

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?

Chronological order to tell a story?

Black and white or color photo?

Props/Objects or not?

Use a common theme or object?

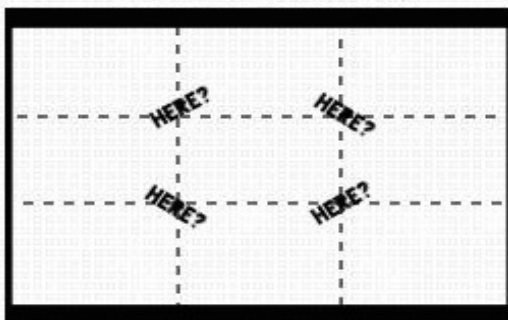
Stage a photo or not?

Movement or still shot?

Step 3

**PLAN YOUR
COMPOSITION**

RULE OF THIRDS



**WHERE WILL MY CENTRAL
IMAGE GO?**

From above?

From below?

Close-up?

Distance?

Straight on?

From Angle?

What's in the background?

What's in focus?

Perspective

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?