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DEVELOPING PHOTOGRAPHIC TECHNIQUES TO CREATE A POSITIVE IMAGE

Jitkanya Pimpa¹, Kantarika Jungsa-ngasom²

¹*The Office of General Education and Innovative Electronic Learning
Suan Sunandha Rajabhat University*

²*Faculty of Humanities and Social Sciences Suan Sunandha Rajabhat University
Email Jitkanya.pi@ssru.ac.th¹, kantarika.ju@ssru.ac.th²*

ABSTRACT

The objectives of this article are to study photography techniques that could contribute to effecting positive corporate image, and to develop photography techniques of members of staff, building knowledge about constituents of interesting and aesthetically-pleasing photography, raising content quality so they could clearly convey stories to the audience, as well as serve as evidence for the accompanying narration, making the audience familiar with persons appearing in the news, allowing them to distinguish different figures and discern their composites, complementing a story, and making the target audience better know an organization, giving the latter a positive corporate image. As well as publicizing its news to target audience, an organization must simultaneously maintain positive corporate image by, for example, offering social contributions. Maintaining positive corporate image is a form of public relation which can offset a corporate's negative brand image.

This study's sample consisted of 500 students and 500 members of staff. Questionnaires about student satisfaction in the publicity of The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University, Thailand were used as means to collect data. The data was collected in the academic year 2022. The answers were analyzed using percentages, mean values, and standard deviations. Results showed that the responders had overall *high* level of satisfaction in the publicity, having a mean value of 4.17. Examining different constituents, it was found that the responders rated *very high* on the extent at which the photographs and narrations facilitated understanding of the messages being communicated, having a mean value of 4.49, followed by the up-to-datedness, having a mean value of 4.22, completeness and ease of understanding of the content, having a mean value of 4.10, engagingness of the publicity, having a mean value of 4.03, and, appropriateness of the photographs and contents, having a mean value of 4.00

Keywords: Development, Photography techniques, Corporate image

INTRODUCTION

Photography is a record of an event in time and place as a light image on a light-sensitive material, such as photography film, or on a light-sensitive circuit COMS, CCD, etc., typically a camera; the light recording would then be converted back to pictures, through an image processing process. The word photography is rooted in two Greek words, *phos* meaning light, and *graphein* meaning to draw or to write. Combined these two, photography implies an act of drawing or writing with light.

Photography for Public Relations

For building public relations, photographers must aim to emphasize the object or event being focused on or on a beautiful, good-looking, valuable object, or objects that elicit positive emotions. Therefore, to create desired photos suitable for the purpose of building public relations, equipment must be of good quality. The procedure for taking photos relies heavily on the knowledge of the photographer, starting from selecting a position to place a camera. Composition is also an important consideration. All components appearing in a photograph must be considered.

Photography for Distribution

For photography with the purpose of distribution, the photos must tell their stories clearly in an easy-to-understand manner, while the aesthetics are of secondary importance. The stories to be communicated to the audience should be clearly communicated through the photographs; if a caption is required, it should be kept concise. Most of the communications should be done by the images.

Principles of Photography for Public Relations

Where photographs are to be used for building public relations, the photographer must have the ability to select appropriate photographs, for the latter to effectively fulfill their purpose. Criteria for selecting a photograph are as follows.

1. Consider the content of a photograph. A good photograph can be used for communication, especially for the purpose of building public relations. For this, the content of the photograph is of utmost importance. The story and its details that are conveyed by a photograph should be considered, for example, whether a photograph of a person could convey the identity, or some unique aspects of the person. These are details that can be perceived in a photograph. Therefore, the photograph and the story it conveys must be clear.

2. Consider photography techniques. Apart from the content of a photograph, techniques used for taking it must be considered, starting from setting up the camera. A well-positioned camera leads to a well-colored photograph. Photographs used for public relations are often printed as well.

OBJECTIVES

1. To introduce the Office to the public. Most of the Office's tasks involve interacting with the general population, and there is a need for the population to be informed about different activities. Therefore, public relations are needed for the public to know the Office.

2. To create good brand image. Apart from conducting public relation activities to increase the population's awareness, activities that create positive brand image must be simultaneously conducted. These include, for example, activities that contribute or help societies.

3. To rectify brand image. Where there is negative brand image, an organization should immediately rectify it using public relation activities.

