

# Photography Guidelines



# A Picture is Worth a Thousand Words



- Most people look at the pictures first before reading an article
- Pictures help transport the reader to the activity
- Effective photographs can transcend language barriers
  - For those who can't read an article, the pictures must tell the story















# Guidelines for “Good Quality” Pictures



Picture clearly shows action. Easy to see what is being done





# Guidelines for “Good Quality” Pictures



Avoid posed pictures





# Guidelines for “Good Quality” Pictures



Photographs of action are preferred over group and individual pictures



Continue to send group pictures, but send MORE action pictures



# Guidelines for “Good Quality” Pictures



Pictures should not have any text on them





# Guidelines for “Good Quality” Pictures



Show what the audience is looking at





# Guidelines for “Good Quality” Pictures



Pictures should be directly from camera or memory card





# Guidelines for “Good Quality” Pictures



Pictures should be directly from camera – No additional effects (Instagram)





# Guidelines for “Good Quality” Pictures



- Shows action, pictures should show what is being done
- Includes those serving and being served
- Happy recipients of the activity
- Shows many different people vs. the same few people
- Include multiple pictures for all aspects of the event/activity
- Pictures that are in focus and clearly shows the event/activity
- Banners or signs of the event and awards
- Send us many picture, but not too many
  - Remove pictures that are not of good quality
  - For pictures that are similar please select the best ones



# Help Us Tell the Story



- Provide captions for each picture
- Each caption should describe what is happening
- If there are any noteworthy people (speakers, special guests, etc.), please name them in the caption.
- Captions should be short yet descriptive
- Order pictures in chronological order or in an order that tells the story
- The file name should be the caption
- Example: *“Serving food to residents of a leprosarium.jpg”*



# Picture-taking Recommendations



- Camera
  - DSLR (Generally, takes the best pictures)
  - Good quality point and shoot/compact camera
  - Smartphones made in the last two years take very good pictures, but are not the ideal choice
- Photographer is more important than the camera
  - A good photographer with a mediocre camera is better than a poor photographer with a good camera
  - For important events designate a professional photographer
  - Contact your local Sai Centers to find individuals with photographic talent



# Technical Specifications



- Images should be at least 2 Megapixels, 4 Megapixels or more is preferred
  - Number of Pixels = height x width
- Please send the original files from the camera
  - Please do not reduce the resolution
  - Unless done by a professional or expert, please do not retouch the photos
  - Avoid sending pictures downloaded from Facebook, Google+, etc. – Try to find the source



# Technical Specifications




- Photo album services such as Picasa usually automatically downgrade picture quality to save space
  - Facebook, Google+ and other **social sharing** sites also downgrade quality
  - **File-sharing** such as Dropbox, Google Drive, OneDrive/SkyDrive, etc. are better
- Send a link to a folder on Dropbox, Google Drive, OneDrive, etc. instead of a link directly to a picture
  - It is much easier for us to download the whole folder than to download one picture at a time
  - Share the link with [mediateam@sssio.org](mailto:mediateam@sssio.org) or make it available to “public” or “anyone who has the link”



# Technical Specifications



## Proper sharing options on Google Drive and Dropbox

Share with others Get shareable link 


Link sharing on [Learn more](#)

**Anyone with the link can view** ▾ Copy link

<https://drive.google.com/folderview?id=0B95XWr-TMJTAeW52Mk1qb3dPcjpg&usp=>

Link to folder

<https://www.dropbox.com/sh/ce3d84e2zud7zyw/AAC58uu1T6m3ACDfaKsdPljya?dl=0>

 **Anyone with the link can see it.** [Set visibility / expiration](#)



Om Sri Sai Ram

