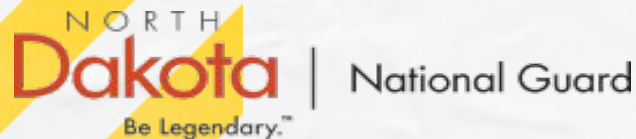


UPAR Basic Course

Presented by:

116th Public Affairs Detachment (PAD)
NDNG Public Affairs Office (ND PAO)
NDNG Visual Information (ND VI)



Updated: January 2023



Agenda

1 Photography

- Tips, tricks, basic techniques

2 Captions & Cut Lines

- Elements, how to write, practical exercise

3 Practical Exercise

- Using the information learned, submit practical exercise for approval

Please ask questions throughout the course, if you have any.
You will be asked to complete a practical exercise of the skills you learn today.





Section 1: Photography



Photography Tips

- Take more photos than you think you need
- Record information as you take photos
 - Subject name (first and last), unit, position
- Make sure your photo equipment is ready to go
- Photos must have eye appeal – grab attention and stopping power
- Photos must serve the purpose of illustrating the story you are telling
 - If your story is about change of command, a good headshot and shoulder picture illustrates the story much better than group picture
 - If your unit has received new equipment, take photos of equipment in action
- Look for informal or unrehearsed scenes
- Be aware of things in background of photos
- Take a few minutes to do safety check of your subjects

