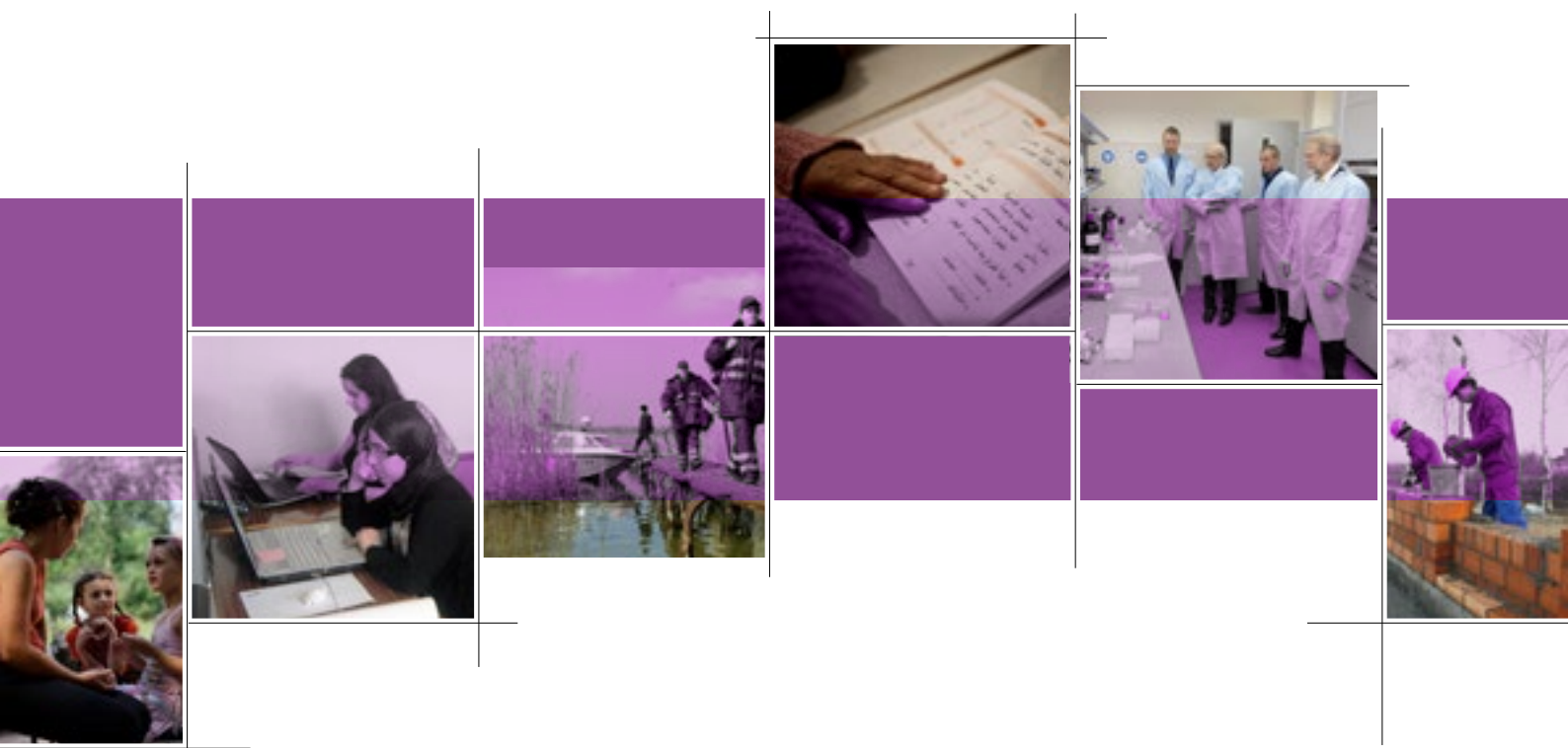




# A Photographer's Handbook

How to take pictures  
of an EU funded project



**EU Neighbourhood Info Centre**  
*An ENPI project*



2012 edition



This publication exists only in electronic format. It has been prepared by the EU Neighbourhood Info Centre, a project funded by the EU, in cooperation with EPA (European Pressphoto Agency). It does not represent the official view of the EC or the EU Institutions. The EC accepts no responsibility or liability whatsoever with regard to its content.

