

Dear B-HAN Chapter Leaders:

Berkeley-Haas magazine needs your event photos! We would like to include more photos from chapter events around the country and the world in future issues of the magazine. Here are some tips on taking chapter event photos:

- Assign a photographer: For every event ask one alumnus in particular to be your designated photographer. You could ask around to see if any alumni are amateur photographers and willing to take pictures for more the whole year.
- High-resolution images: Print publications typically require that images are at least 500 kb to 1 mb in size. Please check the settings on your digital camera or iPhone to make sure you are taking high-resolution photos.
- Identify people: Please identify everyone in the photos that you send.
- Small groups: Try to limit the people in the photo to four because these photos are not very large and it becomes difficult to see people in larger groups.
- Variety: Two dozen photos of people standing in a row smiling and holding wine glasses get boring, so strive for variety. Here are a few samples from Homecoming (which I recognize offers the opportunity for more variety):





- Candid shots: Candid shots of alumni talking or participating in an activity make for better photos than a group of people standing in a row smiling at a camera. If possible, take photos of people enjoying themselves but not necessarily looking straight into the camera.
- Less wine glasses: A series of photos from different events with everyone holding a glass of wine starts to look a bit odd. So if possible, try to get some photos without alcohol.
- Emailing photos: Please send photos to Amy Marcott at amarcott@haas.berkeley.edu. If the photos are large files and you have several, one option is to create a zip file and then send either through email or [yousendit.com](https://www.yousendit.com), which is free for files up to 50 megabytes. You can also create and share a folder in Dropbox.
- Limited space: We appreciate any photos you send for the magazine but please understand we have limited space and we may not be able to use all of your photos. Our aim is to have a variety of events and poses.

Thank you,

Amy Marcott
BerkeleyHaas Magazine