



Community gardening photography guide



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Sharing photos is a great way to keep us updated on your project and tell your story





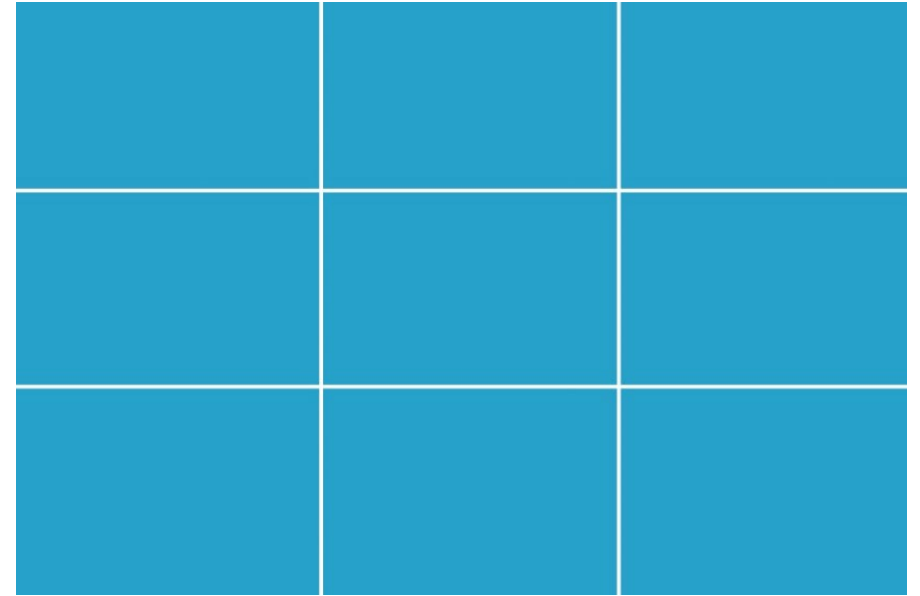
Photography tips

Technical tips

- Set your camera or smart phone to the highest quality setting
- Clean the lens with a soft lens cloth
- Make sure the subject(s) are in focus (if necessary ask them to hold their pose so there is no motion blur)
- To avoid camera shake hold the camera/phone firmly with both hands and elbows braced in or rest it on a solid surface
- Don't use the zoom – move closer to the subject instead
- On bright sunny days use the flash to fill in shadows on people's faces
- Review images on your screen after you've taken them

Composition tips

- Try using the rule of thirds to create more interesting images
- The rule of thirds states that an image is most pleasing when its subjects or regions are composed along imaginary lines which divide the image into thirds — both vertically and horizontally





Composition tips (continued)

- Ask people to move out of the frame or move position to make it look less busy. This will make for a stronger image and help tell with storytelling
- Look out for distracting backgrounds or protruding elements from people's heads

Composition tips (continued)

- Try shooting from different angles eg low down or above. This can make for more dynamic, interesting shots
- Landscape shots work best for us to use on the web and on social media





What to photograph



What to photograph

- People actively engaged in a gardening activity showing the context of the surrounding environment
- This helps tell the story of the work that your group are doing in the local community

What to photograph (continued)

- Images showing people actively engaged in an activity. Aim for natural, relaxed looking shots that don't look posed
- Portraits of people looking at the camera are good too



What to photograph (continued)

- Group shots - make sure you can see everyone's faces
- Project shots showcasing the work your group has carried out, including details of interesting features and before and after shots (see next slide)



What to photograph (continued)





Storing & using your images

Editing & renaming

- Review the images and select the best shots, deleting those that are out of focus or underexposed
- You don't need to worry about editing the images yourself, please send them to us as they are

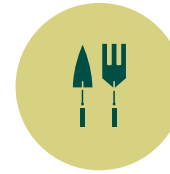


Editing & renaming

- Ensure your filename is unique and also list the location, activity/feature and photographer's name
- Images must be saved as a .jpg file and should be sized between 3000 and 6000 pixels in the longest dimension. Minimum 1MB, maximum 15MB file size



Permissions



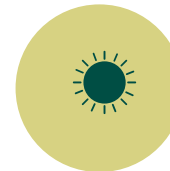
Sharing photos is a great way to keep us updated on your projects



Only share photos with us which you are happy to be used publically by the RHS on our website, social media, press, internal documents, internal presentations



When taking photos or filming it is your organisation's responsibility to **display notices** on the day



Tell people ahead of time that photography/ filming is taking place, so that they are aware of how they can opt out



Photos of vulnerable individuals/groups and children **MUST** be accompanied by a model release form signed by their legal carer or parent/guardian

Permissions (continued)



If these steps have been taken model release forms aren't needed for all adult community group members (unless they are the main focus of the image, easily recognisable or anyone who is named or quoted)



The Communities Team can supply signs to display so people know photography is taking place



The Communities Team can supply model release forms



Please get permission from the person who took the photographs before sharing with us



Please get in touch with the Communities Team if you need any help communities@rhs.org.uk



Get in *touch*

We look forward to seeing your photos!

communities@rhs.org.uk

www.rhs.org.uk/get-involved/community-gardening

Twitter - @RHSBloom

Instagram - @rhsgrassroots

Facebook - @rhscommunitygardening