

USING ACTION PHOTOS IN YOUR OFFICE

ECAC-SIDA 2010 TABLE TOPIC

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We're all used to having action photography for our publications. However with printed publications going by the wayside in most sports information offices these days, we are all looking for new uses for those great action photos we have of our student-athletes.

Futhermore, with the advent of digital photography, most of us have more photos at our disposal than we will ever use. So that means we can get creative in how we use those photos.



Obviously, with the importance of websites these days in our daily communications with different groups we attempt to serve, your website is a great place to use many of those great pictures you have.

Beyond the obvious of including a picture with each of your game recaps, there are many other things you can do on your site that utilizes those pictures.

- **Create photo galleries.** Simple. Feature some of the best action. Maybe do a gallery just of celebration images. Find some of the "goofier" pictures (players laughing on the sidelines, etc.) and create a fun gallery with those that the student-athletes will enjoy.

- **Find somewhere on your site to feature images.** It might be in the header. It might be somewhere else. Whether it's static or rotating, there's likely somewhere on your site to put random images. For us, it's a box on the right side of every page that rotates a different image every time someone visits the site.



Find different ways you can use the photos within your department.

If you can't come up with ideas on your own, talk with your AD or coaches and see if they have any ideas of what they would like to do with the photos. Coaches may have seen something when travelling to another school that they like and you could do fairly easily and inexpensively. Two simple examples:

- **Poster-size images.** It's a simple and inexpensive way to display images of your athletes. Take a CD of images to Staples and they can do a 18x24 "border frame" enlargement. Find a deal on a frame and, bingo, for \$30-40 per picture, you're done.

- **Digital display.** We've tossed around the idea of a digital display in our lobby that could be used not only to display pictures but also set up with scores, schedules and headlines. Even if you don't want the hassle of updating the content, you can still use it for just a big digital picture frame. Round up a good deal on a 32- or 37-inch flat screen TV (depending on the size of the area you have to use), purchase a Mac Mini, set it up with the photos you want to display as a slideshow in iPhoto and you're set to go for less than \$1,000. Get a video splitter and you can send it to two TVs. Share it on the network and you can remotely update it from your office.



- **Get creative!** There's many other ways to go, depending on your budget and the look you're going for. Use the images on a glass display. Or as a guide for a painted mural. Maybe you want a fabric display. No matter what you want to put an image on, there's someone out there who can pull it off.