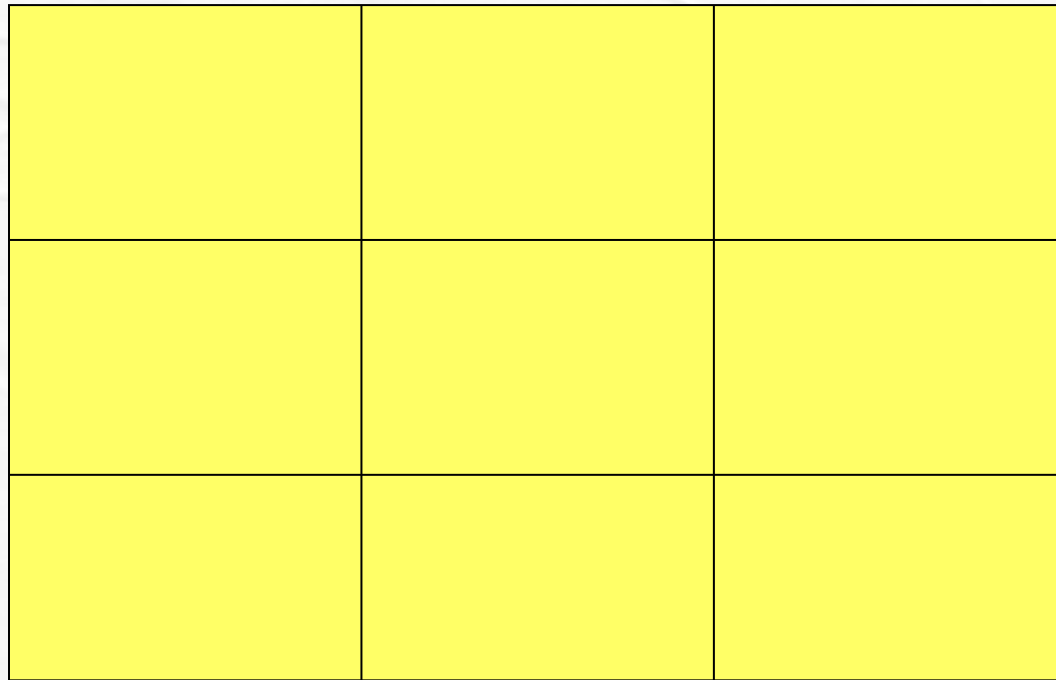


Fill the Frame



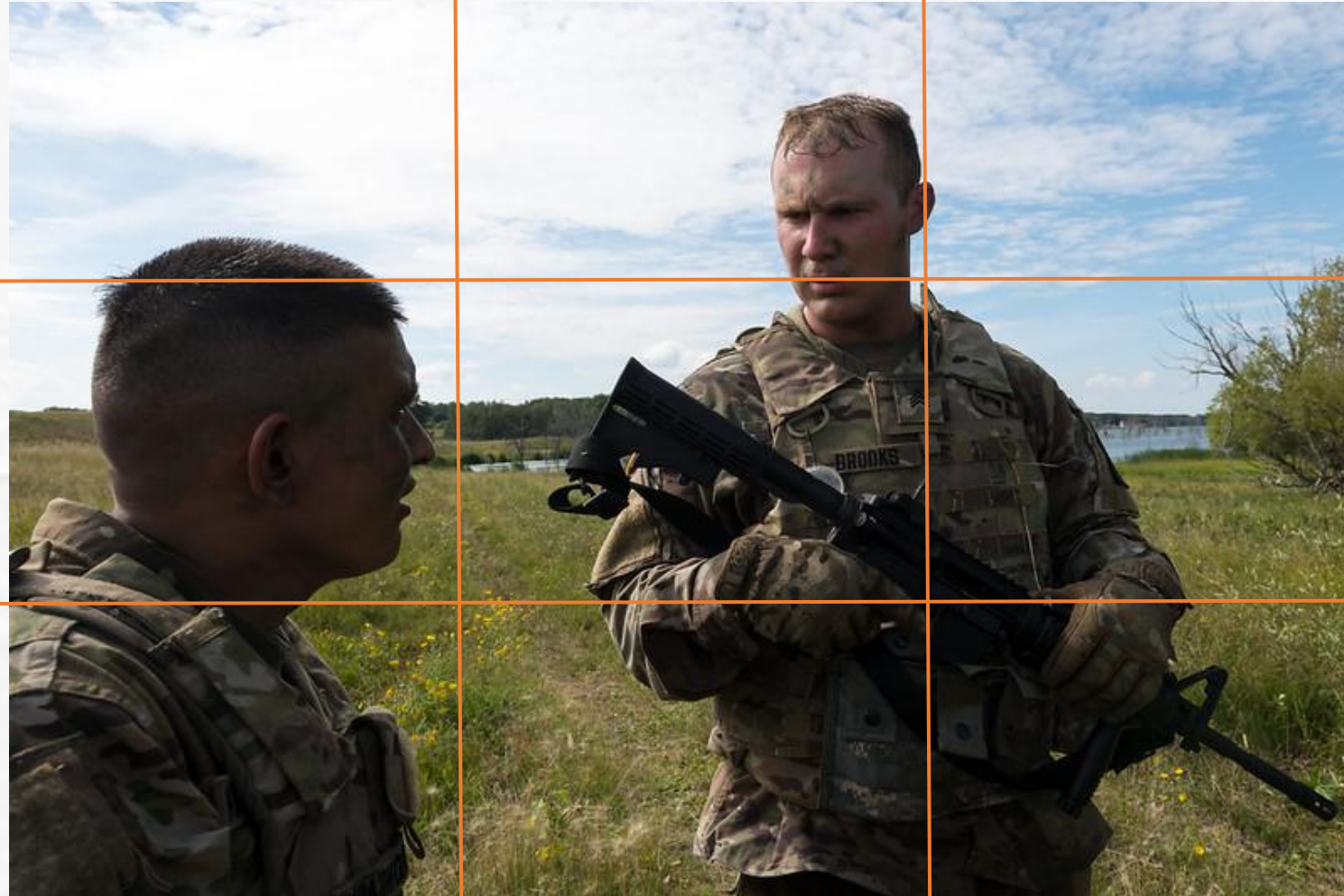
Rule of Thirds

- Place subject eyes at or near one of these four intersections
- Leave space for subject to look into



Rule of Thirds

Place dominate objects near the intersection of lines



Rule of Thirds

Place horizon on or near one of the horizontal lines



Change Your Angle



Change Your Angle

Changing the angle brings new perspective for the viewer to the photo series



Change Your Angle



Change Your Angle



Framing

Angle was changed allowing for framing to happen

Framing occurs when objects in front of subject act as a frame

Other soldiers standing in front of subject brings framing to the eye



Framing

Car window acts as
frame around the
photo subject



Framing

Windshield components from aircraft add a framing element around the pilot's head



Leading Lines

Using objects within the frame of shot allows for eyes to travel toward subject

Cones and car line draws viewer eyes toward subject



Leading Lines

Angle was changed allowing for leading lines of the fence and stone to bring viewer eyes toward soldiers



Leading Lines

Leading lines from Reflection Pool offers viewers eyes to shift toward walking soldiers and Lincoln Monument



Angle of View

A different perspective can help grab the viewer's attention.

