UN-REDD PROGRAMME

Food and Agriculture Organization of the United Nations

UNDP

UNEP

Empowered lives. Resilient nations.

UN-REDD Programme Image Bank
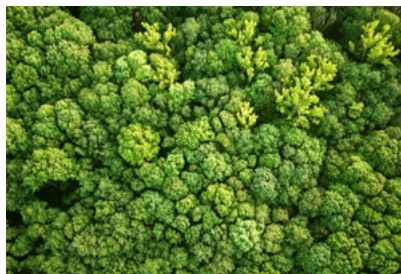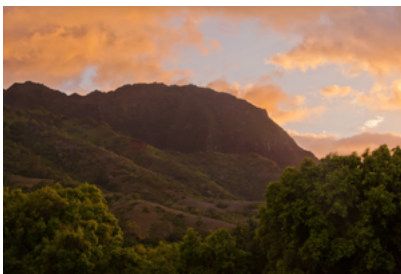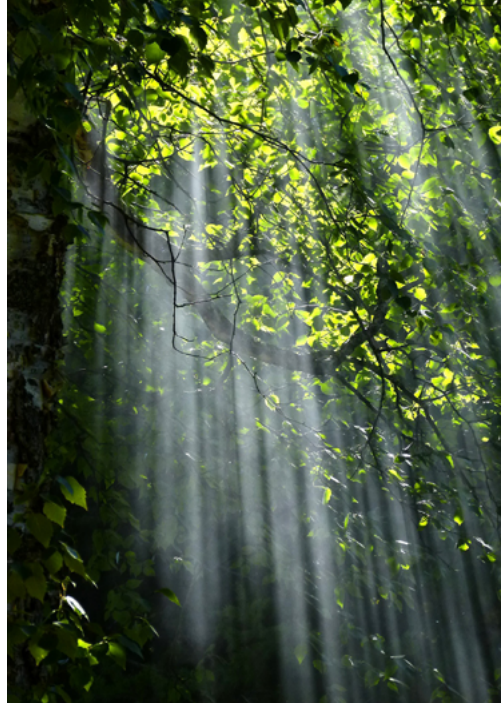
Photography Quick Guide

TABLE OF CONTENTS

ABOUT THIS GUIDE

These photography guidelines have been developed to assist UN-REDD Programme staff, consultants and stakeholders to take high-quality photographs for submission to the Programme's photo library, known as the **UN-REDD Programme Image Bank**. The Programme's Communications and Knowledge Management teams, rely on this library for photos for print and web communications and knowledge products. Additionally, these images are used by Resource Mobilization teams and to demonstrate the impacts of the Programme, and by Stakeholders to demonstrate their REDD+ efforts.

To access the site and view all publicly available images visit: http://bit.ly/UN-REDDImageBank and log in with your own Yahoo user ID. If you don't already have a Yahoo user ID, you may need to create one.
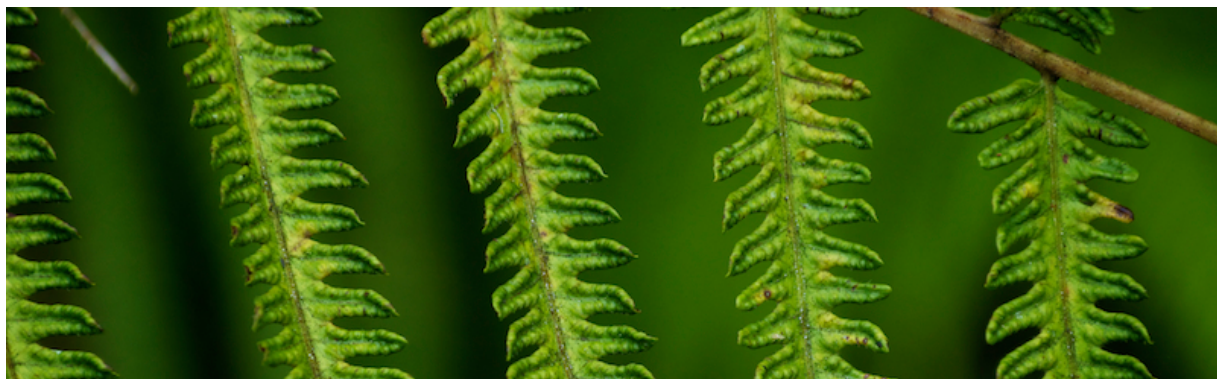
PHOTOGRAPHIC STYLE AND QUALITY

