



IMPACT PHOTOGRAPHY GUIDE

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IMPACT PHOTOGRAPHY

IMPACT PRODUCT DEFINITIONS:

Single Pose/Image Products:



- One pose/image per subject.
- Does not require any special processing to order products.
- Does not require artwork to be completed before ordering.

Multi-Pose/Multi-Image Products:



- Multiple images/poses per subject.
- Requires submission of images in CORE for artwork to be completed before products can be ordered.

Panoramic Products:



- One pose per subject, with multiple subjects.
- Requires submission of images in CORE for artwork to be completed before products can be ordered.

IMPACT PHOTOGRAPHY GUIDELINES

GUIDELINE #1: Impact photography is recommended as NON-CHROMA-KEY.

- Color spill CAN be an issue on full body chroma-key photography with white uniforms. Therefore, it is NOT recommended that you execute impact photography on a green/blue screen background.
- You can execute Impact photography on any type of background. The subject will be cut out from the background regardless.

GUIDELINE #2: Lighting is key when doing Impact photography.

- Make sure you are lighting each subject consistently.

GUIDELINE #3: You will need to know in ADVANCE if the league/organization wants to do Impact Panoramic products.

- Extra time and/or camera stations will need to be added on picture day in order to accommodate the Impact posing.

GUIDELINE #4: Use of posing guides/cards is recommended.

- Incorporate as many different poses as possible. This just adds variety to the panoramic product.
- See posing guide section in Photography Manual for reference.
- Posing guides can also be downloaded from the BizHub: Library/Photography/Posing Guides.

GUIDELINE #5: The use of a piece of cardboard or a plywood sheet is recommended if photographing in grass.

- This will prevent the grass from coming up around the shoes of the subject.
- This will cause a much more natural, much more seamless merge on the artwork product.

IMPACT PHOTOGRAPHY WORKFLOW

WORKFLOW #1: The subject's individual pose AND the Impact pose are photographed at the same camera station.

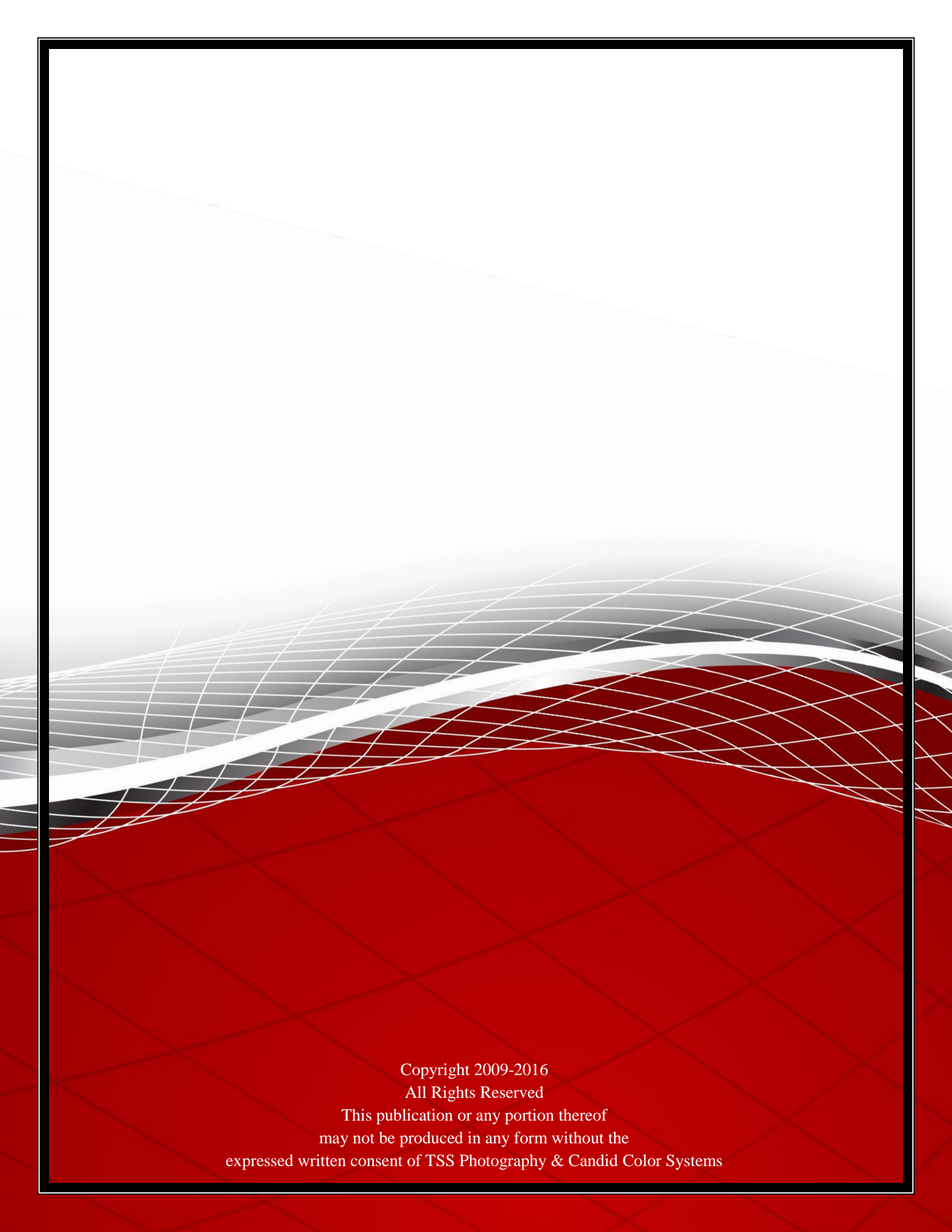
- Both the standard individual pose image number(s) and the Impact pose image number(s) are recorded on the same order form and remain at that specific station.
- **Challenge:** Making sure the focal length for the Impact pose is consistent for each subject. You cannot lock the focal length down in this scenario because you will be changing it for every subject in order to take the standard pose.

WORKFLOW #2: The subject's individual pose and Impact pose are photographed at different camera stations.

- With this scenario you are able to lock down the focal length for each team. This will increase the level of consistency/accuracy.
- **Challenge:** The subject's order form must be transferred from one camera station to the next. OR, the photographer taking the Impact images will need to write down the subject information on a separate form.

IMPACT PHOTOGRAPHY SETUP

NOTE: You can utilize any standard photography setup (indoor or outdoor) for Impact Photography. See the applicable section in the photography manual for detailed setup instructions.



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