

School Photography Guidelines

Additional School Photo Opportunities

May 2025





School Photo Day

Each year, schools benefit from having talented photographers like you capture the essence of their community — students, staff, and the school environment.

This is an excellent opportunity to provide additional professional photography that can elevate our school's online presence, including our website and social media platforms.

This guide will show you some examples of photos that help present the school in an inspiring and professional light. Areas to focus on include:



School grounds



Students



Staff



Website Banner

School Grounds



Our schools feature some unique and colourful scenery. Showcasing these spaces can help to give the community an insight into the school environment and some of the impressive facilities available, such as libraries, sports fields, science labs, and creative arts spaces. These images can illustrate the resources that support student learning and engagement.



Useful tips

- 16:9 aspect ratio
- Remove unsightly items such as bins
- Focus on what is unique about the school



Students



Students are at the centre of public education. We want to capture their smiling faces with inspirational and authentic photography in both classroom settings and in the playground with their friends.

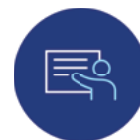


Useful tips

- 16:9 aspect ratio
- Let the kids have fun and capture the moment
- Students wearing hats outside



Staff



Teachers are the heart and soul of our public schools. Showcasing them as approachable and caring professionals will help the community connect with staff. Capture moments that show their relationship with students, along with their colleagues.



Useful tips

- 16:9 aspect ratio
- Avoid traditional group shots in organised rows



Website banner



The hero banner on the school website is a responsive asset that resizes based on the browser width. The text box card that sits on top of this asset takes up a large portion of the space, so the subject should be positioned to the left side of the image.



Useful tips


- 3:2 aspect ratio
- Position the subject to the left of the shot
- Allow for blank space on all sides to cater for responsive design



We acknowledge the homelands of all Aboriginal and/or Torres Strait Islander people and pay our respect to Country.

Say hello

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