

APP.SKILLZ.LT grupės kortelės nuotraukų atrankos standartas

Nuotrauką parenkantis žmogus turi vertinti ne vien tai, ar ji graži, bet ir tai, **kokį jausmą ji sukelia žmogui, kuris dar niekada nebuvo pamokoje.**

Pagrindinė taisyklė:

Nuotrauka turi rodyti ne „kas jau priklauso šiai grupei“, o „kaip aš jausiuosi prie jos prisijungęs“.

Žemiau pateiktas tekstas anglų kalba, kad jį būtų galima tiesiogiai pridėti prie esamos fotografų mokymų medžiagos.

How to Choose Dance Class Photos That Increase Registrations

The purpose of a dance class photo is not only to document the class or show the dancers. Its main purpose is to help a potential student imagine joining the class.

A good photo should make the viewer think:

- “I could fit in here.”
- “These people seem friendly.”
- “The class looks enjoyable.”
- “The teacher will help me.”
- “This class is suitable for my level.”
- “I want to experience this.”

A photo should reduce uncertainty and social anxiety. It should not make the viewer feel that they are looking at a closed community they would have to break into.

Prospective students’ objections and how to remove them with photos

“Will I fit in, or is this already a closed group?”

Choose natural moments from an actual class: people dancing, learning, laughing or interacting with the teacher.

The students should look like they are sharing an experience, but not like they are part of a private friendship circle.

Good photo signals:

- Students performing the same movement together.
- The teacher dancing among the students.
- Open and relaxed body language.
- People facing a similar direction rather than forming a closed circle.
- A class moment in which a newcomer could imagine taking an empty place.

Avoid:

- Traditional class-photo poses.
- A large group standing shoulder-to-shoulder and looking into the camera.
- Groups tightly hugging each other.
- Photos that look like a private party, friendship group or reunion.
- Inside jokes that an outsider would not understand.
- Photos in which one person appears isolated or excluded.

A posed class photo often communicates: “These people already belong here.”

An action photo should communicate: “You can join this experience.”

“Is this class suitable for my level?”

The movement shown in the photo must match the advertised level.

For beginner classes, choose photos showing:

- Achievable movements.
- Students learning together.
- Comfortable and controlled poses.
- The teacher demonstrating or supporting the students.
- Energy without extreme technical difficulty.

Avoid using advanced tricks, splits, acrobatics, extreme flexibility or performance-level choreography for beginner groups. These photos may be impressive, but they can make a beginner think: “I will never be able to do that.”

For advanced classes, stronger technique and more difficult movement can be shown because challenge is part of the attraction.

The photo should inspire the target student without intimidating them.

“Will everyone notice my mistakes?”

Choose images that show a supportive learning environment rather than a perfect performance environment.

Good options include:

- A teacher explaining or demonstrating a movement.
- Students practising together.
- A teacher helping one student while others continue learning.
- Natural smiles after attempting a movement.
- Students focused on improvement rather than comparison.

Avoid:

- Selecting a frame in which someone looks embarrassed or confused.
- Awkward frozen movements that make a dancer look uncoordinated.

- Unflattering facial expressions caused by capturing the wrong moment.
- Photos that appear highly competitive or judgemental.
- Images in which the teacher looks angry, impatient or disappointed.

Normal learning moments are useful, but no student should be made to look bad.

“Are the people friendly?”

Choose photos with visible warmth and positive interaction.

Look for:

- Genuine smiles.
- High-fives.
- Friendly eye contact.
- The teacher greeting or encouraging students.
- People laughing naturally.
- Open hand gestures.
- Students helping or supporting one another.
- Relaxed body language.

Avoid:

- Crossed arms.
- Aggressive facial expressions.
- Hard or unfriendly stares.
- People turning their backs on one person.
- Tight groups that visually exclude others.
- Photos in which everyone looks tired, bored or uncomfortable.

For some dance styles, a serious or confident facial expression is appropriate. However, the overall image should still feel inviting rather than hostile.

“Are the lessons fun?”

Choose photos that visibly contain energy and emotion.

Useful elements include:

- Movement in hair or clothing.
- Students cheering or clapping.
- Natural laughter.
- A strong synchronized moment.
- A teacher and students sharing the same energy.
- Expressive faces.
- A moment immediately after successfully completing choreography.

The photo should feel alive, but it must remain clear and readable.

Avoid:

- Completely static images.
- Empty-looking studios.
- Images with no emotional expression.
- Chaotic frames in which it is difficult to understand what is happening.
- Excessive motion blur.
- Photos where every person is looking down or away.

“Will the teacher help and inspire me?”

The teacher should appear competent, engaged and approachable.

The strongest images usually show the teacher:

- Demonstrating while students follow.
- Dancing together with the group.
- Giving individual feedback.
- Encouraging a student.
- Watching students attentively.
- Celebrating progress with the group.

