

# **PICKERING & CHATTO PUBLISHERS LTD**

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## **PHOTOGRAPHING PICTURES AND PHOTOGRAPHS FOR PUBLICATION**

These are some basic points that will help to improve the photographs.

### **SCAN IF POSSIBLE**

Firstly, it should be noted that far better results will be available if the items can be scanned on a standard flatbed scanner, rather than photographed. This will help avoid most of the potential problems of perspective and lighting, and will guarantee an acceptable resolution for the press. Scan items at 600 dpi, making sure that the image is at least 10 cm wide.

If it is not possible to scan the items for any reason, please follow the guidelines given below.

### **DO NOT USE FLASH**

Flash photography is very useful for providing extra light when there is not enough ambient light. However, it will also wash out a lot of the detail in whatever picture you are trying to capture. This is particularly true when taking a photograph of an image on glossy paper: in this case the flash will reflect off the paper, rendering the photograph unusable.

### **POSITIONING OF THE CAMERA**

The position of the camera is vitally important to the quality of the picture. The camera should be held perpendicular to the item being photographed, with the centre of the viewfinder lined up with the centre of the item being photographed. This will help to minimize any distortion caused by taking a photograph at a bad angle. The camera should be held approximately 1 m away from the item being photographed (for a standard-sized picture) to minimize any distortion from the lens. Ideally, the camera should be mounted on a tripod to ensure a stable shooting platform and to help avoid the need for the flash to be used.

### **SELF TIMER**

If a tripod is being used, then using the self timer function on the camera will help avoid any camera shake caused by depressing the shutter button.

### **ISO SETTINGS**

A lower ISO setting (either 100 or 200) on the camera will help obtain the clearest possible image.