



Photography Guidelines

How to take pictures of EU funded projects

2018 Edition

Photography is a language more universal than words

Photographs are a very effective way of promoting projects and activities. One single picture can say more than a thousand of words, and it is a universal language understood by everyone. Especially in today's fast-paced and hectic world, people are bombarded with information, pictures are a medium through which a project can be showcased in a quick, and at the same time, powerful way.

Photographs are an important tool in promotion of projects. The right picture can say much more about the impact of a project than a press release. And it can be used in various ways, e.g. in a newspaper, leaflet, flyer, brochure, website, poster, publication, etc.

A good photo will attract public interest by giving life to project's activities. A bad picture will have no impact. A project might be transforming people's lives, but if the image does not capture people's attention, there will be hardly any publicity for the project. Furthermore, a picture speaks a universal language; the very same picture could be used worldwide, without depending on a local language.

Photo guidelines for projects

1. Projects and people

Photos should showcase the project, it should tell a story about the project, its activities, its participants, and its spirit.



2. It is important to illustrate the impact and activities of the project by going on location.
3. There needs to be action in the picture; it should not be static. People in the picture should be performing tasks. When taking pictures of people at work, make sure they are focusing on their work. The pictures should look natural and not posed.
4. There should always be people in the picture. It reinforces the message that people are the ultimate beneficiaries of the project.

5. The background should be relevant and visually appealing. It should not contain unnecessary detail or irrelevant surroundings that detract interest from the subject.

Photos for the media

Make sure your pictures have sufficient contrast so that they will be equally effective when reproduced in black and white. Your pictures should never be blurred or too dark. They should be sharp, active, colourful, and correctly contrasted.

Include beneficiaries when possible; it is important to get a good balance of men and women engaged in a variety of activities.

Photos of staff engaged in the project and interacting with beneficiaries would be useful. The photos chosen should be those which best illustrate the impact of the action, and should match any written information on the action. People involved in the action are the focus.

EU visibility

The EU has visibility guidelines which all projects should be aware of. When shooting and selecting photos, always refer to them, ensuring that they cover the visual identity of the EU; some of the photos should contain a recognisable project and EU logo somewhere in the backgrounds. Often the hint of a name or logo might be sufficient enough.

Further information about the EU visibility guidelines can be found here:

<https://intranet.eeas.europa.eu/page/press-comms/top-resources/logos-templates>.

Writing a caption

Photos should always have a caption. The caption is the key to unlock the **story** behind the photo. Every caption should answer the questions:

- **WHO** is in the picture (pictures of minors should have parental permission)
- **WHAT** are they doing
- **WHY** does it matter
- **WHEN** and **WHERE** was it taken
- The caption should also **CREDIT** the photographer and carry copyright information.

The caption should simply state the facts and objectively describe the subject with attention not to include any information based on assumption or personal opinion. Make sure you put the name of the project in the caption, saying it is EU funded.

Use of photos by project

Always provide photos with a press release and/or press pack. The photos should be of high resolution so they could be printed. They should showcase your project and its activities – not a photo of people around the table. A photo of an interviewee or main speakers can be a portrait, but it should never be a 'passport photo', rather an animated photo of the subject, speaking and/or gesturing, ideally with a project-related background.

Photos could be used in various ways, e.g. on the website, fact-sheets, photo gallery, notebooks, bookmarks, etc.

The angle of your photos and its subject matter depends on how you will use them. Therefore, it is advisable to take time to think of what kind of photos you need.

If you use a professional photographer make sure they are fully briefed.

Photo information essentials

All photos must be accompanied by:

- A caption explaining what the picture is meant to illustrate; the caption should give the story and full names and titles of people in the pictures.
- A name of the project and the country in which it was taken.
- An indication of the date it was taken.
- The name of the person/organisation that owns the copyright.
- Make sure you have a written authorisation to reproduce the picture without payment or royalties.

Photo resolution

Store highest possible resolution photographs in your own archives.

EU Copyright rules

Photo taken on behalf the EU needs to be strictly credited. For more information on copyright, refer to the following link:

<https://ec.europa.eu/avservices/copyright/index.cfm?&sitelang=en>

Check List

Below you can find a list of standard elements to be taken into account.

EU visibility

- ✓ Flag
- ✓ Logo
- ✓ Plaques (e.g. construction works)
- ✓ Signs (e.g. road signs)
- ✓ Material produces (e.g. books, diplomas)
- ✓ Give-away products (e.g. T-shirts)

People

- ✓ Heads/directors of institutions
- ✓ Programme managers
- ✓ Representatives of partner organisations
- ✓ Representatives of national/local authorities
- ✓ Beneficiaries

Outdoor elements

- ✓ Office
- ✓ Vehicles
- ✓ Activities tools

Background

- ✓ Landscapes
- ✓ Roads and vehicles
- ✓ People using computers if about technology

Indoor elements

Meetings

- ✓ Speaker with a presentation background
- ✓ Interaction with/among listeners
- ✓ People taking notes

Trainings

- ✓ Trainer and trainees performing a task

Workplace

- ✓ People using computers
- ✓ People going through files
- ✓ People showing things on a map
- ✓ Discussing
- ✓ Playing

Equipment

- ✓ People using equipment to perform a task

Accessories

- ✓ Maps on a wall
- ✓ Old pictures
- ✓ Objects in a room directly or indirectly related to an activity

Project results

- ✓ Awareness actions with beneficiaries (diploma ceremonies, youth exchanges, festivals, etc.)
- ✓ Construction works (building, repairing, etc.)
- ✓ Financial support: always try and include people interacting with the programme
- ✓ Training: trainer and trainees go out and perform on the job training, e.g. patrolling
- ✓ Equipment: always with people using tools, e.g. microscopes