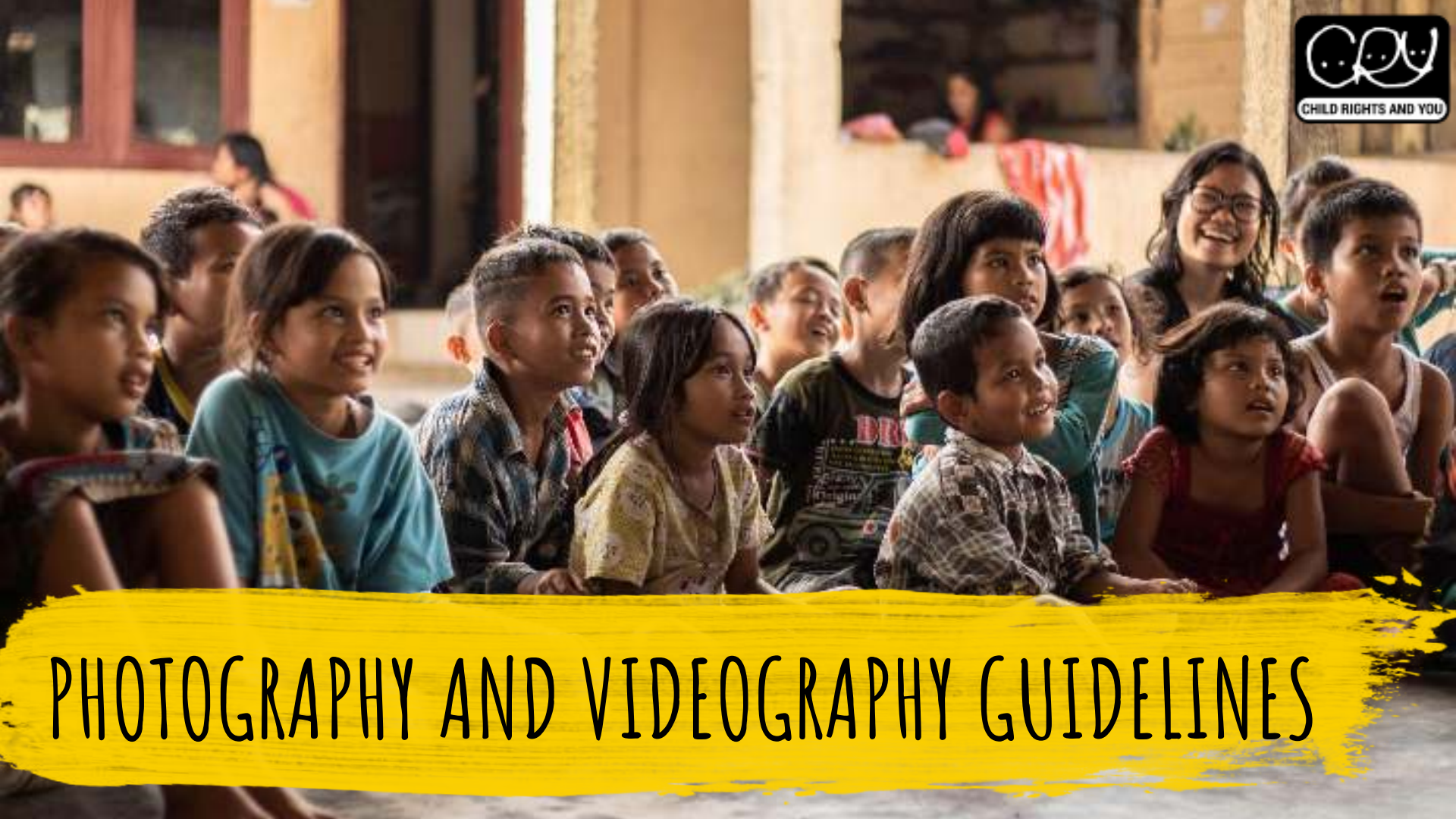




PHOTOGRAPHY AND VIDEOGRAPHY GUIDELINES



HOW TO TAKE A PHOTO



LIGHTING

The place where you take a photo should have **plenty of light** so that your picture doesn't look dark.

Make sure that the light, like the sun or a tubelight, is **not behind the person**.





QUALITY

Keep your **hands steady** while **taking** the photo.

If they're shaking, you can rest the camera on an object (like a chair or a desk) while holding it so that your picture doesn't blur.





