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





















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





Avoid posed pictures









Photographs of action are preferred over group and individual pictures





Continue to send group pictures, but send MORE action pictures



Pictures should not have any text on them







Show what the audience is looking at





Pictures should be directly from camera or memory card













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







- 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

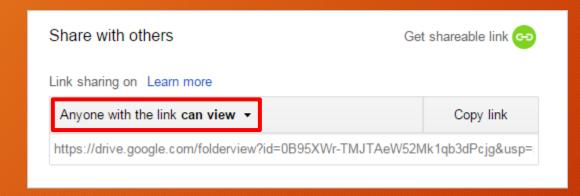


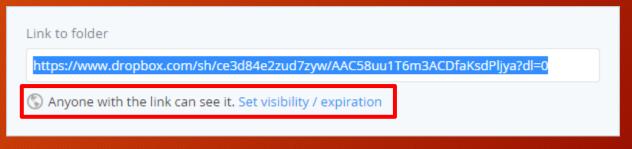
- Photo album services such as Picasa usually automatically downgrade picture quality to save space
 - Facebook, Google+ and other social sharing sites also downgrade quality
 - File-sharing such as Dropbox, Google Drive, OneDrive/SkyDrive, etc. are better
- Send a link to a folder on Dropbox, Google 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 <u>mediateam@sssio.org</u> or make it available to "public" or "anyone who has the link"

Technical Specifications



Proper sharing options on Google Drive and Dropbox





Om Sri Sai Ram

