



Providing the opportunity for each school to showcase their yearbook, CSFC offers a Yearbook send-in entry event.

According to the Competition Handbook, a school's yearbook should present an accurate historical record of the happenings at the school during the previous year and foster memories classmates will cherish. The yearbook should strive to use words and pictures to tell the story that is unique to that school.

In this month's article, ORU instructor Chris Putman provides some basic techniques certain to highlight your yearbook's photography. Though geared toward the Competition Yearbook event 146, these tips are beneficial for all photographers and provide helpful information for those entering in the Competition Photography events 500-560 as well.

Be sure to visit the tutorial link mentioned at the end of the article for more strategies on taking your photos from ordinary to extraordinary. The tutorial link can be accessed at the Competition Web site at <http://competition.oru.edu>.



PHOTOGRAPHY

By: Chris Putman



The single most important element of a yearbook is the photography it showcases. If it wasn't for the photos, the book would have no visual interest.

The quality of the pictures will make or break the publication. Careless photo taking makes a meticulously-designed book look second rate. One of biggest mistakes a yearbook staff can do is gather students - or even one lone student - for a posed shot. Flip through the pages of your latest yearbook. Count how many photos are posed. If the individual in the picture is aware of the camera, the shot should be eliminated from the page. Cheesy grins, comical faces, silly poses and even eye contact with the camera should be avoided at all costs. So what kind of pictures should be included in the publication? Candid shots.

A candid shot is a photo taken of an individual who is caught in action. Examples include a basketball player dashing across a court, a prom queen candidate's surprised expression as she hears her name announced as the queen, students studying in the library, homecoming committees decorating the gym for a dance, theater students applying makeup for opening night or a teacher working one on one with a student in a chemistry lab. These individuals are engaged in their activity, not the camera.

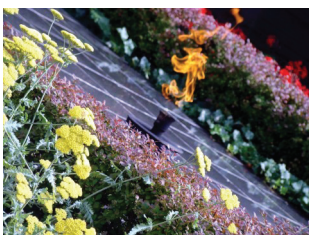
So how can a student photographer take better photos? There are some very simple techniques that can set your photos apart from the rest.



Shoot from an unusual angle. You can make an object appear much more interesting if you squat or climb to obtain an interesting angle. This life-size statue appears larger than life when the camera is placed at floor level.



A focal point in a photo appears more attractive if it is framed or even partially framed by another object. In this case, the hotel is framed by a tree. Taking a shot through a windowsill or through the curve of a bridge will frame a picture on all sides and make an ordinary photo much more attractive.



By simply twisting the camera a quarter turn can provide an ordinary photo a creative new look. Elements need not always be centered horizontally or vertically. Instead turn the camera to give the focal point a refreshing look.



Not every object captured in a photo has to be in focus. The bottles nearest the camera are not in sharp focus but don't need to be. They provide a soft contrast to the sharp focus of the bottles in the distance.



Provide contrast in photos. The city skyline provides a distinct contrast to the foliage that frames it.



Align objects in row. The viewer's eye is pulled along into the depth of the photo as it follows the leading lines.

Photos by Chris Putman

Mug shots, those individual studio shots used in the freshman, sophomore, junior and senior sections, for instance, should be the only photos where eye contact is made with the camera. These shots are usually taken by a professional photographer and posing in this case is certainly acceptable.

To watch a tutorial on taking better photos, log on to <http://alaska.org/alaska-photos.jsp>

Please Note: If your school publishes a yearbook, you are probably already set to enter this event in the 2009 Competition!

The Competition Yearbook event is a send-in entry that must be submitted by April 15 to provide time for the judges to adequately review each book. Because of this deadline, it is understood that the yearbook schools will be submitting in the 2009 Competition will be their completed 2007-2008 yearbook. We encourage each school to enter this Competition event.

Chris Putman is an instructor for the ORU communication arts department and advisor for a variety of print publications and DVD production. Currently she is the advisor to the ORU communications arts alumni magazine titled, The Communique. Her publications have won awards in statewide competition each year she has advised.

Putman presents a workshop titled "Extreme Makeover - The New Look in Student Publications" at journalism conferences and judges yearbooks in competitions through the state.

In her teaching, she continues to receive awards for her writing and has received two nominations for Who's Who in American Colleges & Universities (for teachers). She has written for the largest daily newspaper in the state; written/ contributed to three books; and produced yearbooks, magazines, viewbooks, brochures and a variety of other publications.

Did you know. . .

- The Competition Web site at <http://competition.oru.edu> has been updated and contains a lot of helpful information?
- For quick reference and accessibility, all the Web sites mentioned in the Competition Handbook are listed on the Competition Links page on the Competition Web site.
- Links mentioned in our monthly newsletters will also be accessible on the Competition Links page. Check out the Competition Web site and follow the clicks to watch this month's feature tutorial on taking better photos.
- The Engineering Challenge Event - 138 will be featured in an upcoming issue of the Competition Newsletter. Have you tried the new Engineering Challenge posted on the Competition Web site yet?
- The 2009 Competition Handbook will be available online on the Competition Web site by November 1, 2008.
- Next year's competition: May 17-22, 2009

ORU Chrisitan School Finals Competition
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