LITERATURE REVIEW

Photography for Public Relation

Photography for public relation is photographs that the photographer wishes to show a story. The purpose is to show or focus on beautiful parts, good-looking, valuable, or only things that cause good feelings. Therefore, the photography that will be used in photography must be complete in order to be able to shoot as needed. As well as the materials used must be of good quality and meet standards in order to be able to produce valuable photographs for publicity. Public relations practitioners in realizing and developing a profitable corporate image, need to prepare a strategy of community relations activities that lead to the processing of stakeholder perceptions. If the strategy is successful, it will form the attitudes and actions of support from stakeholders, so that opinions and images will be created that benefit the company. Likewise, in order to overcome the hoax that circulates in the community, public relations practitioners need to develop management strategies so as not to trigger greater losses for the Company. The process of taking pictures requires a lot of knowledge of the photographer, starting from choosing the angle to set up the camera most of the time, the composition of the things in the photograph is important. The composition is used in its entirety. Also consider everything that appears in the photo as best as possible which may be separated on a case-by-case basis in order to clearly see the guidelines as follows.

1. Portrait photography is all about capturing personality and emotions. Working closely with your model, portrait photography can be revealing, intimate, and deep. It requires a keen eye and a skilled artist who knows how to bring the best out in people. Portraiture can use professional models, everyday citizens, and groups of people. You can even choose to shoot yourself if you feel up for a self-portrait. Creating a great portrait is about developing a point of view on your subject, and a great portrait photographer can reveal something about the person they're photographing. Finding that something is a challenge for any photographer, requiring not just technical focus and excellence, but also the ability to work with human subjects.

2. Architecture and activities photography are photographs that are intended to promote the office or the office of any agency or to introduce important places to be more widely known. This type of photography may require selection or selection of appropriate photographic equipment. Because some types of architecture or building photography requires a camera. In

architecture, imagery is everything. Quality visuals, from sketches to renderings, are essential in effectively communicating the ideas behind a project. The same goes for the documentation of a completed project. Stunning photographs help architects distinguish themselves and their projects from competitors, as well as attracting new clients. Beyond aesthetics, a good architectural photo communicates the essence of a structure and the intention of its designer. As camera technology develops in parallel with architecture itself, new approaches to photography are constantly emerging.

3. Interior photography shoots are very collaborative and detail-oriented. The photographer needs to spend enough time with meeting the client, styling and with editing too. This great attention to detail allows it to demand higher rates. The end goal is always to produce eye-catching interior photographs. These have to look great in magazines as well as on Instagram. Lighting can depend on personal preference. But there is a general consensus for high-end interior photography. Keep the lights turned off for all photos of the interior of a house. This helps to create a natural feel and an even light temperature, meaning better photos. Having interior lights on also creates all sorts of shadows. These will appear on walls, floors, and furniture. It's distracting and takes away from the actual interior design elements. Photographing modern offices and workplaces requires innovative thinking, a fresh approach and a keen eye for detail. The photographer must understand the detailed requirements of the client to enable the accurate presentation of specific office areas and the constantly evolving workplace in the best possible way. It is very important that the office photography captures the style and high standard of the interior design to properly represent the style and quality of the clients work.

- Space preparation- clear cables, align chairs, remove personalized items from desks, and remove rubbish bins.
- Take care to make sure there are no unwanted reflections in mirrors, partition walls, windows etc.).
- Make sure all the fabrics look tidy and cushions are plumped.
- Level the blinds or keep them fully open.
- Check the background for destructing elements.
- When moving through the office with your camera, make sure to capture variety of angles from each section.
- Repeat all the above for each zone.

METHODOLOGY

This quantitative study used questionnaires about student satisfaction in public relation materials of The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University in the academic year 2022 to collect data. Each questionnaire was divided into 3 parts, as follows. Part 1 collected general information of the responders, including sex, age, and affiliated department. Part 2 collected their opinions and satisfaction levels in public relation materials of The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University in the academic year 2022. Likert Scale was used: in each question, the students could indicate their satisfaction level on a 5-level scale.

The scale descriptors were very *unsatisfied*, *unsatisfied*, *neutral*, *satisfied*, and *highly satisfied*. Lastly, Part 3 invited the students to make their suggestions and recommendations.

MATERIALS AND METHOD

The questionnaires used to collect data were divided into 3 parts, as follows.

1. General information of the responders, including sex, age, affiliated department/college, and income. The part of the questionnaires was in a check-list format.
2. This part was in a 5-level Likert Scale format
3. Opinions and suggestions. This part was an open form.