[www.enpi-info.eu](http://www.enpi-info.eu)



# Index

One Picture is Worth a Thousand Words..	<b>3</b>
Photo guidelines for projects .....	<b>4</b>
Writing a caption.....	<b>8</b>
Use of photos by projects.....	<b>9</b>
Photo information essentials.....	<b>10</b>
Photo resolution.....	<b>11</b>
EU Copyright rules.....	<b>12</b>
Model releases.....	<b>13</b>
EU Photo data banks.....	<b>14</b>
Check List: Standard Photo Elements for a Feature Story .....	<b>15</b>
More examples.....	<b>16</b>



## One Picture is Worth a Thousand Words

Photographs are a very effective means through which projects can visualise their activities. One single picture can truly say more than 'one' thousand or 'ten' thousand words. Especially in this fast-moving period, when people are busy and are bombarded with information, pictures are a means through which a project can demonstrate what it does in a very speedy and strong way.

Photos can show actions, people, successes, outcomes. And apart from the obvious accompaniment to press releases and for publications, they can be used in different ways, from an exhibition, to a calendar, to a slide-show on a website. But their angle and quality should be effective.

There are also some basic rules that need to be followed, not only on the angle and focus, but also on issues such as resolution, copyright and respecting EU visibility guidelines.

In this publication, the EU Neighbourhood Info Centre has put together some guidelines for projects, including many examples of good and bad photos and ideas of how they can be used.



Photographs are a very important tool to promote projects. The right picture can indeed say much more about the impact of a project than any press release. And it can be used in many, many ways – in a newspaper, on a leaflet, a website, as part of a promotional calendar or exhibition etc.

Through one single photo you can demonstrate what your project does. It will visualise your activity.

But because the cliché “one photo is worth 1000 words” or as the Chinese say, it’s worth 10,000 words... is so true, and the visual impact of photography so strong, it is essential to get it right. Just as a good photo will attract public interest by giving life to a project’s activities, so a bad photo will have no impact.

A project may be transforming people’s lives, but if – as is so often the case – the image sent out by the project is that of stakeholders sitting around a conference table, bathed in artificial light, the public will believe that the only lives transformed are those of project professionals attending these meetings.

Using good and bad examples, this handbook aims to demonstrate the importance of photos and offer some simple tips to help projects make the best use of images to promote their activities and impacts.

## Photo guidelines for projects

### Projects and people

Photos should contain an obvious link to the project. The photo needs to tell the story of the project. It needs to express the spirit of the project. The classic meeting room photo is BORING. Go outdoors, and capture the enthusiasm of the project.

### Bad



### Good



PHOTO SHAIN ABBASSOV © EU / NEIGHBOURHOOD INFO CENTRE



It is important to illustrate the impact and activities of the project by going on location. Prefer a picture in which there is action, to one that is static. A man in a lab coat staring at a piece of equipment is flat, but a photo of a craftsman making traditional soap testifies the real life element in a project's activities.



Bad

Good



PHOTO EPA © EU / NEIGHBOURHOOD INFO CENTRE

Try to take images of people who are performing tasks. People in action. For example someone sowing seeds, using tools, activity in group training sessions, workers at a port or people getting on the train. When photographing people at work make sure they are concentrating on their work rather than looking up and smiling at the camera. The photos should look natural and not posed.



Bad

Good

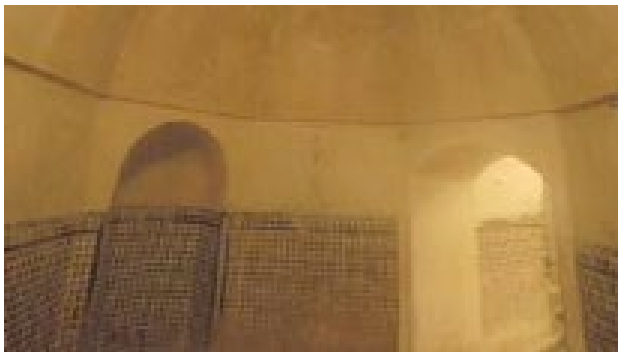


PHOTO EPA © EU / NEIGHBOURHOOD INFO CENTRE



However beautiful the subject, pictures should, whenever possible, have people in them. Not only does it make a better picture, but it reinforces the message that people are the ultimate beneficiaries of cooperation.

