

Finding Professional Photographers

- Contact Professional Photography Organizations.
- ASMP (American Society of Media Photographers)
- PPA (Professional Photographers of America)

Look at their Work

- Visit the photographers web site. It is unusual for a professional photographer not to have one. Although impressive images on a web site do not guarantee a great HG portrait, it does indicate ones' capability.

Finding a Photographer Out of Area

- Occasionally, a child is placed in a treatment center out of the area, or out of state.
- The photographer coordinator will first ascertain if there is a Heart Gallery in that area. If so, we will contact them for help in finding a Heart Gallery photographer.

Finding a Photographer Out of Area

- If not, we will “google” professional photographers in that area, look on their web site to see their work and determine their proximity to the child’s location.
- We contact the child’s on site social worker to advise. Send intro documents by email.
- We put the photographer and social worker in touch to arrange a session.

Photographer Agreement & Guidelines

- We send the prospective photographer a copy of the agreement and guidelines. All correspondence is done via email.
- Once a signed agreement is returned the photographer can be assigned a child.
- Before this happens, the social workers are contacted by coordinator to assure their timely response to photographers' call.

Guidelines

- We encourage the photographer to take the time to get to know the child. It shows in the results.
- Taking the time to speak to the child before they begin is vital to gaining their trust and cooperation.

Guidelines

- In a perfect world...the child will have received our letter of introduction and have been prepared by the social worker for the session. This helps the session go smoother.
- We want the child on board. We want them to feel like a collaborator and special...this is *their* session.

Choosing Images

Elements of a Successful Portrait

- TOUCHES THE HEART. This is best achieved if the photographer takes the time to “see” the child.
- REVEAL THE CHILD. Many HG kids are adolescents and want to look older. We seek images where the child looks their age.

Choosing Images

Elements of a Successful Portrait

- CHILDREN BLOSSOM WITH ATTENTION . Session needs to be set up as a “special” event for the child. Photographer needs to have time allotted to get to know child a bit.
- EYES ARE THE WINDOWS. It may be cliché but it’s true. When the child makes eye contact with the viewer, the impact is greater.

Choosing Images

Elements of a Successful Portrait



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Choosing Images

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EMOTION: Whether joyful or solemn and soulful...we are touched by the display of emotion. Choose images that grab the viewer.