RESULTS

Part 1 General information of the responders in this study were collected via online questionnaires. There was a total of 1000 responders. Their general information was as follows.

The table below shows frequencies and percentage values of different general information of the responders of the online questionnaires

Type of personal information	Number (N=1000)	Percentage
1. Sex		
Male	584	58.40
Female	416	41.60
2. Age		
below 20 years old	236	23.60
20-25 years old	367	36.70
26-30 years old	260	26.00
31 years old and above	119	11.90
Not specified	18	1.8
3. Occupation		
Student	500	50.00
Staff	500	50.00
Total	1000	100.00

Analysis of the general information of the 1000 responders to the questionnaires on the satisfaction of the members of staff and students on public relation materials of The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University in the academic year 2022 showed that most of the responders – 584 persons (58.4 per cent) – were male. Most – 367 persons (36.7 per cent) – were between 20-25 years old. 500 responders (50.0 per cent) were members of staff, and the other 500 (50.0 per cent) were students.

Part 2 information on satisfaction level of members of staff and students in public relation materials of The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University in the academic year 2022 was as follows.

The table below shows mean values, standard deviations, and descriptors of the satisfaction level of members of staff and students in public relation materials of The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University in the academic year 2022.

Satisfaction of members of staff and students in public relation materials	\bar{x}	SD	Descriptors
1. Engagingness of public relation materials	4.03	0.7218	high
2. Completeness and ease-of-understanding of the contents	4.10	0.7132	high
3. Appropriateness of photographs and contents	4.00	0.9483	high
4. Degree at which photographs and their descriptions facilitated understanding of the content	4.49	0.5651	high
5. Up-to-datedness of the public relation materials	4.22	0.7146	high
Total	4.17	0.663	high

The average satisfaction scores of the members of staff and students in public relation materials of The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University in the academic year 2022 showed a high overall satisfaction level, having an average score of 4.17. Examining the constituents, we found that the degree at which photographs and their descriptions facilitated understanding of the content were rated highest, having a mean score of 4.49, followed by the up-to-datedness of the public relation materials, having a mean score of 4.22, the completeness and ease-of-understanding of the contents, having a mean score of 4.10, the engagingness of public relation materials, having a mean score of 4.03, and the appropriateness of photographs and contents, having a mean score of 4.00, in order.

DISCUSSION AND CONCLUSION

The study showed that

1. Public relation materials are of good quality and effectiveness, engaging for the audience. And we achieved a changed perspective that supported the objectives of this study.
2. Overall, the members of staff and students were satisfied with the public relation materials of The Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University in the academic year 2022, giving them an average score of 4.17. Examining the constituents, it was found that the degree at which photographs and their descriptions facilitated understanding of the content was rated highest, having a mean score of 4.49, followed by the up-to-datedness of the public relation materials, having a mean score of 4.22, the completeness and ease-of-understand of the contents, having a mean score of 4.10, the engagingness of public relation materials, having a mean score of 4.03, and the appropriateness of photographs and contents, having a mean score of 4.00, in order, in agreement with the study's hypothesis.

Discussion

Presently, photography offers many benefits. It could be used to communicate stories in every sector, such as in education, agriculture, medicine, industry, construction, and tourism. However, to capture good photographs, the photographer must study ways to use their cameras, lens, and other equipment, as well as techniques in arranging compositions. If the photographer lacks basic skills in using the equipment and photography techniques, the photographs will not have the desired quality and not be engaging. Therefore, for photographs to be of high quality

and engaging, one needs to study photography principles and techniques before he/she takes the role of a photographer for public relations. One of the main tasks of a public relation office is to photograph people, events, and activities or its organization. In public relations, photographs are of crucial importance in telling stories and events that happened within the organization to the public in ways that are informative and engaging, drawing attention from the audience effectively.

Expected Benefits

1. To make members of staff that act as photographers understand how to setup compositions that could engage the audience, and clearly convey the scene as if the latter were where the photographs were taken.

2. To effect photographs with complete contents, able to convey stories that the audience could understand, encouraging them to be more interested in other people.

3. To effect photographs that convey clear messages, that could act as evidence for written stories

4. To make the audience more familiar with people that appear often in the news, able to identify different people and their composure, and understand events in photographs without having to rely on written descriptions.

Recommendations for Future Studies

1. There should be continual trainings in public relation photography techniques and image processing for members of staff and professors.

2. Technical handbooks about public relation photography and image processing should be provided.

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