ORANGE COUNTY **REALTORS**®

Guidelines for Photographers

The Orange County REALTORS® and *OC REALTOR*® welcome submission of photographs for possible publication in *OC REALTOR*®, the magazine published bimonthly by OC REALTORS®.

To be considered, photographs must be submitted by the photographer or with his or her expressed written consent. Photographs should portray subject matter that is real-estate related or is otherwise of interest to *OC REALTOR*® readers. For example, photos might show a place OC REALTORS® members have visited, an event they have sponsored, an activity in which they have taken part, or an honor or award they have received. Photographs that are well lighted, in sharp focus, of high resolution, and of good overall quality will have the greatest impact.

Pay special attention to the lighting. In its most basic sense, the verb photograph means "write with light." Photography is about light—where it is and where it is not. If you are taking pictures of people indoors, do not shoot toward a window or other light source. Instead, place your subjects against a plain or darkened wall and stand with your back to the light source. If you are taking pictures outdoors, avoid the strong contrasts often created by direct sunlight. Instead, shoot in open shade and, if necessary, use a fill flash to distribute the light more evenly.

If you are photographing an event, show some of the action. Instead of having participants stand in a straight line, photograph them doing something or interacting in some way so that your photographs not only show the people but also help tell the story.

Limit the number of folks in a photo. For best results, limit the number of people in any one photo to no more than five or six. Because magazine page space is always at a premium, it is very difficult to print a photo containing ten or twelve people large enough for each one of the faces to show clearly and be recognizable.

Compression is the enemy of clarity. When you save and send photos, avoid overcompressing them as a part of the archiving or transmission process. When you email a photo taken with your smart phone, you are usually asked if you want to resize your photo as small, medium, large, or actual. Large is usually about one-half the size of the actual photo on your phone. Choosing either large or actual will preserve the maximum amount of resolution. Choosing either medium or small will overcompress the photo and significantly reduce its clarity and usability.

Identify your photographs. Before submitting, label each photograph with the name of the place, event, activity, or award and the date on which the photo was taken. Include in the email subject line the name of the event or circumstance under which the photo was taken and the date. If there are people in the photo, identify them by name (from left to right) within the email text. Also include in the email a sentence or two describing the circumstance under which the photo was taken.

Submit your photographs via email. Photographs should be submitted electronically to both Editors **Sabrina Blair** (*sabrina@ocar.org*) and **Sherri Butterfield** (*marionb@aol.com*). Photos published in the magazine may be adjusted for contrast, clarity, and color; may be reduced and cropped for fit; and may appear either online or in print or both.