

Making your own photo material

Orange Knowledge Programme

To illustrate your project's performance, we always invite you to provide pictures of the work you have done. Whether they are shot with digital camera or smart phone, as long as they are high in resolution, well lighted and sharp focused we may be also able to use them for external communication!

Some picture taking tips

To make attractive pictures of your project, show the people. In their working environment, preferably not posing formally, but naturally: at work, in the field, in the class room or laboratory, talking to each other, learning.

Landscaped pictures are always more practical in use than portrait, this also goes for video and always send us the highest resolution in pictures, including names of the people in them.

Please make sure the people in the picture/video **agree to the use of the material for external communication purposes**. An example of Nuffic's Letter of Consent can be found in the [download area](#).

Portraits:

Taking good portraits of people that participated in the programme is very valuable to us. Some basic rules:

- Fill the frame with your subject. A portrait is about the person, so don't be afraid to zoom in close!
- Keep the eyes in the upper third (use grid lines when cropping)
- Use lines in the background and frame the person.
- Check the lighting (e.g. no back light as facial expressions will not be clearly visible).
- Look for an nice environment that adds up to the attractiveness of the picture, preferably a setting the can be associated with the project/programme.

NO



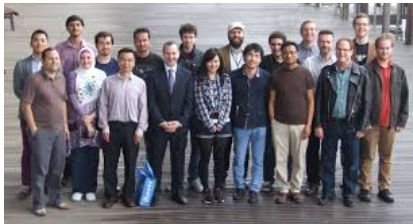
YES



Group photos:

These pictures are almost always quite formal and 'stiff', like the first one below. They form rigid lines and faces are barely visible:

NO



NO



If taking a picture of a group is relevant, please zoom in on the faces and make the group's composition more 'circular'. From the torso up is enough.

YES



YES



When using your smartphone:

After taking your picture, you can optimize it by cropping it, adapting lighting and color saturation etc. Send the highest resolution via email to your computer (instead of using e.g. Whatsapp), in that way you'll have a better quality picture (which is needed e.g. for printing).

Please also read the Communication Guidelines which can be found in the [download area](#).

Good luck!

Questions? Please contact us on: okp@nuffic.nl re. communication.