

# Photo and Video Tips

FRDC encourages Principal Investigators and project team members to take photos and videos during their project. These photos and videos are a great way for FRDC to promote the project on our social media platforms or use as supporting images for any news stories that may be produced about the project. Below are some photo and video tips to consider.

## Tips for Photos

1. Landscape/horizontal preferred
2. Try applying photography techniques such a rule of thirds
3. Consider your subjects eye comfort (e.g., ensure they aren't looking into the sun or glare as this will cause squinty eyes and discomfort)
4. Avoid a window, bright light or reflection directly behind the subject (Includes subject wearing sunglasses as this will cause reflection)
5. Avoid staged photos, try to catch your subject in real, natural environments and scenarios
6. Try to avoid heavy editing, keep the original shot, colour and lighting as much as possible
7. If possible, show the subject the image you just shot, to ensure they are comfortable and satisfied
8. Avoid use of other branded signs and clothing
9. Go photo-crazy! Selecting from more shots is better than trying to get one perfect photo
10. Take a landscape photo and horizontal photo of the subject



### **Tips for videos (The tips provided for photos can be used for videos too)**

1. Must be shot in landscape/horizontal (Requirement)
2. If person is being interviewed, keep camera still and focused on the person
3. If an interviewer, get the interviewee to talk much longer than necessary – free flowing, comfortable conversation will come across best
4. Record more footage than you think you need - it's much easier to cut out footage than it is to try and substitute
5. Have a plan of action and a story to convey (What is the shot/series of shots trying to show?)
6. Simple, short, and concise is best
7. Vary your shots (e.g., Footage cut in-between an interview). Mix motion shots with easy-to-view still shots to keep audience interest and focus
8. Don't use other branded signs and clothing

### **Additional considerations:**

In a work environment make sure the people are wearing and using the correct safety gear & clothing and that they are undertaking safe work practices, relevant to the situation.

Make sure the people in the photos/videos are aware that you want to publish the imagery – get them to sign the [talent release form](#), if needed.

### **Example videos produced by FRDC:**

