

Pictures for Publications

“Capturing the faces of your ministries.”

Pictures are more important than ever to help bring your newsletters, brochures and other publications to life. Ministry is about people, and pictures grab attention, convey information and create impressions that words alone cannot. Here are some simple suggestions regarding how to photograph your church:

1. The best pictures include people. The best people pictures are close-up with no more than two or three faces. People actively engaged in activities are preferable to staged “smile-for-the-camera” shots. Group photos have a place, but lack the impact of clearly identifiable faces. Here are some examples:



2. Pictures of buildings can be appropriate for some uses. Try to ensure that the building is photographed from an attractive angle on a beautiful day. Again, try to include people in the picture (e.g., entering or exiting a doorway, using playground equipment, standing in conversational groups in the foreground). Try to avoid including power lines, parking lots and other obstructions in the photo. Just as close-ups of faces are effective people pictures, a close-up of a building detail can be very effective. Consider the graphic appeal of a close-up picture of a steeple, part of a stained glass window, a door, an altar, or any other object that may be a unique symbol of *your* particular church. Here are some examples:



3. Photograph everything that happens around your church. Digital photography makes it easy to transfer pictures into publications and to save pictures on the computer for future use. Over time you can build a wonderful visual library of your church and its ministries that can be reused for all kinds of projects.

The Missouri United Methodist Foundation will help you develop customized brochures for use in your stewardship ministry. Please contact us at 800-332-8238 or visit us at www.mumf.org .