



Photograph With Style

Le Moyne College has beautiful green space, modern new buildings, and iconic landmarks, such as the wall on the quad or the tower of Grewen Hall. We have many modern classrooms, eating and gathering areas.

Let's show these environments off in our photography! Natural lighting in the morning and late afternoon hours, or raking across classroom from the windows, can create a beautiful sense of space. Take advantage of the colorful landscaping in the fall, spring or summer, as well. Winter shots are not just about the cold. The crisp, clean snow and vibrant blue hues can add a sparkle to joyful faces.

Our location in the rolling hills, with immediate proximity to parks and downtown gives a great backdrop for us to tell our unique stories.

Atmosphere



Recognizable campus landmarks help remind us of our history.

Atmosphere



Consider the composition and how the human element fits into that. Here, the main subject frames other people in the activity.

Atmosphere



Atmosphere can mean capturing the energy of the moment.

Atmosphere

Le Moyne offers great depth to the learning experience. Our outstanding faculty guide our students by asking hard questions, exploring different worlds, digging deeper and discovering ways to help people in our world.

The idea of depth can be captured in our images by shooting through objects in the foreground, with the focal point being mid-ground, or by cropping in close to your subject with the focus on them, and letting the background go soft.

These depth-of-field techniques can be used to capture out of the ordinary images the bring more depth to your story-telling than just capturing the main subject.

Depth



Draw your viewers into the story through the multiple layers within the same frame.

Depth



Make sure you shoot tight and wide and from high and low angles to capture the overall story and the individual details with an interesting viewpoint.

Depth



Remember to capture depth even when shooting in tight.

Depth

Great photography always has a focus, just as a researcher focuses on discovery or a writer focuses on a main character and point to the story.

The focal point of an image may be a person, an action or an object. It is how the photographer guides the viewer through the story he or she is telling.

Focus, just like depth, will lead the viewer to the important point in the photo.

Focus



Shoot through an element or people to frame your subject,
or use lighting to have your focal point stand out.

Focus



Focus on the action, like the bow on the strings.

Focus



Have the people in your shot turn toward and interact with your primary subject.

Focus



Use the lines of object in the foreground to bring your eye back to the primary subject.

Focus

The Le Moyne Community has been described as compassionate, inquisitive, driven and devoted to academic excellence, generous service, and creative, responsible leadership. These are the qualities we strive to capture in our stories and photos.

Most of us are not models, so it can be intimidating and uncomfortable in front of a camera. Encourage your subjects to go about their activity, or smile and talk to each other. You may have to take a few shots before they feel a little more at ease in front of the camera, but once they are, they can let their personalities shine through.

Personality



Put your subjects at ease by having them go about their normal activity and interact with each other.

Personality



Sometimes you can capture the personality of a person or of a group by having them playfully interact with the camera.

Personality



Shooting small groups of people opens up the possibility to capture intimate moments or genuine interaction.

Personality

Lighting in a photograph can help create mood, bring focus to the composition and personality to the shot.

Take note of the light. Natural light works best in capturing natural color. Plan your composition to take advantage of the light. Avoid having faces in too much shadow or in too much direct sunlight that can wash out your subject. Light on the side of the subject creates form, so position your subject or move the camera so that it captures the light hitting the side of your subject. Avoid having your subject backlit with intense light from a window or from the sun being behind the subject. All you will end up with is a silhouette.

Lighting



Sometime harsh sunlight can wash out your subject or create harsh shadows. You can avoid this by moving your subject to a shaded area.

Lighting



Use natural light from above and slightly behind the subject to rim them with light and set them apart from the background without creating a silhouette.

Lighting



Spotlighting a subject can create a dramatic effect

Lighting



In this instance, light from the device helps spotlight the subject's face.

Lighting



Natural light from the window helps give the subject form and adds interest to the shot.

Lighting

How a photo is composed can influence how the viewer feels and can help the photo tell our story. Point of view, perspective, movement, angles, symmetry, depth and color balance are all things to consider in composing your shot

Photos shot from a low angle can convey a sense of power, strength or grandeur. The campus shot from above can show expansiveness. Strong diagonal lines can draw the viewer into the photo to the focal point. A shot on a tilted angle can give an unexpected perspective and show a spirit of fun.

Composition



Here, the photo is slightly on an angle and the subjects are set to the side to add interest to the shot.

Composition



Framing the subject with objects in the foreground brings focus to the subject.

Composition



Use of the Le Moyne colors emphasizes our brand and inspires school spirit!

Composition