## Bad



## Good



PHOTO EPA © EU / NEIGHBOURHOOD INFO CENTRE

The background should always be interesting, relevant and appealing. It should not contain unnecessary detail or irrelevant surroundings that detract interest from the subject. The backdrop of a meeting held in a hotel facility will be similar whether it takes place in East Europe, Asia, Africa or the Middle East - select photos with a more culturally specific backdrop. Take some wide images to include the surrounding environment, giving an overall impression. Using a relevant backdrop can transform a portrait, highlighting the activities and the challenges at stake.

## Bad



## Good



PHOTO YAIR QEDAR © EU / NEIGHBOURHOOD INFO CENTRE



## Photos for the media

When sending photos to the (print) media, make sure you provide both vertical and horizontal pictures, as well as pictures with the subject facing both left and right. This will help them put it where it 'fits' better in their layout. Make sure that 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; also it is important to get a good balance of men and women engaged in a variety of activities.

Photos of EU staff, government officials or consultants interacting with the project can also be useful, but avoid standard handshakes and posed photographs. The photos chosen should be those which best illustrate the impact of the action, and should match any written information on the action. As with written material, people involved in the action are the focus, not the officials involved in managing the action, in holding meetings about the issue, and so on.

Also have in mind that what you take with your camera may be perfect to show your family, but it may not be good enough for print.

## 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 background. Often the hint of a name or logo – just a few letters or a corner of a flag may be sufficient to suggest a full name (a logo on a cap or T-shirt).

Further information about EU visibility from:

[http://ec.europa.eu/europeaid/work/visibility/index\\_en.htm](http://ec.europa.eu/europeaid/work/visibility/index_en.htm).



Bad

Good



PHOTO EPA © EU / NEIGHBOURHOOD INFO CENTRE



## 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 used by journalists:

- **WHO** is in the picture
- **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 the photographer's or editor's personal opinion. Especially if your photo does not contain any visible EU symbols, make sure to put the name of your project in the caption (a shortened version if it's too long), saying it is EU funded.

A good example – all the elements are here: EU visibility at its best, a caption that tells a story and copyright respected.

As part of the EU Partnership for Peace Programme, dozens of Israeli, Palestinian and Jordanian children gathered in the Wolfson-Chodorov soccer field in Holon in April 2009 for a joint soccer tournament, proving that their common love for football can bridge differences and unite people.

PHOTO BASSAM AL – ZOGHBY © EU DELEGATION ISRAEL



Another good example – the caption tells the whole story.

People participating in a guided tour organized as part of the Save Urban Heritage in Russia EU-sponsored project, take pictures of the Shukhov tower, the Moscow's unique Soviet-era radio station which was built by the engineer Vladimir Shukhov between 1919 and 1922, in Moscow, Russia 13 December 2011. The guided tour demonstrates avant-garde and constructivist architecture from 1920s and 30s.

PHOTO EPA © EU/ NEIGHBOURHOOD INFO CENTRE



In this publication for other photos we are not following the caption rules as this is a handbook: the photos are not meant for external use and captions would take away from the importance we want to place on other factors.





## Use of photos by projects

Always provide photos with a press release and/or press pack. The photos should be of high resolution so that they are fit to print, and lively, demonstrating your activities – not a photo of people around the table. If you are providing a photo of an interviewee or a main speaker, then a portrait is acceptable, but this should never be a 'passport photo', rather an animated photo of the subject, speaking and/or gesturing, ideally with a project-related background. The ideal situation is to have some photos printed, to attract attention, and then give them all on a USB stick, especially for journalists and others who may want to use them.

Remember that good photos (very often the same photos) can be (re)used in many different ways, especially if the project's activities are lively.