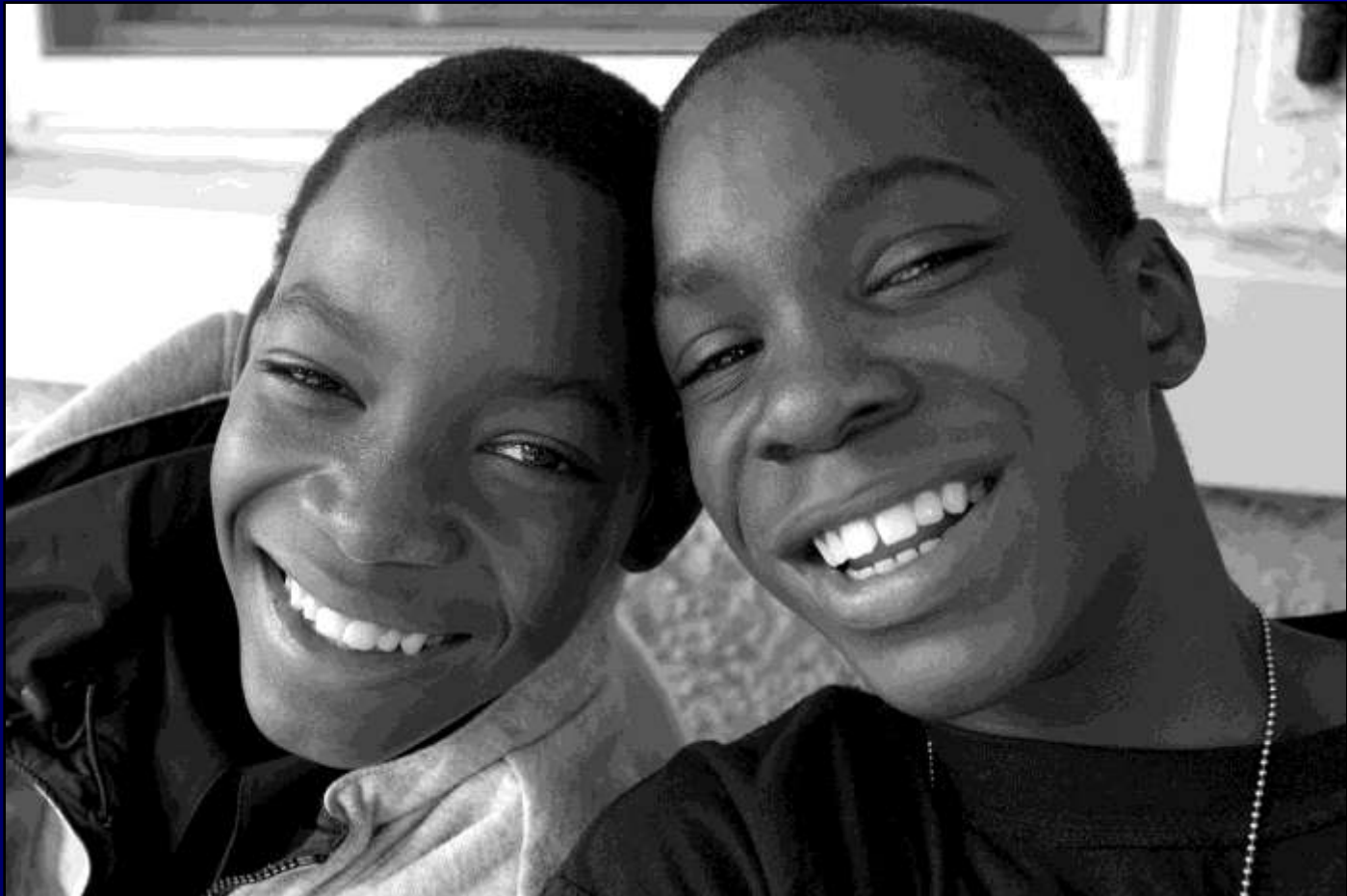
Choosing Images

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Choosing Images

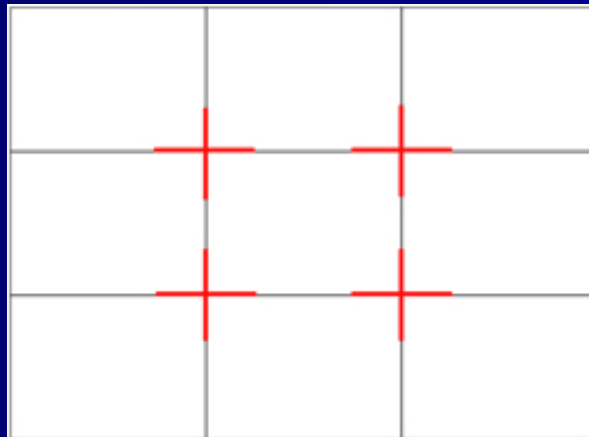
Elements of a Successful Portrait



Composition

Basic Rules

- **RULE OF THIRDS:** The theory is that if you place points of interest in the intersections or along the lines that your photo becomes more balanced and will enable a viewer of the image to interact with it more naturally. Studies have shown that when viewing images that people's eyes usually go to one of the intersection points most naturally rather than the center of the shot - using the rule of thirds works with this natural way of viewing an image rather than working against it.



