PHOTO ESSAY PLANNING GUIDE

Step 1
THINK: WHAT’S YOUR GOAL?
What THOUGHTS do I want people to have?
What EMOTIONS do I want people to feel?
What CONVERSATIONS do I want people to have?

Step 2
DECIDE: What pictures will create these THOUGHTS, EMOTIONS, and CONVERSATIONS?
- People or no people featured?
- Outdoors or indoors?
- Black and white or color photo?
- Props/Objects or not?
- Stage a photo or not?
- Movement or still shot?
- Chronological order to tell a story?
- Use a common theme or object?

Step 3
PLAN YOUR COMPOSITION
Rule of Thirds
Where will my central image go?

Step 4
ADD TEXT!
What descriptions, context, and/or explanations will help viewers understand my message?

Step 5
PRESENT
How do I best reach my audience?
Share via a blog?
Make a display board?
Post on social media?