



PHOTOGRAPHY GUIDE

Table of Contents

1 BEST PRACTICES

2 THE ONLY RULE

3 ALC SHOTLIST

4 WIDE SHOT EXAMPLES

5 MEDIUM SHOT/FULL SHOT/HEAD TO TOE

6 CLOSE UP VARIATIONS

7 TIPS FOR CAPTURING LOBBY & WORSHIP

8 HOW TO PHOTOGRAPH BAPTISM

Best Practices

These practices represent the thoughtful consensus of the ALC Creative Team and are essential for maintaining the uniformity and consistency of the ALC brand.

ALC photography has a defined aesthetic which requires imagery that adhere to this standard. Photos should tell a story of the nature of God, and Him flowing through the room.

Ephesians 3:20 “Now to Him who is able to do immeasurably more than all we ask or imagine, according to His power that is at work within us.” You are created to create with His power that is within you. People will encounter God through the images you take.

By having access to this styleguide, you should have no question when it comes to covering an event or service. Exceptions to these guidelines must be justified, logical, and should only be made when spoken to the Team Lead.



The only RULE

During worship, a congregant, with the exception of capturing a wide shot of the entire room, should never notice you taking a photo.

THE WHY: People's opportunity to connect with God will not come second to "getting the shot." when they notice us taking their photo, it can make them uncomfortable and cause them to not display their best form of worship to and for the Lord.



ALC ShotList

Lobby/Outdoor Photos

- Families arriving
- Members hanging out: In the lobby, outside, different areas of the campus.
- Volunteers (door holders, parking lot)

Worship

(Please no back shots of people, unless its for a creative shot or using them to frame the forefront of the photo)

- **IMPORTANT:** Be sure to capture just as many photos of the congregation as the worship leaders.
- Wide shots of major areas (auditorium, lobby, highly populated outdoor spaces)
- Pastor Speaking and/or Guest speaker

Prayer

ALC Kids

Altar pictures (wide shot, individuals)

IN A FEW WORDS, ITS BEST TO THINK WIDE, MEDIUM, & CLOSE UP FOR EACH AREA THAT WE PHOTOGRAPH IN.

WIDE SHOT EXAMPLES



MEDIUM SHOT (HIPS UP)



MEDIUM FULL (KNEES UP)



FULL SHOT (HEAD TO TOE)



CLOSE UP VARIATIONS



TIPS FOR CAPTURING LOBBIES

- It's very important to focus on equal representation when shooting any gathering. This applies to age, race and gender. As you shoot, please be super aware of making sure you have a somewhat even amount of photos of each demographic (white people, colored people, older people, younger people, males & females). This ensures that our social media account managers have no problem doing the same when they sit down to select photos for a post.
- Be predictive. For example, if you see two people that know each other notice each other from afar, chances are that they are going to hug, so be ready for that moment. Look for moments that you can predict what will happen before it does, so that you can capture the moment.
- As far as settings go, shooting at a low f/stop, shutter speed 1/125-1/200 and auto ISO should help prevent you from having to focus too much on your settings and more on capturing moments.
- Get creative, these are the guidelines but please don't just strictly stick to them.

TIPS FOR CAPTURING WORSHIP

- We encourage you to not approach these shots as simply documenting the worship leaders. You are telling the story of the gathering and there are many parts to that story. You always want to capture the magnitude of the gathering but also remember to catch the smaller, more intimate moments (in that order).
- Always keep in mind that you never want to focus on platform more than the congregation. This ensures that our social media account managers have no problem doing the same when they sit down to select photos for a post.
- When deciding which settings to use, if you aren't familiar with manual controls, a good rule of thumb is to set your camera to S mode and auto ISO. S mode means that you will choose the shutter speed. When photographing the platform, 1/400 is a good place to be. When photographing the congregation, 1/100-1/125 is the minimum. These settings ensure that you'll be prepared to capture any moment regardless of the environment

HOW TO PHOTOGRAPH BAPTISM

When photographing baptism indoors, your shutter speed should be at 1/400 (or more if lighting permits), your aperture should be wide open, and your ISO on auto. Your camera should be on burst shooting mode shooting 5-8 frames per second.

SHOTS NEEDED:



PRE BAPTISM



IN WATER



INITIAL REACTION

Most times this only happens once for believers, so it is important that we are at our best. when photographing baptism so that people can have these memories that will last forever.

Not everyone will have such an expression-able reaction, and that's okay, the goal overall is to give them something they can use to remember this day in perpetuity.

CHEAT SHEET!

