

How to take photos



Why imagery matters

- Photos can encourage people to come to your event.
- Photos especially encourage people to attend when they see people 'like them' enjoying cycling.



Taken too far away



Image doesn't fill frame



Only a bike, no people



Can only see bottoms



Not posed



With their bikes



Smiling cyclists



Action shot, head on



Planning tips

1

Equipment

Use your best camera, always clean the lens with a soft cloth before using.

Skills

If photography is not your forte ask someone with the relevant skills to take the photos.

Consent

For general photos; display signs telling people you are taking photographs and explain how they will be used. For close-up photos of people, they need to sign a consent form. Be sure to include options to opt-out.



Taking the photos

2

- Visit the area and find the best spots to take photos.
- Take pictures outside in daylight as much as possible.
- Switch off the flash. Reflective accessories on bikes will cause an under-exposed photo.
- Use the sports mode when shooting moving people.
- Use the portrait mode when shooting still people.
- Fill the frame with the subject. Zoom in or move closer to your subject. Small subjects are not interesting.
- Take a variety of natural, posed and action shots.
- Ask people to smile.
- Take photos/videos in landscape for use on websites.
- Take photos of people with bikes.
- Keep videos short, about 2 minutes.