

# Photos

This page provides guidelines for taking, uploading, and using photos for content creation.

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## 1. Taking photos

If you are participating in a WISE project or activity, we would love for you to take and share photos with us.

For our website and social media, we prefer photos that:

- Captures the scene naturally i.e. people focusing on their tasks
- Capture genuine feelings where the subject is engaged with another
- Avoids images of people looking into the camera or staged images

### How to take awesome photos

Here are 11 techniques you can use to improve your photos

*These tips adapted from a [brochure](#) designed for WISE by Polina Streup*

#### Use the rule of thirds

Place the important element(s) of the scene along one or more of the lines or where the lines intersect. We naturally want to place the main subject in the middle, but placing it off centre using the rule of thirds will usually lead to a more attractive photo.

#### Leave space around the subject

- Leave "air" around portraits at full height
- Do not cut the frame close to the hands, feet or head of the model.

#### Do not use flash inside buildings

Flash inside buildings actually makes your photo worse as it flattens your image. If available, use an external flash unit.

**+** Use flash outside if you need to remove hard shadows from the face of your subject.

#### Zoom (get closer) with your feet

Instead of using zoom, move closer to your subject.

**+** Look at things from a different angle – this allows for a different perspective

#### Use a tripod

Putting your camera on a tripod forces you to take photos more deliberately.

#### Use symmetry and reflections

If placing your object in the centre, symmetrical scenes are idea. Reflections are also a great way to use symmetry.

The photo shown uses both symmetry **and** the rule of thirds.

#### Foreground and depth

Focusing on the foreground can help you achieve a 3D effect and add depth to the image.

## Frame in frame

Using objects like arcs, openings, hanging tree branches, etc. as a frame helps add depth to an image.

They don't have to frame the entire photo to be effective.

## Fill in the frame

Filling the frame with the subject in a way that there is no room for anything else can also make a good shot. It helps the view focus fully on the subject without distracts, and allows them to explore details they would not have seen from further away.

## Leave negative space

Leaving lots of empty (or 'negative') space can work as effectively as filling in the frame. It creates a sense of simplicity and minimalism, helping the viewer focus on the main subject without distractions.

## Change your point of view

Getting high or low down can be a way of creating a most interesting and original photo.

## Photography and video policies

Before you take photos, please study WISE's [policies](#) towards taking and using photos ethically. In particular, please read the section on **informed consent**.

⚠ You MUST obtain permission from the people in the shots, or the owners of the photos, especially if there are children or celebrities.

## 2. Uploading photos

Please upload photos to WISE's [Google Photos Brand Account](#):

- Message #comms\_team if you require access.
- Each project or event should have its own album.
- The filename should use the naming convention: *Project-Activity\_subactivity-Title-YYMMDD\_xx\_PhotographerAbbreviation* e.g.
  - Phnom-Subsidy\_monitoring-MormLean-180825\_02\_LSJ.jpg
  - CB-Singapore\_ITE-190910\_002\_LLQ.jpg
  - ITF-Cambodia\_crowdfunding-190302\_006\_PRS.jpg

## 3. Using photos

WISE's photos can be found at our [Google Photos Brand Account](#). Message #comms\_team if you require access.

Only if you cannot find suitable images from WISE, you can search for free stock photos at:

- [Pexels](#)
- [Pixabay](#)
- [Shutterstock](#)
- [Unsplash](#)

Make sure that you follow the platform's rules of attribution to credit the owner.