HOW TO TAKE EFFECTIVE PHOTOS FOR MIT SLOAN

MIT Sloan School of Management is about ideas
and the people who make them happen. Thanks for
helping us create visuals that bring this to life!

Capture emotion, intensity, and creativity.
Look for opportunities to translate the unique characteristics of the MIT Sloan community.

Choose the right amount of subjects.
Photos of small groups — less than five — typically see higher social media engagement than larger group shots. Pull people aside for more intimate angles.

Get in the right light.
Overcast days make for great lighting. So does the "magic hour" surrounding sunset.
Try to steer clear of fluorescent lighting, but look for sources of natural light.

Take photos of candid movement.
Capture the interesting things people are doing. Not everything has to be posed.

Use interesting angles.
Try shooting a subject from above or below in addition to straight on.
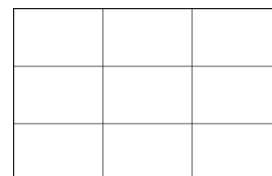It can change the tone of the photo.

AND FOR EVEN BETTER PHOTOS

Find a frame.
Get inside a door, window, or arch.

Be aware of the rule of thirds.
Visually break your image down into horizontal and vertical thirds. Balanced
photos have points of interest at the intersections of these lines.

Focus and dig deep.
Depth of field is important. Consider blurring the surroundings of the photo's main subject or focal point.

Look for interesting patterns and symmetry.
Pose in front of things like orchards, rows of houses, or tiled walls. Symmetry exists when objects mirror each other — for example, if a door is in the center and everything to its left and right are balanced.

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