FRAMING

Make sure that the entire face is captured - and the person's forehead is visible while taking the shot



EDITING

Ensure that the image is not stretched while sharing the photo

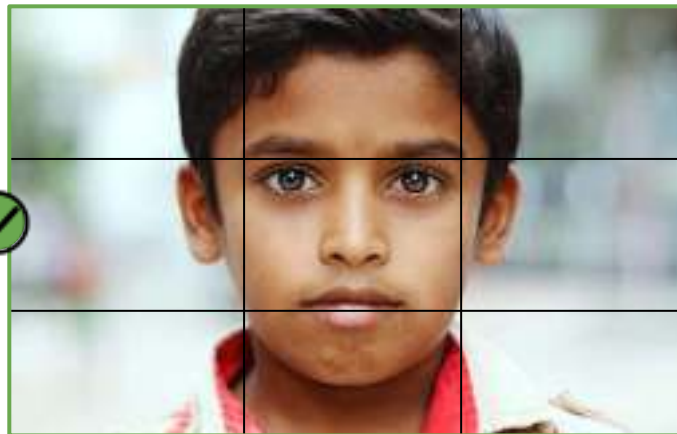




BALANCE

Keep horizontal and vertical planes as a reference in the frame so that the subject is **not tilted**.

You can use gridlines in your camera to balance the shot.



FOCUS

Set your camera to **focus on the subject** in the foreground of your frame.

If the focus is on the background, it might not convey the intended message.

Here the focus is on the entire class



Here the focus is on one girl





NEGATIVE SPACE

The subject of interest should not fill the entire frame, **two-thirds of the photo should be negative space.**

This would help the subject stand out even more.





HOW TO TAKE A VIDEO





ORIENTATION

You can either shoot your video **horizontally or vertically**, depending on CRY needs so be sure to ask them!

Vertical/ Portrait



Horizontal/ Landscape





LIGHTING

The place where you take a video should have **plenty of light** so that your video doesn't look dark.

Make sure that the light, like the sun or a tubelight, is **not behind the person**.





QUALITY

Keep your **hands steady while taking** the video.

If they're shaking, you can rest the camera on an object (like a chair or a desk) while holding it so that your video doesn't blur.





POSITION

Never shoot from **far away**.

Always make sure that the person is placed in the **centre** and is **clearly visible from the waist up**, with enough empty space around them.





SUBTITLES

Videos that have interviews should always have **subtitles/closed captions** to make it accessible to a wider audience, including foreign-language speakers, hard-of-hearing individuals, and anyone who can't watch a video with sound.

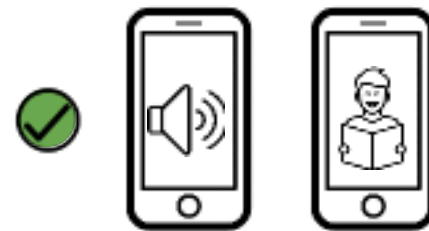


SOUND

Always shoot your video in a **quiet environment**, with **no background noise** of any kind, so that the sound can be heard properly.

If you're shooting indoors, make sure to switch off the fans and close the doors and windows!

Alternatively, you can **use two phones**, one to record the video and another for the audio, to make sure the audio is clear.





POINTS TO REMEMBER

DO

High Quality

Well-lit Environment



DON'T

Blurry & Pixelated

Dark & Obscure



DO

Depict an action or an emotion

Happy and smiling children
reflecting their innocence



DON'T

Children in despair or in
vulnerable situations

Naked or inappropriate clothing



DO

Image showing Child Rights violation:

Children faces should not be visible



DON'T

Image showing Child Rights violation:

Children indulging in labour or being subjected to any forms



DO

Focus **on the subject** and have them face the camera



DON'T

Make sure that the **interviewer** **is not in the frame** while taking the video. They have to be behind the camera.



DO

Make sure to shoot the videos in **normal camera mode**



DON'T

Don't use **filters or fancy apps** which would cause a distraction to the subject



DO

Make sure to shoot the videos in **normal camera mode**



DON'T

Don't use **apps** which would **add** a **watermark**



DO

Make sure everyone is **wearing a mask** when photographed during COVID times.



DON'T

Don't take photos of more than two people **minus masks**



DO

There should also be **adequate social distancing** in the photos



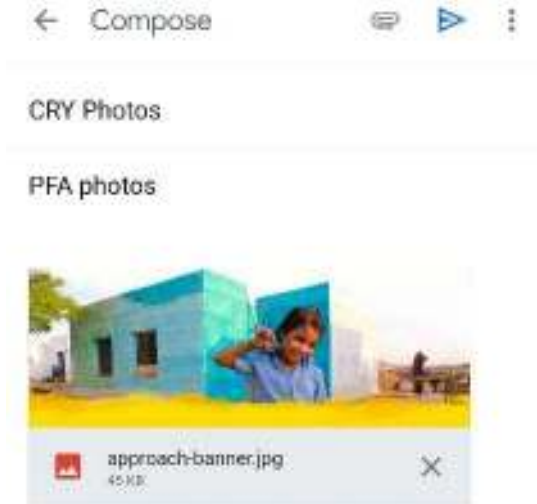
DON'T

Don't take group shots where everyone is **standing close** to one another



DO

Attach photos over email



DON'T

Add them in a word doc





THANK YOU!