**BE CREATIVE – beyond the obvious uses of press communication and brochures, you could use photographs to:**

- Jazz up your website – photo gallery, slide show,
- Create promotional material – notebooks, bookmarks etc.
- Make success stories or fact sheets more lively
- Make a calendar on your project
- Use for e-cards
- Hold a photo exhibition at an event
- Create a 'video' on your project, comprising photo shots

The angle of your photo and its subject matter depends on how you will use it. So take the time to think of what kind of photos you need.

If you are using a photographer to take photos for you, make sure you give the person a full brief on what it is you expect. Photos of people in action, important people in the shots, a building with solar energy panels and its beneficiaries, etc. Even the time of the day affects the end result. Ask your photographer to shoot a number of images, from different angles, so you create a photo data base that you will be drawing on.

To start you off, also ask yourself...

- Do you have a photo bank on your website?
- Are these photos of good quality, demonstrating your activities?
- How do you use your photos? (Publications/website/press releases/success stories?)
- If you had better quality images would you use them more?
- Do you put your photos at the disposal of EuropeAid or your local EU Delegation?
- Do you put your photos at the disposal of the EU Neighbourhood Info Centre?



## Photo information essentials

Apart from ensuring your photo is of sufficient quality, it is important to consider some other elements before sending pictures out.

All photos must be accompanied by:

- A caption explaining what the picture is meant to illustrate; The caption should be well written, give the story (who, what, when, where, why). If people appear, you must give their complete names and titles;
- The name of the project/programme to which the picture relates, and the country in which it was taken;
- However, don't use long names as in your Terms of Reference but simplify this information (e.g. **Not** Regional Information and Communication Programme - EU Neighbourhood Info Centre Information and Communication Support Project, **but** EU Neighbourhood Info Centre);
- An indication of the date it was taken (as precisely as possible);
- The name of the person/organisation that owns the copyright – you can use either the word 'copyright' or the symbol ©;
- Make sure you have a written authorisation to reproduce the picture without payment of royalties.

By meticulously filling in the description fields, the photographer will de facto make sure that the picture is a complete, identifiable and legally protected product.



## Photo resolution

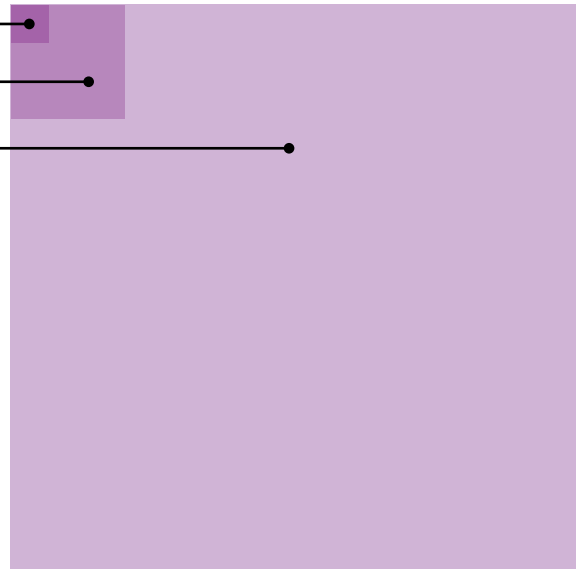
You may have taken an award winning photo, but if the resolution is too low, it cannot be used by the media nor will it look good in printed material, and all your efforts will have been wasted.

Standard resolution for print publication is higher than the one used for web pictures. Pictures provided should be:

5x5 cm with resolution of 1200 dpi

or 15x15 cm with resolution of 300 dpi

or 75x75 cm pictures with resolution of 72 dpi



Store highest possible resolution photographs in your own archives. You may one day want to use a picture for an exhibition, a billboard or a banner and to do so you will need maximum resolution.



## EU Copyright rules

Photos taken on behalf of the European Union need to be strictly credited.

For more information on copyright, refer to the following link:

<http://ec.europa.eu/avservices/about/index.cfm?sitelang=en&pagesection=about&page=copyright>

Examples of terms of use used by EU institutions

### **ECHO website**

Terms of use. ECHO's high resolution photos may be used free of charge for non-commercial purposes in contexts that illustrate the European Commission's humanitarian work or that of its partners, or any themes relating to development cooperation, the EU's external relations, sustainable development or the environment.