Rule of Thirds



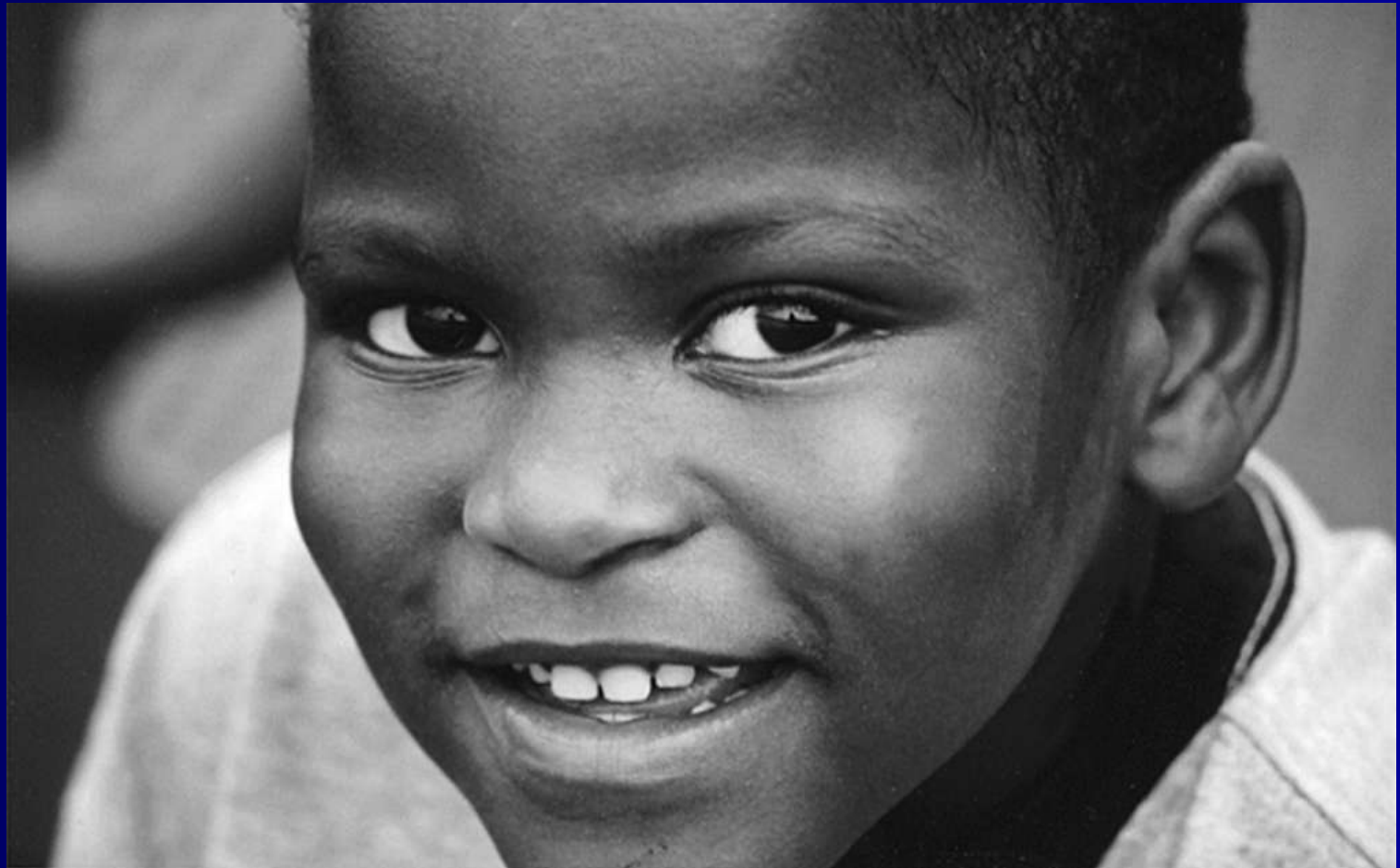
Composition

Rule of Thirds



Composition

Rule of Thirds



Composition

Use of Negative Space

- How does the subject fit in the image. Does the background relate to the subject or compete?
- The eye is naturally drawn to the area of greatest contrast. Goal is to direct the viewers eye to the face. All other elements should be secondary.
- Negative space is important in defining the subject. In a portrait, the space around the subject is just as important as the subject itself. Strive for images that have a balance between the positive space (the subject) and the negative space (background) around it. Avoid images with distracting backgrounds.

Composition

Effective Use of Negative Space



Composition

Effective Use of Negative Space



In Summary

- Contact Professional Photographers Organizations to find photographers.
- Communicate Heart Gallery goals for creating “heart connections” to photographers.
- Enroll the child as a partner or collaborator in the portrait.

In Summary

- When choosing images, look for
 - Emotion
 - Connection with viewer
 - Composition....rule of thirds, effective use of negative space.

This Image Has It All ...