A powerful solo image of the teacher may communicate skill and inspiration, but it does not show what the class experience will be like. For this reason, solo teacher photos are usually better as secondary images rather than the main class-card image.

Avoid main photos in which:

- Only the teacher is visible.
- The teacher appears distant from the students.
- The teacher dominates the image so strongly that the students seem unimportant.
- The teacher looks angry, bored or disengaged.
- The photo looks like a personal photoshoot rather than a class.

The main image should communicate both competence and support.

“Do many people attend?”

The photo should make the class feel active without misleading the viewer.

A useful main image usually contains approximately three to eight visible participants. In a narrow class card, a very large group makes every person too small to create an emotional connection.

When choosing between photos:

- Prefer images in which people are distributed through the foreground, middle ground and background.

- Choose a crop that removes unnecessary empty space.
- Use a photo with several visible participants rather than one person in an empty room.
- Make sure at least one or two faces remain large enough to read emotionally.

Avoid:

- A single student standing in a large empty studio.
- Large unused spaces around the dancers.
- Using a festival, performance or event crowd to make a normal class appear bigger.
- Cropping that falsely suggests a packed class.
- A photo with so many people that the image becomes visually confusing.

The image should feel active and popular, but it must remain truthful.

“Is this really the class I am registering for?”

The image must accurately represent the class.

Before selecting a photo, confirm:

- Dance style.
- Student age range.
- Class level.
- Teacher.
- Class format.
- General atmosphere.
- Location, when visually relevant.

Do not use a children’s group photo for a teenage class or an advanced performance photo for an adult beginner group.

The visual character of the image must also match the style:

- High Heels should communicate confidence, expression and elegance.
- Contemporary should communicate movement, emotion and creativity.
- K-pop should communicate synchronization, teamwork and fun.
- Street Dance should communicate energy and attitude without looking hostile.
- Feminine Movement should communicate confidence, comfort and self-expression.
- Latin or Solo Latino should communicate rhythm, enjoyment and expressive movement.

Avoid using the same photo for many unrelated groups. Repeated photos make the classes look generic and make it difficult for the customer to understand the difference between them.

When an exact photo of the group is unavailable, choose the closest truthful image based on style, age and level, and mark it for future replacement.

“Will I be able to imagine myself there?”

The people in the photo should reasonably reflect the target audience of the class.

Choose images that:

- Match the advertised age group.
- Show real students, not only professional dancers.
- Include different types of students naturally when possible.
- Combine aspiration with accessibility.
- Allow the potential student to see someone they can relate to.

Avoid:

- Showing only the most advanced or physically exceptional dancers.
- Images that look like a modelling campaign.
- Photos where everyone appears to be a professional performer.
- Using adults to advertise a children's or teenage class.
- Using a very young group for an adult class.
- Images that create an unrealistic expectation about the class.

The customer should feel inspired, but not feel that they must already look or dance like a professional to attend.

“Is the class professional and safe?”

Only choose technically strong images.

The photo should have:

- A clear main subject.
- Sharp or intentionally controlled movement.
- Good exposure.
- Visible faces.
- Natural skin tones.
- A clean and suitable background.
- Balanced composition.
- Enough resolution for the final crop.
- Lighting that supports the class atmosphere.

Avoid:

- Heavy blur.
- Very dark faces.
- Overexposed skin.
- Distracting bags, coats, bottles or equipment.
- A photographer or unrelated people visible in a mirror.
- Untidy backgrounds that dominate the image.
- Cropping through faces or important joints.

- A visible moment that appears unsafe.
- Clothing accidents or unflattering frames.
- Screenshots taken from low-quality video when a proper photograph is available.

A professional image also increases trust in the professionalism of the class.

Main class-card photo versus secondary photos

The main card photo has a different purpose from gallery or social-media photos.

The main card photo should preferably show:

- Two to six clearly visible people.
- A real class moment.
- One obvious focal point.
- Positive emotion.
- Movement that represents the dance style.
- Students and the teacher together, when possible.
- An environment that feels open to newcomers.
- A composition that remains understandable at a small size.

Secondary photos may show:

- The teacher dancing alone.
- A larger group.
- More advanced choreography.
- Performance moments.
- Close-up portraits.
- Details such as shoes, hands or costumes.
- Celebrations after class.
- More artistic or dramatic images.

A beautiful image is not automatically a strong main image. The main image must answer the customer's most important questions immediately.

Images That Should Usually Be Rejected

Do not select a photo as the main class image when it contains one or more of these problems:

- The group is posing like a traditional class photo.
- The people look like a closed friendship circle.
- The photo shows only the teacher.
- The photo shows only one student in an empty studio.
- The advertised level and the movement do not match.
- The apparent age group is incorrect.

- The dance style is unclear.
- Faces are too small to read.
- People look bored, angry or uncomfortable.
- Someone is captured in an embarrassing or unflattering position.
- The image is dark, blurry or technically weak.
- The photo is already used for several unrelated classes.
- The image looks like a performance, party or private event rather than a lesson.
- Important content will be covered by buttons, flags or text in the class card.
- The image would make a newcomer feel that everyone already knows each other.