The UN-REDD Programme's photographic style encompasses the essence of the Programme's work and helps to communicate its brand and key messages. The ideal attributes of photos submitted are as follows:

- **High-Quality:** The photos are high-resolution and print-quality files, and are technically quality images (e.g. in focus, proper lighting, visually balanced using the one-third rule).
- **Captivating**: The photos are visually interesting.
- **Action-oriented:** The images show activities in progress, and are not posed or static.
- **Powerful:** Capture moments that have meaning and show impact.

SUBMISSION METHOD AND FORMAT

Files should be submitted to communications@un-redd.org, as individual .jpg or .raw files. They should **NOT** be submitted in a Word or PDF document. Files should be accompanied by a document containing captions for the photos, including the file name, caption (who, what), photographer name, location, date. copyright information. The resolution of all images submitted should be a minimum of 300dpi at 5" x 7", with a preference for larger quality 300dpi at 8" x 10".

MANAGING PHOTOS: RIGHTS

The usage rights of a photo by the UN-REDD Programme is very important, as it carries legal consquences. For all submitted photos, please ensure you have met the below points:

Rights documentation

- Did you take the photos, and have you included written permission from the photographer for the UN-REDD Programme to use the images on a non-commercial basis?
- Did you include clear instruction about how to credit the photographer/source and describe the image contents?
- If we don't have documented rights and clear instructions, do we know who owns the rightsand how to reach them?
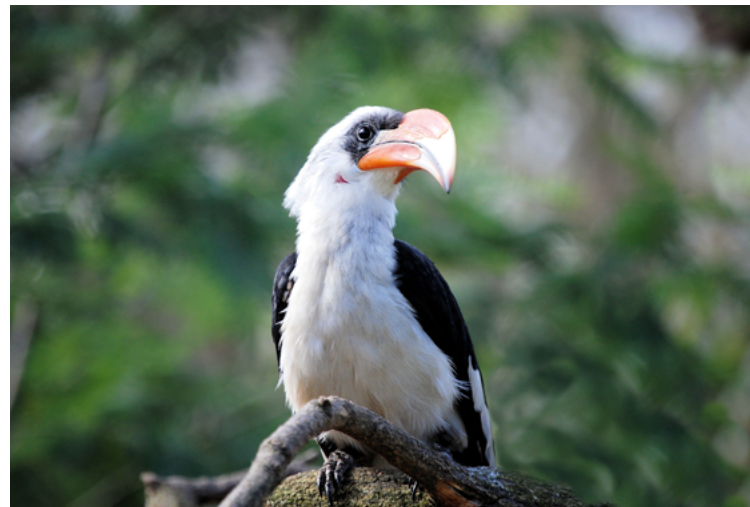
TIPS FOR SHOOTING UN-REDD PROGRAMME PHOTOS

Get to know your camera's settings.

Learn how to change the shutter speed, ISO, aperture and other manual settings to take the best photos in different conditions. If you are using an iPhone, try disabling the autoflash, and adjusting the exposure.

Take lots of photos.

The more you take, the better chance that some will turn out.

Show people in action.

Photos of people working, living and interacting in the environment create visual interest for the viewer. Show Programme activities in action (field visits, workshop activities, etc.)

Photos: CIFOR

Catch the viewer's eye and attention.

Focus on finding a clear subject in a simple composition; one main point of interest that stands out from the background. Make eye contact and capture striking colors or patterns.