- Some ways to do this are lying down, kneeling, or standing above the subject
- Another technique involves shooting a scene with different focal lengths (zooming in or out)



Angle of View

Photographer changed their view to above the gym floor to capture the intent



Long/Establish Shot

This type of photo, shot from a distance, helps to set the scene for a story. It shows the subjects in their environment.



Long/Establish Shot



Medium Shot

A medium distance photo is closer than a long shot but further than a close-up

It shows the subject and the action taking place, usually from about 7-9 feet away



Medium Shot



Close-up

This photo shows the subject and the action taking place, but is shot at a closer distance rather than the medium shot – about 3-6 feet



Close-up



Extreme Close-up

Shows important aspects of a subject and is shot as close as possible



Extreme Close-up



Vertical and Horizontal

Don't forget to
turn your camera

Editors and
designers of print
publications will
appreciate the
variety of options





Section 2: Captions/Cut Lines





???



???



Writing Captions/Cut Lines

- Captions relay **key** information about the photograph
- Every published photo must have a caption, DOD policy!
- Must include: Who, what, when, where (1st sentence, present tense) why and how (2nd sentence, past tense)
- Use A.P. Style, if you can (Google information if needed)
- Rank + first/last name + Unit for subject being featured
- If the photo is of a place, put it in context and let the audience know where this place is and why it is important
- Don't rely on memory – record cutline information as you take the photo
- Include captions in a separate word document, as well as metadata!
 - Start caption with name/VIRIN of photo in word document, organize!



Parts of a Caption

Sgt. Domonic Delaney (left) and Sgt. Travis Johnson, both of the 81st Civil Support Team **(WHO)**, scan a doorway for radiation during a radiological weapons response exercise **(WHAT)** at the Badlands National Park, S.D. **(WHERE)** on April 27th, 2022 **(WHEN)**.

This exercise was part of a joint training event (Rushmore Roundup) conducted with CST units from N.D., S.D., A.K., W.A., I.D., M.T., and N.E., alongside federal and state agencies **(WHY)**. (U.S. Army National Guard photo by: Spc. Donald Bond 116th Public Affairs Detachment/Released)



Writing Captions/Cut Lines

- Define all acronyms on first use within the caption
- Avoid using jargon
- Do not editorialize
- Identification:
 - ID by action or what is obvious first; if not, then ID by placement
 - Only ID people in the image if there are 3 or less
 - Unless high level officials are present, it's not necessary to ID individuals if 4 or more people are present



Writing Captions/Cut Lines

Include a credit line at the end of the caption

- Consists of the creator's service affiliation, rank and full name.
- Ex: (North Dakota Army National Guard photo by Sgt. John Smith)



Example Captions/Cut Lines

Sgt. Riley Altenburg, 164th Engineer Battalion, participates in a situational training exercise (STX) during the 2021 Best Warrior Competition at Camp Grafton Training Center, Devils Lake, ND, August 15, 2020. BWC winners will continue to compete at the 2021 Region IV Best Warrior Competition in the spring. (U.S. Army National Guard photo by Spc. Drew Ward, 116th Public Affairs Detachment/released)



Example Captions/Cut Lines

Motorcyclists enter the North Dakota Veterans Cemetery in a tribute to the Fallen and in support of the annual Memorial Day ceremony at the North Dakota Veterans Cemetery, May 31, 2021. Around 700 motorcyclists participated in the Motor Cycle Honor Run organized by the Vietnam Vets/Legacy Vets Motorcycle Club. (U.S. National Guard photo by Bill Prokopyk, North Dakota National Guard Public Affairs/Released)



Example Captions/Cut Lines

Chief Warrant Officer 2 Wynn Roberts, 112th Aviation Regiment, takes aim from the standing position at range targets during the Chief National Guard Bureau Biathlon Championships at the Camp Ripley Training Center, near Little Falls, Minn. Feb. 24, 2021. (U.S. National Guard photo by David H. Lipp)



Practical Exercise

Write a caption with the following information

- U.S. Army Gen. Frank Grass, chief of the National Guard Bureau
- Maj. Gen. Alan S. Dohrmann
- Dohrmann Change of command ceremony
- Dec. 13, 2015
- Raymond J. Bohn armory



