

**Taking dynamic pictures that tell your story**

During your EIFL-PLIP contract period, we will regularly share information about your project. Our aim is to raise awareness about the good work public libraries are doing in communities, and about services for children and youth.

This means we will ask for news about your service – and we will also need high quality, high resolution, lively photographs.

This document explains what we need – and it may also be a useful guide for taking photos your own communications.

**Purpose – we will use the photographs for:**

* The EIFL website
* EIFL social media: Facebook, Twitter, Blog
* Printed case studies / articles / brochures.
* Posters for events and conferences, for example, at IFLA
* PowerPoint Presentations (PPP) for meetings, conferences, etc.

**Content, style and approach**

Photos should be dynamic, colourful, and show people engaged in activities related to the project. For example, photos should show your target group (children, youth) learning to use computers, making robots, teaching other children to use technology, using e-readers and smart phones, taking digital photos, making movies etc.

These photos can be arranged – that is, staged or set-up, so that you get a good photo. But the people should be active, not posed or stiff, or just standing and smiling / staring at the camera.

Of course, some pictures can be posed, for example, an award ceremony where people can pose with their certificates / prizes, or a portrait of someone special in the project. But mostly, we are looking for active photos.

The background to the photo is important, and can help tell the story of your project. If you are taking the photo in the library, try to be sure the background identifies that it is a library space. If you are in a school classroom, show the chalk board, or children at desks. If the children are at a camp, the background could include tents or the countryside.

Other tips:

* Include different kinds of people involved in the project, showing different roles (e.g. librarian, trainer, trainee), girls and boys, different ages, etc.
* Show the technology your project is using
* Take photos at different venues / spaces, for example, some projects do training at the library but also organize out-door events like flashmobs or fieldwork involving young people.
* Take different kinds of photos, and from different angles for example, close-ups, from a distance, from behind the subject, from in front, pointing down towards the subject etc.

**Technical specifications, do’s and don’ts**

* Light is essential for taking a good photo. Wherever possible, take photos outside or in well-lit premises.
* Always make sure the sun, or the window, or any bright lights are behind the photographer, shining on or towards the people / scene you are photographing. Photos that are taken towards (into) the light (window, sun etc.) will be dark.
* Adjust your camera to the highest quality setting to ensure your images are the highest possible resolution.
* Images should be colour, 300 dpi (dots per inch) at the final size in the layout (or at least 1 mb file size in jpeg format). EIFL’s preferred pixel size - 3200 x 2400.
* Always save images in JPEG of TIFF format.
* Turn off time/date function as they difficult to remove from the image.
* Clearly name image files, and if possible, identify people (first and last names) in the photos.

**Identification of subjects and places**

* When you send us the photos, please also send an email explaining who the people are and where the photo was taken. We will use this information in captions.
* Please also let us know the name of the photographer, in case we need to give credit or follow up for caption information.

**For questions**

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**Thank you and happy shooting!**