When no suitable photo exists, it is better to mark the group as “**new photo required**” than to choose an image that may reduce registrations.

Selecting a Photo for a Small Website Card

Class-card images are displayed at a small size. Details that look good on a large monitor may disappear completely in the final card.

Before approving the image, preview it in the actual website layout.

Check that:

- At least one face remains clearly visible.
- The main movement can be understood immediately.
- The image does not rely on tiny details.
- The background is not more noticeable than the dancers.
- Important faces are not placed under language flags or interface icons.
- The call-to-action button does not cover the most important part of the movement.
- The crop works on both desktop and mobile.
- The photo still looks inviting when viewed for only one or two seconds.

For narrow vertical cards, a smaller group with a clear focal point usually works better than a very wide choreography formation.

Recommended Photo Selection Process

Step 1: Confirm the class information

Before viewing the photos, confirm the class style, age, level, teacher and whether it is a new or existing group.

Step 2: Remove unsuitable photos

Immediately reject photos with incorrect age, style or level, closed-group posing, negative expressions, technical problems or misleading content.

Step 3: Select three strongest candidates

Choose candidates that show:

- Friendly atmosphere.
- Appropriate level.
- Clear dance style.
- Real class activity.
- Visible emotion.
- Strong technical quality.

Step 4: Test the actual crop

Place each candidate inside the real class-card format with all buttons, icons and text overlays visible.

Do not approve a photo based only on its uncropped version.

Step 5: Compare the emotional effect

Ask: “Would a person who knows nobody in this class feel comfortable joining after seeing this photo?”

Do not ask only: “Which photo looks the most impressive?”

Step 6: Check for repetition

Compare the image with the other cards on the same page. Avoid making several groups look identical.

Step 7: Approve or request a new image

When none of the available images communicates the correct experience, request a new photo rather than using an unsuitable one.

Quick Photo Selection Scorecard

Score each category from **0 to 2**:

- **0** – does not meet the requirement.
- **1** – acceptable but weak.
- **2** – clearly meets the requirement.

Category	Question
Newcomer friendliness	Does the class feel open rather than socially closed?
Emotional warmth	Are there positive and readable emotions?
Level accuracy	Does the movement match the advertised level?

Style accuracy	Is the dance style immediately understandable?
Teacher support	Does the teacher appear engaged and helpful?
Class activity	Does the lesson feel active and attended?
Relatability	Can the target student imagine joining?
Technical quality	Is the image sharp, well-lit and professionally composed?
Card readability	Does the photo work at a small size and with overlays?
Uniqueness	Does it help distinguish this group from other groups?

A main photo should ideally score at least **16 out of 20** and should not contain any major rejection reason.

The Most Important Final Question

Before publishing a photo, ask:

Does this image invite the viewer into the class, or does it only show the people who are already inside?

If the image mainly demonstrates how close the existing group is, how advanced the dancers are or how impressive the teacher looks, it may be a good social-media photo but a poor registration photo.

The best registration photo makes the potential student feel:

“This looks exciting, friendly and possible for me. I would like to try it.”

Dažniausiai pasitaikančios klaidos

Svarbiausi patobulinimai būtų šie:

- **Besikartojančios nuotraukos** keliose kortelėse silpnina grupių išskirtinumą. Žmogui sunku suprasti, kuo skiriasi laikai, lygiai ar amžiaus grupės.
- **Pozuojančios didelės grupės** atrodo kaip jau susiformavusios bendruomenės nuotraukos. Jos gerai tinka socialiniams tinklams ar prisiminimams, bet nebūtinai registracijų puslapiui.
- **Vieno mokytojo arba šokėjo portretai** gali būti estetiški ir įkvepiantys, tačiau neatsako į klausimus apie atmosferą, kitus mokinius ir pamokos procesą.
- **Tamsiose grupinėse nuotraukose** mažame kortelės formate sunku įžiūrėti veidus ir emocijas. Tada nuotrauka komunikuoja stilių, bet ne draugiškumą.
- Geriausiai registracijoms turėtų veikti nuotraukos, kuriose matyti **keli šokantys žmonės, aiškus judesys, bent viena emocija ir mokytojo ryšys su mokiniais**.
- Kadangi oranžinis registracijos mygtukas uždengia apatinę nuotraukos dalį, svarbūs veidai ir pagrindinė emocija turėtų būti viršutinėje arba centrinėje kadro dalyje. High Heels grupėms reikia tikrinti, kad sąsajos elementai visiškai neuždengtų avalynės ar svarbios kūno linijos.

Tokia sistema padėtų atrinkėjui nepasikliauti vien asmeniniu skoniu, o kiekvieną nuotrauką vertinti pagal jos poveikį registracijos sprendimui.

Nuotraukų pavyzdžiai

