



Quick Guide
**PHOTOGRAPHY &
VIDEOGRAPHY**



INDEX

Our Brand.....	2
Step-by-Step: Photography.....	3-4
Step-by-Step: Videography.....	5
Best Practices.....	5

THE PURPOSE

This guide ensures you can create clear and professional images and videos with a smartphone. Following these steps will keep our content consistent and reflective of the excellence of JP Schools.

Strong visuals help us share the story of our schools, celebrate students and staff, and connect with families and the community. While the Communications team should always be your first resource, this guide provides simple steps to capture quality photos and videos if the team is unavailable.

WHO WE ARE

Jefferson Parish Schools is the largest and most diverse public school system in Louisiana. Our system of 74 schools serve around 45,000 students on both sides of the Mississippi River. With approximately 7,000 employees, JP Schools is one of the largest employers in Jefferson Parish. Our district exists to provide the education our students deserve to succeed in life and make our world a better place.

OUR BRAND

Our brand reflects our true identity—a bold school district leading a movement that is devoted to the goal of strengthening Jefferson Parish and Louisiana. Its basic elements—logo, color palette, professional images, and fonts—are the building blocks for consistently and effectively communicating who we are and our impact. Consistent use of our branding helps ensure we are speaking with a unified voice.

BRANDING RESOURCES

All resources, logos, and fonts are available for download at:

jpschools.org/branding

FOR PHOTOGRAPHY & VIDEOGRAPHY QUESTIONS

Please contact Keith Paolini, TV Studio Coordinator at **keith.paolini@jpschools.org** or Stacy White, Director of Communications at **stacy.white@jpschools.org**. For all other questions please direct them to **communications@jpschools.org**.

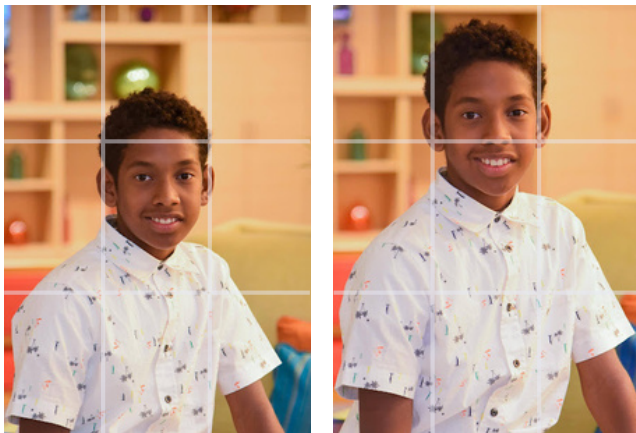
PREPARE YOUR PHONE

Clean the camera lens. Check battery and storage before the event.

RULE OF THIRDS

Place subjects along grid lines or intersections.

Notice in the first photo how putting his face in the center gives you too much head room, the space above his head. Adjusting your shot like the 2nd photo gives you a nicer looking composition.



FILL THE FRAME

Step closer instead of using digital zoom. It helps focus the viewer completely on the main subject and gives them a detailed look into the photograph. Don't be afraid to get in close and capture those moments!



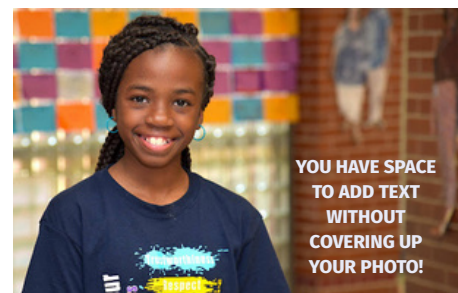
COMPOSE THE SHOT

Composing your shots with a grid can help you practice the Rule of Thirds. To turn this feature on go to Settings, Camera, and turn on the grid.

- **Rule of Thirds:** Place subjects along grid lines or intersections.
- **Negative Space:** Leave open space for balance or future text overlay.
- **Fill the Frame:** Step closer instead of using digital zoom.
- **Point of View:** Take photos at eye level, especially with children.

NEGATIVE SPACE

Leave open space for balance or future text overlay. Positioning the subject in the frame with negative space creates visual interest and it helps the viewer focus on the main subject. The rule of thirds is also practiced here and most of the following photographs.



POINT OF VIEW

Take photos at eye level, especially with children. Kneeling down puts you at their level and also gives your photo a nicer looking composition. Notice how the photo has a more natural feel to it and also has an interesting background instead of the floor.

