

Tips for taking photographs

Guidance document for funded programs to use for annual and progress reporting purposes

Do's and Don'ts

- ✓ **Do** obtain consent for DEECA to use the photo on social media, in publications and/or for promotion.

Note – by submitting photographs, you acknowledge you have obtained photo consent and agree to keep a copy of the consent for your records.

- ✓ **Do** submit photos of a variety of things, e.g. people, landscape, target species, camera trap images.
- ✓ **Do** include people in the photos - staff, community members, anyone relevant to the story or the project and what you are doing.
- ✓ **Do** get names and titles of people in the photo. If it is a large group shot, get their crew, branch, or project team name (more than six people in a photo).
- ✓ **Do** submit good quality, high resolution files (JPG, PNG, TIF), with a clear subject.
- **Don't** submit photos in Word documents or PDF files.
- **Don't** submit screenshots of social media posts – resolution will be too poor for us to use.
- **Don't** submit the same photo multiple times, or the same photo for different projects.
- **Don't** submit maps (there is a separate spatial data requirement), photos primarily for evidence of works such as photo points (unless visually interesting) or deceased animals.

Other photographic tips

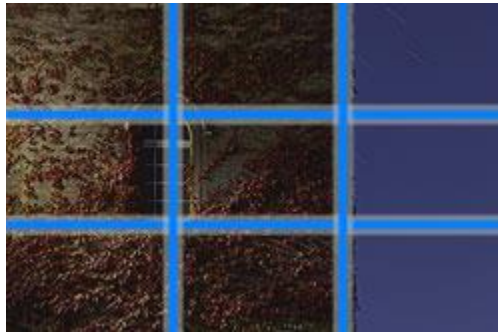
- Cute (and informative) wildlife photos are gold and always help sell your stories.



- Take plenty of photos especially of groups of people to ensure no-one has their eyes closed then pick the best one to use.
- Remember, the simple rule of thirds when taking a photograph of an individual (or pair) or a building/plant/animal etc. Your subject does not always have to be in the centre. More examples at <http://digital-photography-school.com/rule-of-thirds/>
- The rule of thirds states that an image is most pleasing when its subjects or regions are composed along imaginary lines which divide the image into thirds — both vertically and horizontally:



Rule of Thirds Composition



Region Divided into Thirds

- It is actually quite amazing that a rule so seemingly mathematical can be applied to something as varied and subjective as a photograph. But it works, and surprisingly well. The rule of thirds is all about creating the right aesthetic trade-offs. It often creates a sense of balance — without making the image appear too static — and a sense of complexity — without making the image look too busy.

Source: <http://www.cambridgeincolour.com/tutorials/rule-of-thirds.htm>

Submission

Please use the following file naming structure: PhotoDescription_Location_PhotoCredit

For example: BroomControl_MtBuffalo_MarySmith_NCCMA

Photo credit can be individual and/or an organisation.

Photographs ideally should be:

- Landscape images 818px wide x 496px high
- Portrait images up to 400px high
- Images must be at least 72dpi
- Square images/videos 1:1 ratio
- Vertical images/videos 9:16 ratio
- Landscape images/videos 2:1 ratio
- Focus – clear, high quality – people animals, landscapes, locations
- Type – single image, moving image, gifs, short videos
- Copy – engaging, educational and informative high resolution .jpg image

Examples of great pictures:



✓ Close up, in-focus.

✓ Person doing on-ground activity.

✓ Good lighting & colour.

✓ In-focus.

✓ Representative of project

✓ Clear example of "before and after".



✓ Visually interesting subjects related to the project – native species, on-ground activities

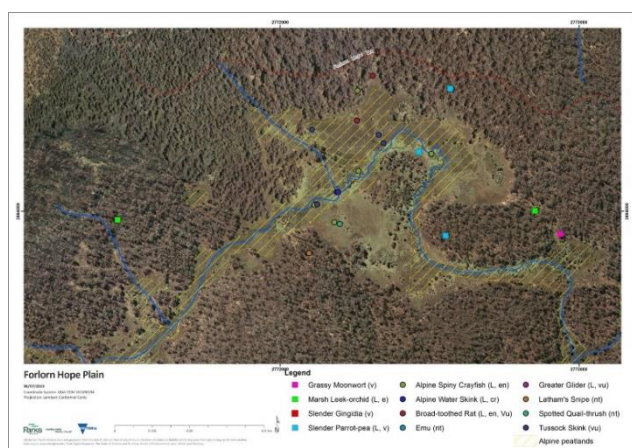
Examples of what to avoid:



- ✗ Rabbit too small and far away.
- ✗ Difficult to see the subject of the photo.



- ✗ Unclear what is the subject of the photo.
- ✗ Too many shadows, contrast too high.



- ✗ Visually uninteresting.
- ✗ Unclear what the subject is.
- ✗ We can't use photos with recognisable people in them unless they provide consent.
- ✗ No maps please