

The Grammar of the Image

Developing Effective Visual Coverage for Your Publication

"WHEN YOU ASK GOOD REFLECTIVE QUESTIONS, YOU MAKE BETTER DECISIONS."

1. Be clear about your **mission**. Does the story require an illustrative or authentic reporting approach?
2. Remember that visuals can serve the reader and viewer on several levels. They can be: **informational**, **graphical**, or **emotional**-- with the very best images achieving **intimate** impact.
3. Understand that all visuals are not **"Art"** and that reviewers come to our publications for clear, honest, edited and useful **information**.
4. Be more **inclusive**. Who is on your staff? Who's on the freelance list? Who is reading your paper(audience)?
What examples are you holding up as evidence of good work and how do you measure success?
5. Learn to see visual colleagues as **allies**: reporters and originators of ideas and not just people that you turn to when you need a drive-by or something pretty. Include them as reporters, not "Shooters".

"...Other editors with the story's text in hand may judge photographs by what they read. Do not join them. The reader sees before he ever reads, and may never read if there is nothing interesting to see."

John Loengard, Former Life Magazine Photographer and Picture Editor

Key Ethical Considerations



Is the photograph what the photographer saw in the viewfinder?



Is the photograph being changed in ways beyond basic image quality corrections?



Is the illustration clearly obvious to the reader/viewer?



Is it necessary to place the image in context with additional text for disclosure?



What are my copyright concerns, if any?

Poynter.

When Editing
"Thinking
about visuals"