*Users agree:*

1. to comply with the above requirement
2. to mention the photographer's credits
3. whenever possible, to mention the ECHO website address: <http://ec.europa.eu/echo>

*Credits:*

A small caption and the credit for each picture can be found by clicking on its thumbnail.

Where pictures without a named credit are used, the following general credit should be used instead:

© European Union, ECHO.

*If you need any further information, please contact ECHO Information.*

<http://ec.europa.eu/echo/media/library/disclaimer.htm>

### **EUROPEAID website**

Terms of use Photo Library. This material is offered free of charge. Reproduction of the pictures is authorized for non-commercial purposes, provided the source is acknowledged, save where otherwise stated.

Users agree to mention the photographer's and the publisher's credits where applicable.

Despite all our efforts, we have not yet succeeded in identifying the authors and rights holders for some images. If you believe that you may be a rights holder, we invite you to contact EUROPAID Photo Library.

[http://ec.europa.eu/europeaid/multimedia/photos/copyright\\_en.htm](http://ec.europa.eu/europeaid/multimedia/photos/copyright_en.htm)



## Model releases

Example of model release form (used in Belgium, Estonia, Finland, France, Greece, Hungary, Luxemburg, Poland, Slovakia, Spain, the Netherlands and Turkey).

### **Model release form for photos or videos of adult persons**

Consent document for taking and using natural persons' image

*I, undersigned, hereby authorize that my image be taken at the request of the European Commission, whose headquarters are located in Brussels (Belgium), in the situation/background described hereafter.*

*Brief description:*

*Will the Person's image be fixed: on (a) photograph(s), in film(s)?*

---

---

*What will be on the picture/film (persons, background, setting)?*

---

---

Hereafter named "the Image"

With respect to this Image, I grant the European Commission (including its services, representatives and agents, as well as contractors acting on behalf of the European Commission), the worldwide rights (hereafter "the Rights") to reproduce, copy, modify, archive, create derivatives (adaptations) using the whole Image or part thereof, or otherwise use the Image either on its own or with or as a component of other elements, in any form whatsoever, including text, data, images, photographs, illustrations, animations, graphics, video segments, paper documents, websites, and any other material, electronic or otherwise.

The purpose of the use of the Image is to illustrate or promote the activities or projects, past, present or future, of the European Union for educational or information purposes. The material in which the Image will be used may be accessible to the public, or published on a public network (e.g. the Internet). Should a legend or caption be written on or near the Image by the European Commission, it will preserve my reputation. However, I understand that the Commission cannot be held responsible for the use of the Image by third parties not being covered by this authorization.

I understand that the taking of the Image and the granting of the Rights on the Image will not give me any right to a financial compensation.

The purposes mentioned above may imply the processing of my personal data. As data controller, the European Commission guarantees that personal data relating to me are processed according to the rules set by the European directive 95/46/EC1 and by the Regulation (EC) No 45/20012. Data processing shall be limited to what is necessary for the achievement of the purposes indicated above. Data may be archived by the European Commission.

I hereby give my consent to such personal data processing. I understand that I have the right, as data subject, to access data relating to me, to be informed about the existence and the extent of data processing, to rectify incorrect personal data as the case may be and to oppose further processing on serious and legitimate grounds.

To exercise these rights, please contact the European Commission at the following address: (insert details of relevant person to whom such queries can be addressed)..

*I have read and understood the conditions of this consent form. Please write down the mention "read and approved" (handwriting):*

*first name*

*surname*

---

*address*

---

*location*

---

*date*

*signature*

---



## EU Photo data banks

Many EU institutions provide free to use photos. These databanks include not only news images, but often thematic, which can be used to illustrate elements of EU cooperation. Such generic stock photographs can be useful for project publications, in combination with illustrations of the project's own activities.

