



# PHOTOGRAPHY & CONTENT GUIDE

## INTRODUCTION

Capturing photos and footage of Scouts in action is great for use on social media, or to send to the marketing team for us to use in design.

This guide outlines a number of suggestions for how to best capture content to ensure the highest quality and most usability. This applies to both photos and video unless otherwise specified.

## CHECKLIST

- Ensure photo quality is professional / adheres to brand guidelines
- Check your subject and composition
- Obtain verbal consent for all people identifiable in the photo/video
- No unauthorised stock photos (eg from Google search)
- No photos of pieces of paper

**Photo release:** Always ensure that the people being captured (or the parent or guardian if the subject is under the age of 18 or a vulnerable person) have given consent to be photographed. We cannot use any images or videos without their consent.

## VIDEO / IMAGE QUALITY

Don't upload or share anything that is not high quality. Low quality is bad for our brand, as it looks unprofessional.

**Resolution / Blur:** Always use the highest quality images available. Use a good quality camera, clean your lens.

ALWAYS use local photos/videos – never use images from Google. If you want something with graphic design elements, use our free Canva templates OR brief in your request to our Marketing team for professional design.

**Lighting:** Natural light, coming from behind camera towards the subject / subject's face.

It is vital to ensure there is ample lighting available on the subject's face, or the focus point of the photo if there is no person. This means ensuring that the light source is facing the person, and is definitely not behind them. Poor lighting makes the detail hard to make out and the overall quality of the photo looks quite bad.



In saying that, wherever possible avoid using the in-built flash. The result is very rarely flattering. Try to find external light sources or bright areas to take photos.

## COMPOSITION OF YOUR PHOTO / VIDEO

### 1. Selecting the subject

Wherever possible, aim to get subjects in the photos that are reflective of our Scouting personality (challenging, fun, bold, adventurous, friendly) and our diverse program experience (adventurous, fun, challenging, inclusive). It is also best practice to aim for a reflection of the diversity of Scouts – diversity of ages (sections), genders, cultures, abilities, etc. Where adults are included, consider two-deep leadership policy and whether it applies to the photo you are capturing.

If possible, always try and include people in the content. Content with people provides more visual interest and always gains greater reach than photos of things.

### 2. Positioning the subject

Rule of thirds: All video and photography operates under the rule of thirds. It's a good guide of where to most effectively position subjects and should be considered when composing the shot. Content should aim to have the main focus, the subject, inside the centre three, as highlighted on the examples below.

#### Ideal Photography Zone



### 3. Do I film horizontal or vertical?

IT DEPENDS. If you are uploading directly to Instagram Stories or Instagram Reels – it can be filmed vertical/portrait. For EVERYTHING else, it is best to capture in landscape/horizontal aspect. This is because, you can always zoom in to the centre of a horizontal video, but you can almost never zoom in on a vertical video.



If you are unsure – film with the camera horizontal as this can more easily be cropped down later if required.



*Vertical Video*



*Horizontal Video*

#### **4. Check the background**

Always double check the background of what you are capturing to ensure there is nothing inappropriate in the background, people looking weird or awkward, and/or, importantly, that no one who hasn't provided consent is included by accident.

Also make sure the background isn't messy or cluttered.

#### **5. Double check the people being captured**

It is important to check what your subjects are wearing (avoid inappropriate clothing for example) and ensure everyone is smiling. Be particularly mindful of what young children are wearing – it may be appropriate for the activity, but not to share, for example, swimming.



**Scouts**  
NSW

## EXAMPLES



**Quality:**

- + high resolution, clear and bright
- + well lit subject

**Composition:**

- + real Scouts
- + nothing in the background
- + centred to the image



**Quality:**

- + high resolution, clear and bright
- + well lit subject

**Composition:**

- + real Scouts
- + nothing in the background
- + centred to the image



**Quality:**

- + high resolution
- lighting could be improved, people are shadowed

**Composition:**

- + real Scouts
- people are clustered to the bottom





**Scouts**  
NSW



**Quality:**

- + high resolution, clear focus
- lighting could be improved, people are shadowed

**Composition:**

- + real Scouts
- + nothing in the background
- + centred to the image



**Quality:**

- low quality image, blurry
- + lighting is okay, but could be better

**Composition:**

- + real Scouts
- centred to the image, however 50% of the photo is a wall which is not ideal