U.S. Army Gen. Frank Grass, chief of the National Guard Bureau, left, administers the oath of office to newly-promoted Maj. Gen. Alan S. Dohrmann. Dohrmann assumed duties as the North Dakota National Guard's adjutant general during a change of command ceremony on Dec. 13, 2015 at the Raymond J. Bohn armory in Bismarck, North Dakota. *(U.S. Army National Guard photo by Chief Warrant Officer 4 Kiel Skager, Joint Force Headquarters/Released)*



Practical Exercise



Write a caption with the following information

- Best Warrior Competition
- Camp Grafton Training Center
- Aug. 27, 2015



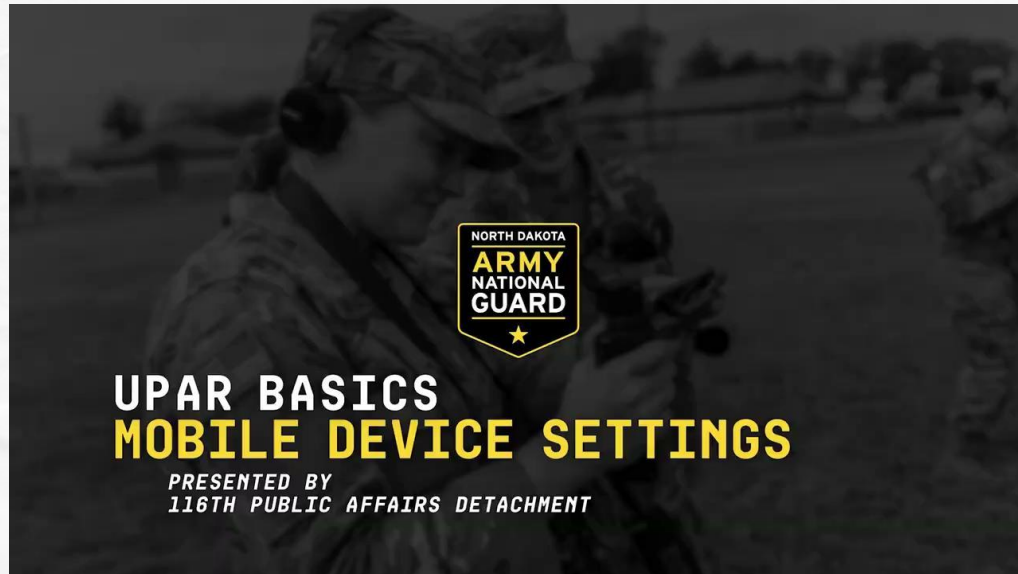


Best Warrior competitors carry equipment, and their own bodies, across a team-building obstacle during the Best Warrior Competition at Camp Grafton Training Center, on Aug. 27, 2015. The Soldiers led their own assigned squad of Guardsmen through the challenge while being timed and evaluated on their leadership abilities. *(U.S. Army National Guard photo by Staff Sgt. Brett Miller, Joint Force Headquarters/Released)*