Photos: pixabay.com

Engage the viewer.

Choose a composition that puts viewer in the scene, versus being only a remote observer. Minimize space between subject and viewer, and capture eye contact for people and wildlife Use a wide depth of field to simulate experience of being there.

3

Stimulate senses.

Stimulate the sense of touch (texture, moisture, air and wind, temperature extremes). Stimulate the sense of hearing (people interacting). Stimulate the senses of taste and smell (sweat of people hard at work or the tastes reflected in the local cultures of our partner countries).

Photos: CIFROR

Fill the frame with your subject and capture details.

Move in as close as possible to fill the frame with your subject and force unwanted details out of the picture. Photograph the small details that help tell your story.

Move around the space instead of using zoom.

You will get more diverse images, and they will come out more clear than with zoom.

Photos: (L) digitalcameraworld.com; (M) UN-REDD Programme; (R) CIFOR

Pay attention to the background.

Are there poles, trees, lamps, plants or other objects sticking out of peoples' heads? Take a step to the side or get down lower to hide the offending objects.

Stabilize your camera to reduce blur.

If you don't have a tripod, place your camera on a solid surface or try to hold very still while shooting to enhance clarity.

Stir emotions.

Show the focus of our work. Show that our work is in places where people live, places that are beautiful, that may be disappearing (forests, deforested areas, forest communities and forest-based livelihoods, etc.).

Wait for a moment to happen.

This moment can be as simple as a person smiling or laughing or looking especially engaged in what the speaker is saying.

Capture local faces with emotion.

Portraits of local people in forest communities in our partner countries put a face on the Programme. Capture emotional faces to help us tell our story.

Pay attention to focus and depth of field.

Focus on subject's eyes in portraits, and make sure that the subject of the photo is in focus. Use depth of field to draw out the subject so that it stands out.

## Avoid harsh shadows and red eye.

Limiting flash usage to when it's absolutely necessary (unless you have an external flash). Turn off your iPhone flash. Photograph your subjects in the shade, to avoid harsh lighting from direct sunlight.

DO: Shoot outdoor scenes early in the morning or at dusk.

Lighting during these times of day creates interesting and less harsh lighting conditions

DO: Shoot from unexpected angles and vantage points.

Crouch down, climb up, move closer or further from the subject to completely change the feel of a scene. Be sure to look up and down and around you to make sure you aren't missing a great shot!
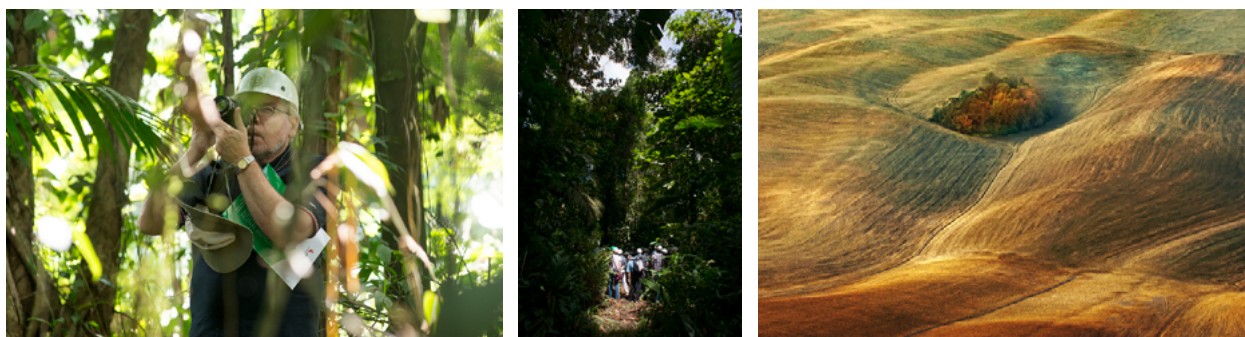
Photos: (L & M) Pablo Cambronero / UN-REDD Programme; (R) Jure Kravanja

DO: Use scale for emphasis.

