

Performing Statistics

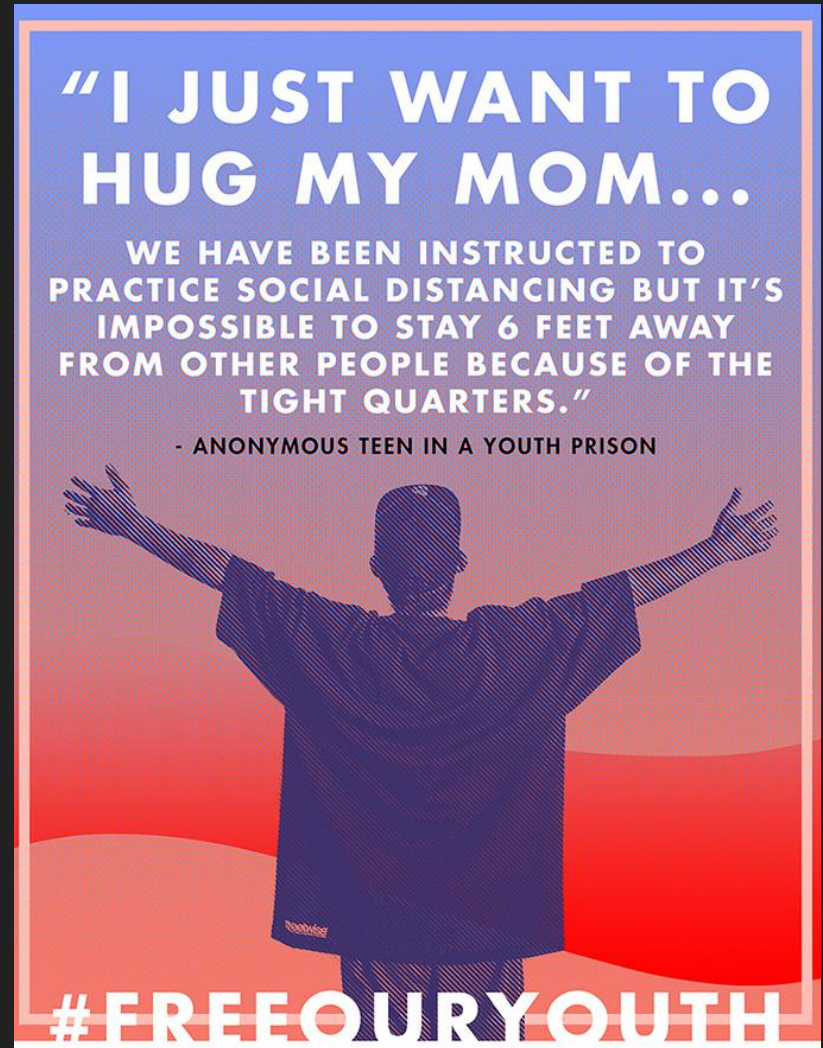
Best Practices for creating
Campaign Graphics



From Photo



Final Product



Step 1: Choose the subject of your photograph.

- Who is this message coming from? Who is it about?
- Is it stronger for a person/people to be the messenger or is a symbol stronger?



Step 2: Choose the mood of your photograph:

- What is the feeling you want to come across?
- What message does your body posture share with the viewer?

Liberation? Anger? Resistance? Unity? Strength? Joy? Togetherness? Love? Hope?



Step 3: Do you show your identity?

- There are so many ways to take a photo
- You never have to reveal your identify if you don't want to. Here's a couple examples;



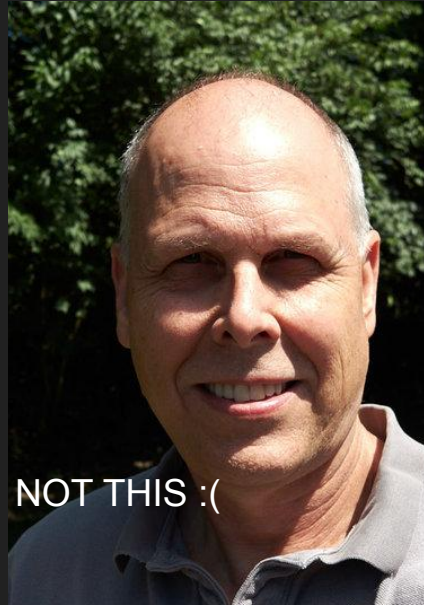
Step 4: Set up your photo with graphic planning in mind

- Shoot in front of a white or solid colored background
- Don't crop, make sure it's possible to see all edges of your subject



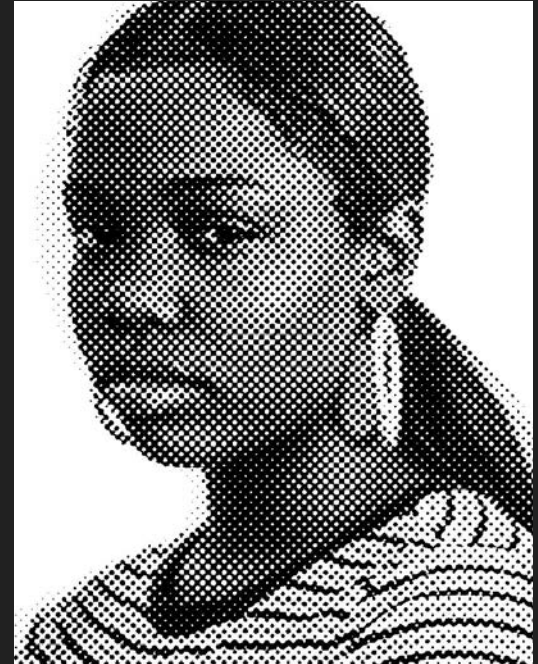
Step 5: Lighting

- Shoot outside in even light, an overcast day is a dream
- Have the person stand in an even shadow: avoid places where part of your subject is in the sun & part in shade
- Make sure you can see your subject clearly, if the background is too bright, your subject will look too dark



Step 7: Swapping Photos into Bitmap Graphics

- Once your photos are created we'll work with them in photoshop to change the into "bitmaps" >>> basically a bunch of dots, like how photos get printed in the newspaper or comic books



Step 8: Creating Background for Graphics

- Then, we'll take the bitmap photos, erase the white backgrounds & combine them with a powerful background of colors and shapes that feature your campaigns colors!



Lastly: Text!

- The final move is adding your messages back into the image. Think about
 - Will handwriting or font deliver your message better?
 - How can the text be arranged in away that it interacts with the image



