Photo Tips

From the CARE USA Photo Library

Why is Photography Important?

- Helps put a face to the story
- Appeals to the reader's emotions
- Transcends language
- Maximizes the potential impact
- Adds a layer of detail
- We live in a visual culture

How can these photos be used?

- Human Interest stories

- Website

- Annual Report and other publications

- Direct Marketing campaigns

- Media requests

- Donor reports and grant proposals

- Public Service Announcements (TV) & external marketing alliances

- Photography exhibits

What to use?

- Digital camera - 3.2 megapixels or higher
- Set digital camera on highest quality setting (high or fine)
- Always shoot in color

Shoot a lot!

● Most professional photographers average at least 200 photos per day.

● If you shoot 50 a day, you're doing great!

● The more you shoot, the more you have to choose from.

Get Closer!!!

● Fill at least 1/3 of the frame with your subject.

● Take 3 steps forward from where you think you should stand.

● Be careful when using zoom on point-and-shoot digital cameras (past 3x and the image quality suffers).

Tip #3

No Stiff Portraits

● Avoid positioning people standing straight with their arms to the side.

● Avoid positioning the subject with their back against a wall or door.

● Spend more time with your subject to allow comfort to develop.

● Look for expressions (pride, confidence, distress, happiness).

● Look for eye contact from the subject.

I am Powerful

Stiff vs. Natural Portraits

Stiff portrait

⬇

⬅

Find a great pose and try various expressions with the subject. It changes the mood of the portrait.

⬅

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Eye Contact

Tip #4

Capture your subject in action

Action

Action

Tip #5

Don't forget the context

● Remember the who, what, when, where, why & how.

● Context helps illustrate the story, location and project.

● Show the person in their environment (i.e. their home, shop, school, farm, distributing supplies etc.).

● Make sure there is a person in your photo to show how people are involved and show the human face.
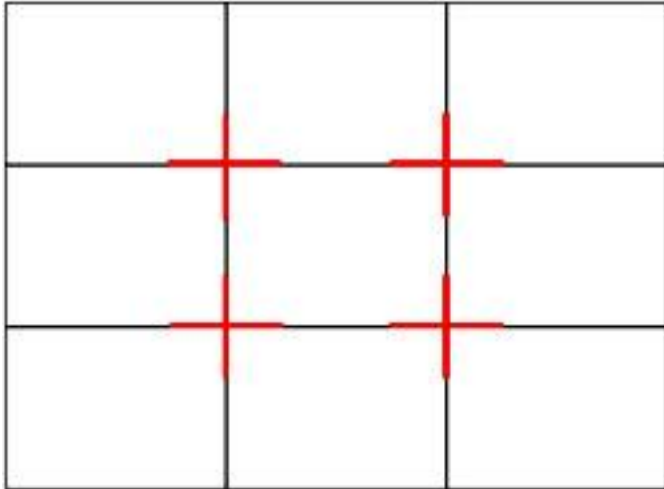
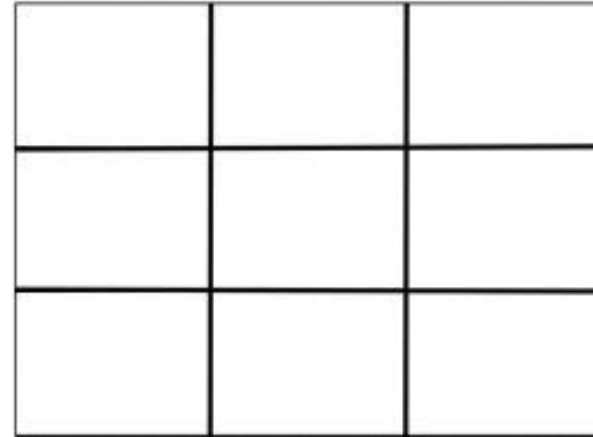● Context shows CARE's role.

Context

Tip #6

Use the Rule of Thirds and change your perspective

Rule of Thirds

Place important elements of your photo where the lines intersect or along one of the lines.

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Rule of Thirds

Perspective

Change the angle of the shot. Kneeling down or standing on a chair can make an ordinary photo more appealing.

Tip #7

See the light

● Outdoor light is preferred (morning and late afternoon is <u>ideal</u>).

● Avoid mid-day direct sun (find shaded areas and/or use fill flash).

● Avoid taking pictures with sun or light in the background.

● When indoors, look for window or door light.

● Also see the lack of light.

Window/Door light

See the lack of light

Components of the I am Powerful Portrait

Eye Contact

Expressions

- Smiling shows they have realized the power they have to create positive change.

- An expression can also evoke the feeling of the woman's power within showing her latent potential.

Smiling

I am powerful

The Power within

Context

Show the environment where your subject lives.

Tip #8

Gather Caption Information

● Rich caption information adds value to your images.

● Include names, ages, location, project and any background information in the caption.

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A good caption

Clotibole Sindaye, 45, is a CARE solidarity group trainer in her community, the commune of Giheta in the district of Gitega. She trains two groups about how to form microfinance projects, and also teaches women about self-sufficiency as part of the Umwizero project.

Things to remember

● Follow CARE values. Respect the dignity of your subject.

● Always ask permission before taking a person's photo. Explain what you are doing and how you will use the photo. Most people will say yes, but if they say no, we must respect their wishes.

● If taking pictures of a child, ask permission from a parent, caregiver or teacher.

● <u>Never</u> take photos of soldiers, military vehicles, bases or equipment.

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How to get your images to us

- Mail a CD or DVD with the original, unaltered image files to the CARE USA Photo Library in Atlanta.

- Include corresponding caption information in a word document.

- Include the photographer's name.

*All images taken by CARE USA staff are owned and copyrighted to CARE and should be shared with the Photo Library (©2008 CARE/photographer's name)

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