



Guidelines for Photos

1. Close-ups of one or two individuals make for a better image than a big group shot.
2. Close-in shots that identify what you are doing and also show your school's and/or TeamMBA logos are preferred.
3. Look for "Action" shots of people doing something to show the activity and capture authentic expression and emotion. Sometimes the best shots are captured when people are not aware that you have a camera.
4. When taking posed portraits of more than one person have people stand close to keep within a tight cropping.
5. Look for a center of interest and compose your shot keeping the composition simple.
6. Avoid busy backgrounds that distract from the subject and avoid anything or anyone that may distract from the subject.
7. Place your subject slightly off-center rather than in the middle of the photo.
8. Avoid people eating or food shots. Food typically does not photograph well unless it is a highly styled shot.
9. Don't place the horizon line or any strong vertical or horizontal lines right in the middle of the picture.
10. Shoot at varying angles to capture a subject at a different viewpoint if interest is needed.
11. Choose the highest resolution available on your camera. Typically, resolutions on cell phones do not work as well.
12. Optimal is 3–5 MP while digital jpg images should be 300 dpi/ppi and at least 2100 x 1500 pixels (5 x 7 inches). For a hi-res image, you'll generally be looking for a file size of at least 1 MB or above.
13. Be sure to let someone know that you are taking their photo and obtain their permission to use it (use the TeamMBA Consent form if you do not already have a form for this purpose).
14. Send the photos to the TeamMBA Web site and others (like your school newspaper or local media).
15. Send a description of the activity being photographed. You could also add the subjects in the photo (e.g. 1st year MBA and law school students working together to put the finishing touches on the house being built for Habitat for Humanity).



Guidelines for Video

1. Avoid walking altogether so that you are holding your camera as steady as possible.
2. Avoid overuse of zooming and panning.
3. If you have to, walk slowly when holding a video camera to avoid as much “jumpiness” in the frames as possible. It’s better if you shoot from a spot then turn off the camera and move to the next spot and then shoot some more.
4. As with photos, close-up shots are better to see what and who is doing the activity.
5. A 1-2 minute video should be all we need to actively represent your event. A video that is less than 30 seconds will be difficult to work with and post on the Web site. Note that if you send more, we reserve the right to edit your video for length optimization.
6. Be sure to let someone know that you are taking video and obtain their permission to use it (use the TeamMBA Consent form if you do not already have a form for this purpose).
7. Send the video to the TeamMBA Web site and others (like your school newspaper or local media).
8. We accept a wide range of video file formats such as .WMV, .AVI, .MOV, and .MPG transferred from most digital cameras, camcorders, and cell phones. If you don't think your current video file format will be recognized, you may get the best results from converting your file to MPEG4 video with MP3 audio.
9. Send a description of the activity on the video. If you want to add narration to it, great but you do not need to as long as you send us the information.