CRITERIA

Resolution: 300 DPI

Format: Camera Raw or High Resolution .jpegs or .tiff

Meta-data: Following data must be included - Date, Location, Project, Names and Description

Orientation: Include Portrait and Landscape

*Photos MUST ALSO HAVE the following in order to be approved:

- Clear Focus
- Even/Natural Lighting
- Proper White Balance & Exposure
- Options with space for text and design for marketing and ads
PORTRAITS

1. Eye contact with subject
2. Shallow depth of field
1. Candid moments that tell a story
2. Subject matter relevant to the project or program
DETAIL SHOTS

1. Close-ups
2. Single-point focus
3. Capturing details relevant to subject and program
SCENE SETTING

1. Environmental shots that provide background for viewer
2. City and street scenes, schools, homes, etc. that capture the environment of the project as well as everyday life
1. Capture moments of positivity
2. Encourage smiling faces when appropriate
EXAMPLES OF POOR QUALITY

1. Dark, underexposed photos
2. Added visual elements such as vignettes
3. Out of focus, grainy or discolored photos
4. Be cognizant of reflections created by glasses, etc.
THANK YOU

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