

Guide to taking photographs for Keep Scotland Beautiful

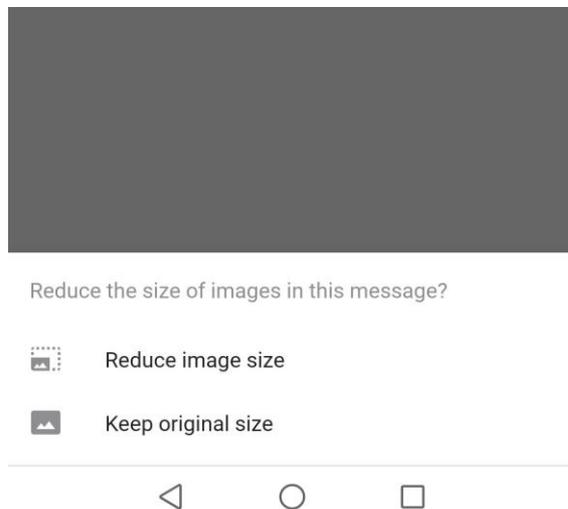
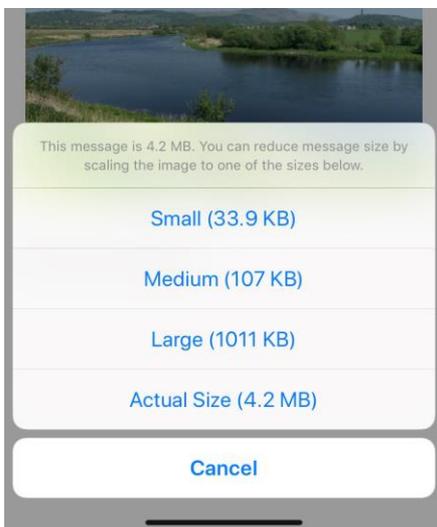
For Beautiful Scotland and It's Your Neighbourhood groups / judges

We really appreciate receiving photographs from Beautiful Scotland and It's Your Neighbourhood groups, judges and assessors. We like to use these to promote the great work that you are doing. The places where we are likely to use your photos include:

- Awards and seminar brochures
- Website
- Social media
- Other promotional materials

There are a few things to consider when taking a photo which will make it easier for us to use:

The resolution of the image – for us to use an image in a printed document, it needs to be a high resolution. Most phone cameras take high resolution images, but when they are downloaded or emailed from the phone to a computer, the image size can be compressed. If you have an option to download or send an image at its original size, that is the version we need please. You might see something like this:



If you are using a digital camera, you can usually set the resolution in the camera's settings. This can sometimes be as simple as small, medium and large, or it will be a dpi (dots per inch) setting. If you can select the large option, that is perfect. If the camera has a dpi setting, 300 dpi or higher is the best option.

If you are planning to email several photos to us, it is worth using We Transfer, as large files are difficult / slow to send over email. We Transfer is free, easy to use and will let you send lots of large images / files at once. You can find it here: <https://wetransfer.com/>

How to make the picture interesting – this is particularly important! Here are some pointers which you might find helpful:

- **Turn on gridlines.** One of the simplest ways to improve your photo is to turn on your gridlines on your mobile or camera. This will help your photo to become more balanced.
- **Find an interesting perspective.** People often make the mistake of taking photos from the same perspective, mostly straight on. Photos become more interesting if they are taken from a different angle which shows a different perspective. Try taking photos at a slight downward angle or from the ground for example.
- **Follow the light.** This is probably the most important thing to remember when taking photos, especially if your photos are of people. If you are outside, always take a photo with the sun behind you which means the subjects being photographed will be facing the sun. This will stop the photo from being too dark. Taking photos in direct sunlight is often not the best as it can cast unflattering shadows.
- **Avoid zooming.** If you are taking a photo from a distance, it's often tempting to zoom in. Actually, it's best not to zoom. Get closer to the subject instead if you can. Your photo can always be cropped later to focus on the area of interest.
- **Small details.** Capture the little things that you wouldn't normally think of. These can sometimes make the best photo. Keep an eye out for textures, patterns, bright colours.
- **To flash or not to flash.** Smartphone photos with flash on are often not the best. Usually they are over exposed and the colours don't look right. If you have colleagues with you, get them to use their phone lights to cast light on the area you want to photograph, or use any source of natural light to avoid using flash. Sometimes it's impossible not to use flash, just try and get an interesting perspective or the best possible angle to make the photo as good as it can be.

On the next page are some examples of great photos we have been sent previously.

