

Tips for... Taking photos for a project

PHOTOGRAPHY IS AN ESSENTIAL COMMUNICATION TOOL FOR ANY PROJECT. PHOTOS HELP GRAB PEOPLE'S ATTENTION AND CONVEY WHAT A PROJECT IS ALL ABOUT IN A CONCRETE WAY. PHOTOGRAPHY IS KEY TO PROMOTING THE PROJECT VIA ALL YOUR COMMUNICATION TOOLS.



CONTENT

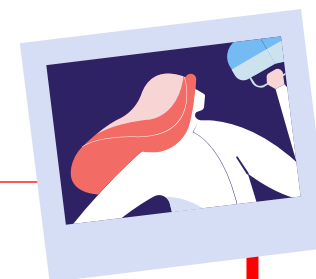
- Opt for candid photography: focus on actions, lively scenes featuring groups of individuals and people involved in activities rather than posed shots.
- Take photos of people in action: opt for natural scenarios that are not over-staged, which showcase the project. Action does not mean while moving.
- Include people in your photos: a photo of a well is more interesting if people are using it, a photo of people working in a field helps portray an agricultural project, etc.
- Photos should tell a story about the project. Take photos at key stages of the project: laying the foundation stone, inauguration of a site, discussions with students, care being provided, etc. Photos must convey the impact and progress of a project. For example: the different phases of constructing infrastructure through to its inauguration: a new drinking water supply for a village, from the installation of pipelines to its final use by beneficiaries, etc.

PHOTO QUALITY

- Aim for the best possible technical quality: photos cannot be used unless they are in high definition. Visually check that the image is sharp by zooming in and enlarging it: blurry photos cannot be used.
- The minimum file size is 500 KB.

PHOTOGRAPHY TECHNIQUES

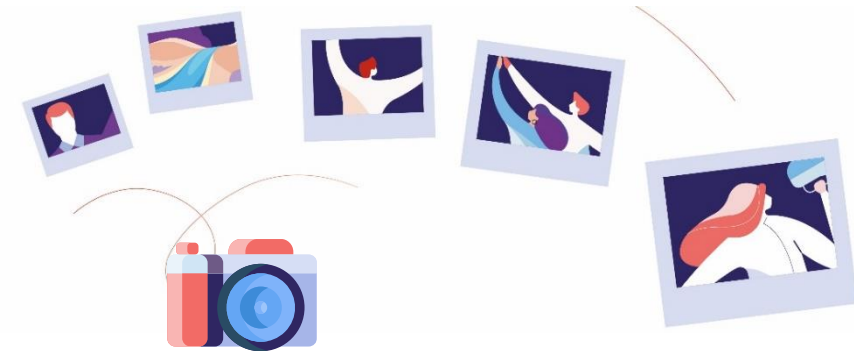
- Focus on the key information that you need to convey.
- Take horizontal and vertical photos, from a long way away and up close, for a variety of uses
- Take several photos and then select the best ones.



ILLUSTRATE THE PROJECT'S IMPACT ON CERTAIN COMMUNITIES

AFD places great importance on visibly illustrating the impact of projects on beneficiaries, particularly young people (young men and women), women, seniors, people with disabilities, and any other category of vulnerable citizens. This is even more important when producing videos and photos.

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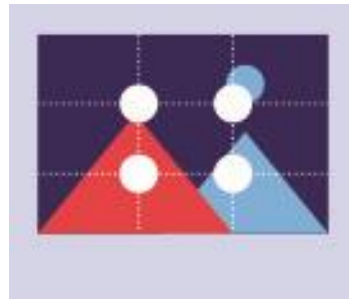
LIGHTING

Avoid backlighting and areas in shadow: the light source (sun, lamp, window) should be behind the photographer and the subject. You should also take note of any light sources at the sides that could overexpose the subject. When the location is too dark, always use the flash on your camera. Beware of red eye and overexposure.



COMPOSITION

The key elements of the composition should be in the center of the photo. The main subject should stand out and be clearly visible against the background. The horizon line should be horizontal, without any tilting.



ADD CAPTIONS TO PHOTOS

Without a caption, a photo has no context: it cannot be classified or used. In an appended Word document, the photo caption must cite the following:

CAPTIONS	EXAMPLE
The number or the file reference of the photo	82038.jpeg/Oruro_Plant1.jpeg
The name of the relevant project, and the location and date of the photo	Oruro Solar Power Plant - Oruro, Bolivia – 20.01.2021
The copyright or photo credit (last name and first name or name of the agency that took the photo)	© Pablos Ramos Roncal
A brief description of the image that possibly includes the names of identifiable people	AFD is co-financing the construction of a photovoltaic power plant, located 45 km from the city of Oruro. This is Fernando Gonzalez, its director. The project partner is...
An image rights assignment form and/or a copyright assignment form	Document to be attached to the photo or report

IMAGE RIGHTS

Always obtain the consent of the people in the photos to use their image, and ensure they sign the image rights assignment forms:

- Keep the signed forms in a folder.
- You can also take photos that do not require image rights: people's hands, backs, or group photos, etc.
- You can download a [sample image rights assignment form](#) here, and a [sample copyright assignment form](#) here.