GirlTrek • Paparazzi

photography tips for a growing movement



Changing the Face

OF HEALTHY LIVING

High resolution photos are powerful elements of GirlTrek campaigns. GirlTrek aims to change the face of healthy living by capturing and sharing bright and vivid action shots - proof positive that thousands of Black women and girls are living healthy, fulfilled lives.



01:

FRAMING

Less is more. Narrowing the shot can often tell a stronger story. Get in there, don't rely on the zoom. Watch the edges - don't cut off limbs



02:

COMPOSITION

Remember the rule of thirds and symmetry.





03:

PERSPECTIVE

Where are you as the photographer?
Very low to the ground, straight on,
higher than the subject?



04:

EMOTION

Capture unexpected, intimate moments



05:

MOVEMENT

Static poses are boring. Try to get real action shots



06:

STORYTELLING

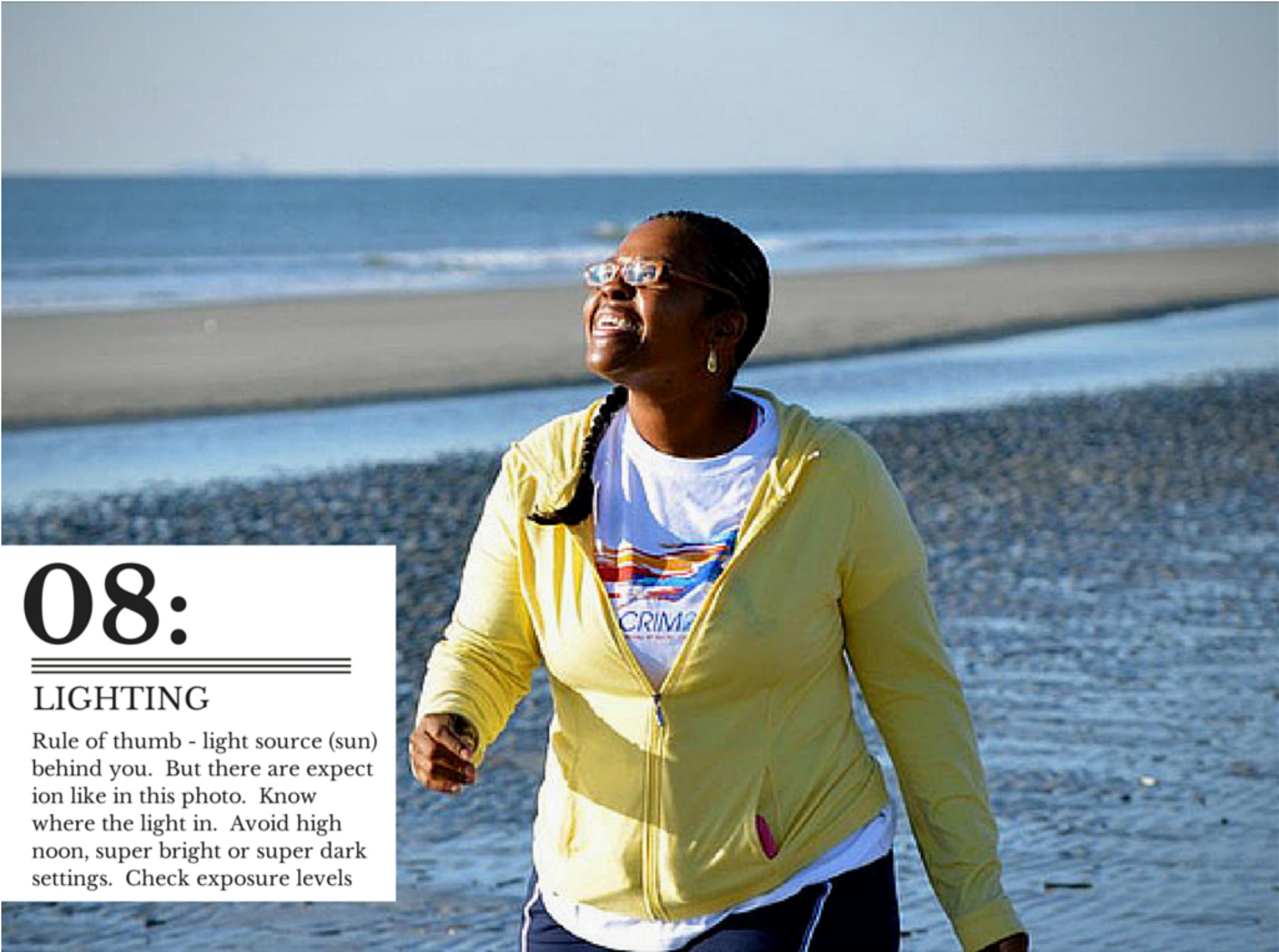
Capture the heart and soul of the moment. What's really going on? Use details, watch for moments that allow you to be a journalist.



07:

FOCUS

Start with autofocus. Lightly press button and allow the camera to focus before taking the shot. After you master that, move beyond auto to establish a dramatic single point of focus. You always want the eyes in focus! (This is my doggy Charley!)