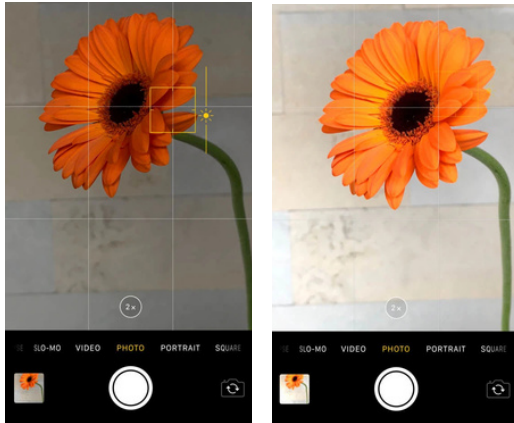


FOCUS ON THE SUBJECT

FOCUS & EXPOSURE

 **Tap the screen:** on your desired focus area. This will also set the exposure for that part of the image.

 **Adjust Exposure:** Next to the yellow focus box, a sun icon will appear. Drag this icon up to increase the exposure (make the image brighter) or down to decrease it (make the image darker).



SEPARATION IS KEY

To make your photo look more professional you need to add some separation in between your background and subject.

By placing your subject further away from the background your camera lens will focus on the subject while blurring the background.

In the left photo the subject was about 1 foot away from the background. By moving her away from the background, it is now out of focus giving us that professional look.



CAPTURE THE MOMENT

Take posed and candid shots that reflect genuine emotion and natural movement. Try keeping your camera ready in between posed shots or during transitions to catch people off guard in the best way.

Wide Shots: Set the scene. Capture the environment, the crowd or anything that gives context to where the moment is happening.

Close-Ups: Capture emotion. Step closer to get facial expressions, hands holding, or other small but powerful details.



QUICK TIPS

- Use burst mode to catch split-second reactions.
- Pose first, then keep shooting once people relax.



EDIT WITH CARE

Cropping: Use it to remove unwanted background clutter or to draw more attention to your subject. Did someone walk into the edge of your shot? A quick crop can make your image look visually balanced.

Filters: Aim to enhance rather than alter. Subtle adjustments in warmth, shadows, or sharpness can go a long way in preserving the true feeling of the moment. Avoid filters that drastically change skin tones or colors.

PREPARE BEFORE RECORDING

CHOOSE A LOCATION & HOLD STEADY

Choose a location with a clear, central view. Confirm your phone is charged, storage is available, and notifications are silenced.

When capturing short clips: Hold your phone with two hands and tuck your elbows in. Steady yourself against a wall or table.

PAY ATTENTION TO AUDIO

Get as close as possible for clear sound. Avoid standing near fans, speakers, or noisy crowds.

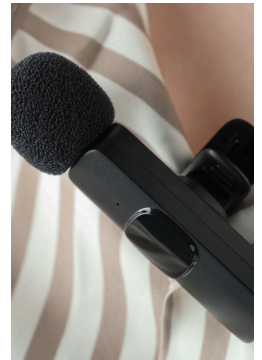
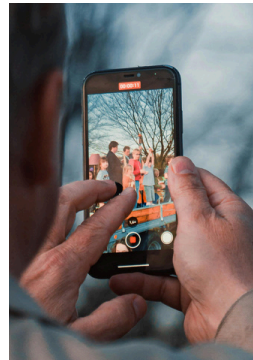
For interviews or soundbites: Hold the phone at eye level and close enough to capture clear voices. We recommend purchasing small microphones to clip on to a shirt or for you to hold if you are recording more content.

RECORD WITH INTENTION

Wide Shots: Hold your phone horizontally.

Focus & Exposure: Lock focus and exposure before pressing record.

Capture a mix of wide shots, medium shots, and close-ups. Record short clips of 10–30 seconds along with longer coverage.



BEST PRACTICES & EXTRA TIPS



Keep it Level: Hold the phone straight for a professional look. Tilted shots can be distracting.



Lighting: Position subjects so light falls on their face. Use natural light when possible and avoid strong backlighting unless intentional.



Variety of Perspectives: Mix in wide shots and close up shots to show the environment.



Backup Immediately: Upload files to a shared drive or folder as soon as possible to prevent loss.



Quality over Quantity: Aim for quality over quantity; a few strong photos are better than many unusable ones.



Interview Clips: When filming a short comment from a student or staff member, hold the phone at eye level, frame them with headroom, and keep the background simple.



Reactions Matter: Capture audience or participant reactions for more authentic storytelling.



Respect the Audience: When recording an event, or show please show respect to the audience and avoid blocking their views.