Below you will find the direct links to some photos banks:

EU Media Libraries: Video, audio, photo libraries from different Institutions online and free of charge

[http://europa.eu/press\\_room/audiovisual/index\\_en.htm](http://europa.eu/press_room/audiovisual/index_en.htm)

EU Neighbourhood Info Centre photo gallery: search by country or by theme

[http://www.enpi-info.eu/list\\_galleries.php](http://www.enpi-info.eu/list_galleries.php)

EU Neighbourhood Info Centre photos list with links

[http://www.enpi-info.eu/mainmed.php?id\\_type=2&id=548](http://www.enpi-info.eu/mainmed.php?id_type=2&id=548)

EuropeAid photo data base

<http://ec.europa.eu/europeaid/multimedia/photos/library/index.cfm?lang=en>

Humanitarian Aid (ECHO) photo library

[http://ec.europa.eu/echo/media/library/index\\_en.htm](http://ec.europa.eu/echo/media/library/index_en.htm)



# Check List

## how to brief a photographer

Here is a list of standard elements to be taken into account whenever a photographer is assigned to take pictures of your programme/institution.

### EU visibility

- Flag
- Logos
- Plaques (on construction works or equipment)
- Signs (on the road)
- Materials produced (books, certificates, diplomas, posters etc)
- Give-aways produced (T-shirts, caps etc)
- 

### People

- The Head of the Institution
- The programme manager
- Representatives from the implementing partners
- Representatives from national/local authorities
- Previous beneficiaries
- Final beneficiaries

### Outdoor elements

#### *The premises:*

- The office
- The vehicles
- Tools at disposal to perform tasks
- 

#### *The surroundings (background of action)*

- Landscapes wherever actions are performed;
- Roads and vehicles if about land transport
- Seaport and sea if about water transport
- People using computers if about technology
- Ruins if about archaeology
- A shopping mall if about society in general
- 

### Indoor elements

#### *Meetings*

- Speaker with Power point presentation background
- Interaction with/among listeners
- People taking notes
- 

#### *Trainings*

- Trainer and trainees performing the object of the training (if applicable)

#### *Workplace*

- People using a PC
- Showing things on a map
- Going through files
- Sawing
- Playing
- Painting
- 

#### *Equipment*

- Technological, medical, educational, but with people doing something with it
- 

#### *Accessories*

- Maps on a wall
- Old pictures
- Objects in a room directly or indirectly related to the programme
- 

### Project results

- Awareness actions with beneficiaries (diploma ceremonies, youth exchanges, festivals, drawing contests, school or church information sessions, picking up rubbish, cultivating organic crops, cleaning up palm groves etc)
- Construction works (excavations, building, repairing etc)
- Financial support: always try and include people interacting with the site (power plants if about energy security, waste water treatment plants if about water governance, roads if about modernisation of transport, buildings if about infrastructural improvement etc)
- Trainings: trainer and trainees go out and perform on the job trainings (patrolling, teaching, disaster prevention etc)
- Equipment: always with people operating them (boogies, trolleys, containers, computers, pumping stations, trucks, microscopes etc)
- 

TIP: Go into details: briefing is time well spent!



## More examples

*Even a photo at a workshop can be lively*

PHOTO EPA © EU / NEIGHBOURHOOD INFO CENTRE



*Change your point of observation*

PHOTO EPA © EU / NEIGHBOURHOOD INFO CENTRE



*EU visibility in action*

PHOTO EPA © EU / NEIGHBOURHOOD INFO CENTRE



*Events are a good opportunity for project photos*

PHOTO EPA © EU / NEIGHBOURHOOD INFO CENTRE



*Show people at work*

PHOTO EPA © EU / NEIGHBOURHOOD INFO CENTRE



*Show technical achievements*

PHOTO BASSAM AL-ZOGHBY © EU / NEIGHBOURHOOD INFO CENTRE







This publication has been produced by the EU Neighbourhood Info Centre, together with the European Pressphoto Agency (EPA). It is based on the experience of its contributors, comprising journalists, photographers and communications experts.



The EU Neighbourhood Info Centre is an EU-funded Regional Information and Communication project highlighting the partnership between the EU and Neighbouring countries. The project is managed by Action Global Communications.