A woman with glasses and a yellow jacket is running on a beach. She is looking up and to the side with a joyful expression. The background shows a sandy beach, the ocean with waves, and a clear sky. The lighting is bright, suggesting a sunny day.

08:

LIGHTING

Rule of thumb - light source (sun) behind you. But there are exceptions like in this photo. Know where the light is in. Avoid high noon, super bright or super dark settings. Check exposure levels



09:

DEPTH

You can create depth with manual settings and a single point of focus. You should also be mindful of lines and contrast to make the picture pop off the page.



10:

NAMING

As you begin uploading high- quality photographs, always title them using searchable phrases. For example I would name this photo “Black women and girls walking in national park – GirlTrek 2014”. The name of your picture will determine how the photo is indexed in search engines. This is an important part of the movement! Be sure to protect great photos by including “All rights reserved GirlTrek 2014” in the title.

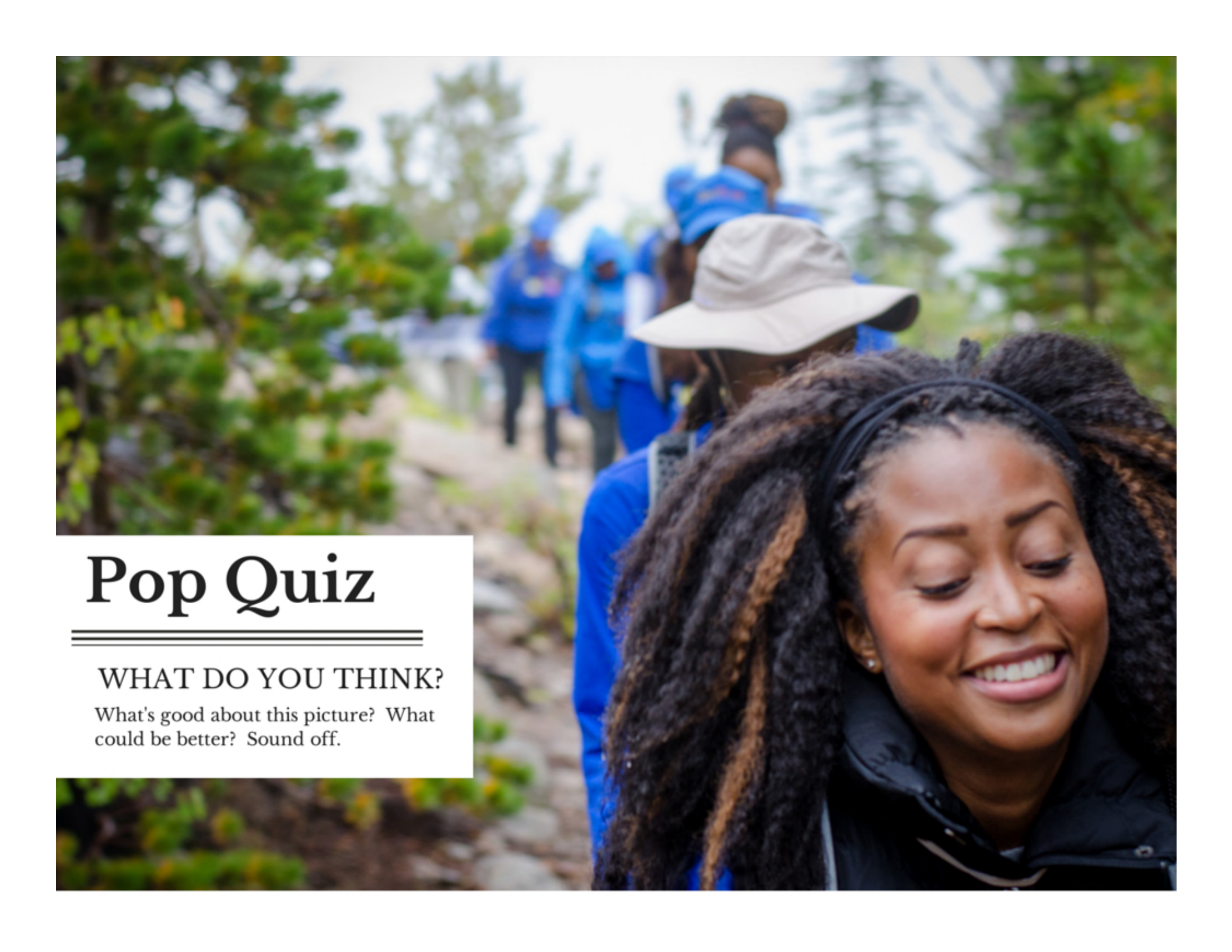


Pop Quiz

WHAT DO YOU THINK?

What's good about this picture?

What could be better? Sound off.

A photograph of a group of people hiking on a trail. In the foreground, a woman with long, dark dreadlocks and a black headband is smiling, looking down. She is wearing a black jacket. Behind her, several other people are visible, some wearing blue jackets and hats, hiking up a rocky path. The background is filled with green trees and foliage.

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GET SOCIAL!

#GirlTrek
#DaughtersofHarriet
#StressProtest
#SuperheroSaturday
#BlackGirlHealing