Additional Resources

Setting Up Your Mobile Device

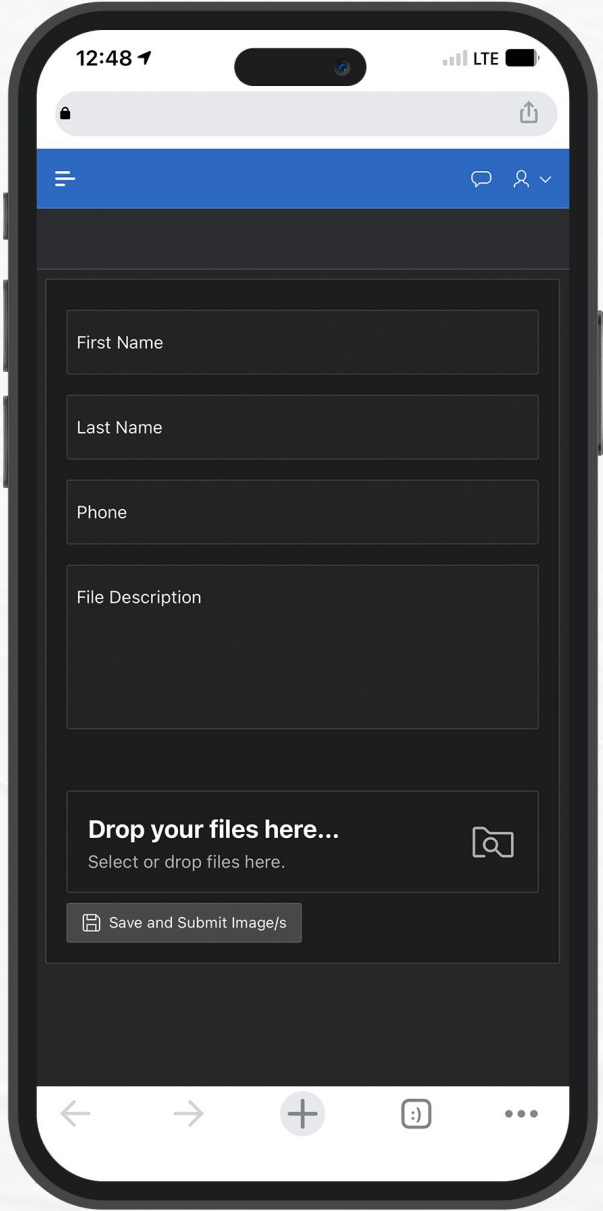


Editing in Adobe Lightroom Mobile



From the Field

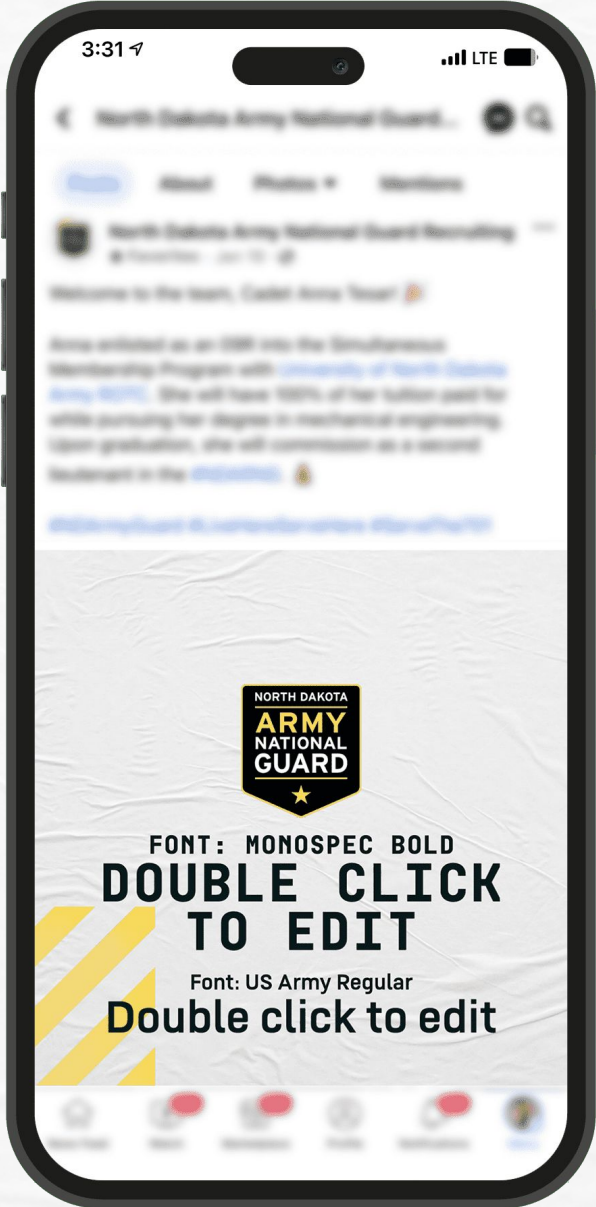
Submit Your Photos & Video
to Public Affairs





Additional Resources

Social Media Templates



Additional Resources





Section 3: Practical Exercise



Use Your Skills!

Take what you learned and provide photo product for approval

The Task: Find a subject and take a photo/series using skills you just learned and write captions based off the information

- Assume you are sending this into PAO for real-life submission

You may:

- Use your phone
- Use past photos you already own
- Work in teams (do share the workload)
- Get creative as you choose

How to submit (options):

- Write your captions on paper or type your captions in Microsoft Word or the note app of your phone and then email or show/read to course instructor
- Email or show photos to course instructor

