

## **We want your photos!**

You are where the action is, and when you have the chance (or have a volunteer who can do so), please take a few minutes to photo document the programs and activities that you put together.

We want to use them on our website and the the Office of Engagement website, for print marketing, and publicity.

Your cell phone photos are fine, as long as you send them to me in the highest resolution. Be sure you have obtained photo releases. This can be done easily by including the release information as a check off when participants sign up or sign in.

Below are some tips from CSU photographer Bill Cotton:

If the photos are going to be used for print or in a publication it is best to shoot at the highest resolution with the least compression that camera is capable of. This is true whether it is a dedicated camera or a phone camera. You typically have more options with a dedicated camera than you do with most phones. So if you have a 12 megapixel camera you actually want to shoot it at 12 megapixels and not at one of the lower megapixel options. If there is a jpeg compression choice you want to choose the least compression, which means the largest file sized. Many cameras call this fine or best quality. It will say you will get the fewest number of pictures on your storage card, again because the file is the largest.

The minimum resolution needed to print or publish confuses most people. Basically you want to have a minimum of 200 pixels per inch at the size the photo is going to be printed or published. For publishing, 300 pixels per inch at the end size is preferred. For example, my iPhone 5 shoots at 8 megapixels. It creates a file that is 3264 x 2448 pixels. This equates to 16.32 x 12.24 inches at 200 pixels per inch or 10.88 x 8.16 inches at 300 pixels per inch. An iPhone 6 has a 12 Megapixel camera so it will produce a larger image. However, a dedicated camera at 12 megapixels will create a higher quality image than a phone that shoots 12 megapixels. Similarly a 12 megapixel DSLR will produce a higher quality image than a point and shoot camera or a phone. This is because the lenses are higher quality and the sensors a larger and more light sensitive.

There isn't much of an advantage to shooting in Tiff format instead of jpeg with the lowest compression (largest file size). However, if the camera has the ability to shoot in RAW format this can yield a better file if the photo editor is experienced in editing RAW files. If it is an important photo most cameras will shoot both RAW and jpeg at the same time. This gives you the option to hand off the RAW file to an experienced editor.

For cell phones, again you want to get the highest resolution file off the camera. To do this you may have to connect the camera to a computer and download the files. Many sharing applications, especially email within the phone, will downsample and compress the files, which is what you want to avoid. You can do some testing to see if you get two different file sizes via a sharing application or by downloading directly to the computer. If they come out exactly the same, then you have found an application that is passing along the original file.

You want to avoid using any in-camera or in-phone editing options. If you are using a photo for immediate social media, especially Instagram with filters, you may want to shoot the situation twice and share one on Instagram but shoot another in the regular camera application for use to print or publish.

You want to make sure your lens is clean on any camera, but especially a phone. Since phone are in our pockets and purses they get lint and fingerprints. This will result in a softer, hazy image. If you have a protective case that has a protective plastic film in front of the lens, you may want to take the phone out of the case to get the best photos.

See also: <http://extension.colostate.edu/docs/comm/phone-photos.pptx>