

Photography Skills & Visual Branding



I created an Instagram post that captures what makes SJMC special: studying in the historic Old Main building while learning modern media skills. The photo shows a student working at a desk with beautiful natural light coming through the window, creating a warm and welcoming feeling.

Photography Skills:

Rule of Thirds: Instead of putting the student in the center of the photo, I placed them where imaginary grid lines cross (about one-third from the side). This makes the photo more interesting and professional-looking.

Lighting (Golden Hour): a natural window light during golden hour (about an hour before sunset) is depicted. This gives the photo those warm, orange-golden tones that make everything look cozy and inviting, like you're in the perfect study spot.

Rule of Space: The student is looking at her notebook, drawing attention to the study environment, showing the learning journey ahead.

Leading Lines: The desk, laptop, bookshelf, and window edges all create natural lines that guide your eyes through the photo. They lead you to focus on the student and their work, the main point of the image.

Exposure Triangle: a balanced three camera settings. ISO: How sensitive the camera is to light. Aperture: How much light comes in. Shutter speed: How fast the camera captures the photo. By balancing these three things, the photo isn't too dark or too bright; all the details are visible.

This post looks professional and authentic. It tells a story about being an SJMC student, the dedication, the opportunities, and that special feeling of finding your place. The photo matches SJMC's brand by being inspiring and showing what makes the program unique.