Help the viewer comprehend the size of something by showing the subject in it's larger content, such as a small grouping of trees in a deforested area.

DO: Play around with aspect ratio.

Shoot both horizontal and vertical photos of your subject as both formats are needed in publications,

DO: Create creative compositions and use the Rule of Thirds.

Apply the "rule of thirds" to your photo composition. This is one of the most important principals of photography. Visualize your image divided in thirds horizontally and vertically, then place your subject on the intersecting lines. This creates a more natural and visually appealing composition.
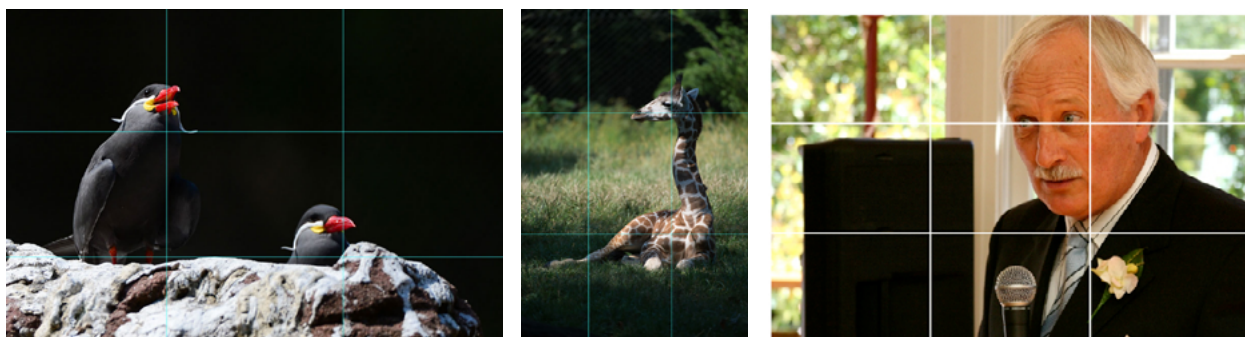
Photos: (L & M) Nikon USA

DO: Use natural light to your advantage when photographing indoor spaces and events.

Try to stand by the window and capture people looking towards the light for better photos indoors. Get close to your subject, the farther away you are, the more light you will need. If you are using your iPhone, try turning off the autoflash and get close to your subject -- try to avoid the zoom feature which can lower the quality of your image. Shoot wide images too, which capture the audience and action in the room.

DO: Tell a story, take notes.

Get names and take notes on the photos you plan to submit so that informative captions can be created. Examples of quality caption information include the following:

Wessly Kipkorir, 18, with his herd of sheep on the bonduary of the Eastern Mau Forest. January 2012.

Photo: Riccardo Gangle / UN-REDD Programme

Dina Chepkirui Bii, 52, with her grandson Jepkemoi, in front of her house. She owns 3 acres of land, 5 cows and she is also part of a women's right group in her town. January 2012.

Photo: Riccardo Gangle / UN-REDD Programme

MORE RESOURCES

- **Nikon DSLR Camera Basics:**
  http://imaging.nikon.com/lineup/dslr/basics/

- **Using the rule of thirds:**
  http://digital-photography-school.com/rule-of-thirds/

- **National Geographic Photo Tips:**
  http://photography.nationalgeographic.com/photography/photo-tips/

- **Six tips for photographing meetings and conferences:**
  http://www.ngostorytelling.com/2013/02/08/six-tips-for-photographing-meetings-and-conferences/

- **iPhone photography tips:**
  http://photography.nationalgeographic.com/photography/photo-tips/iphone-photography-tips

- **Hot tips for writing photo captions:**
  http://www.poynter.org/2002/hot-tips-for-writing-photo-captions/1753/

UN-REDD
PROGRAMME

Food and Agriculture
Organization of the
United Nations

UN
DP
Empowered lives.
Resilient nations.

UNEP