

Women RISE Image Guidance

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In order to effectively share the research and findings of Women RISE projects, IDRC requires high quality pictures and visual elements that demonstrate the ongoing work of Women RISE in the field. Women RISE research teams are encouraged to capture photos of activities and participants as research work continues. The following guidelines are designed to assist with taking photos and preparing image credits and captions for Women RISE projects.

Taking Photos/Images

- Use a **professional camera** and/or photographer as the first option for capturing high quality pictures in the field. In the absence of this, a smartphone camera should be utilized (e.g., iPhones, android phones, etc.).
- Ideal image resolution is 300 dpi - this will be possible with most professional cameras.
- When taking pictures with a smartphone, it's best to **hold your phone horizontally**, see below.



- Take your time: spend time talking to people and making them comfortable.
- Know your camera: ensure you know how your camera or camera phone works before you travel.
- **Daylight** makes for better images, take pictures outdoors or close to windows to utilize **natural light**. Avoid using your flash!
- Be still. Always take a picture or shoot video when you are balanced and still.
- Capture interactions in a more candid style. The scenes generally shouldn't look staged, so avoid having subjects face the camera during interactions.
- Shoot at 3 distances: close up, medium wide, and super wide. This will give you more flexibility when incorporating images for use across various platforms (i.e., website, reports, social media, etc.). If you have an iPhone, you can use a wide lens if necessary.

Types of photos to capture

- **Active photos** - Aim to capture people doing work, research, activities, interacting, etc. It can be difficult to capture this without images being blurry so take multiple photos and check the photos throughout your photographic process.



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- **Individual photos** of research subjects who have given informed consent (see consent policy below).



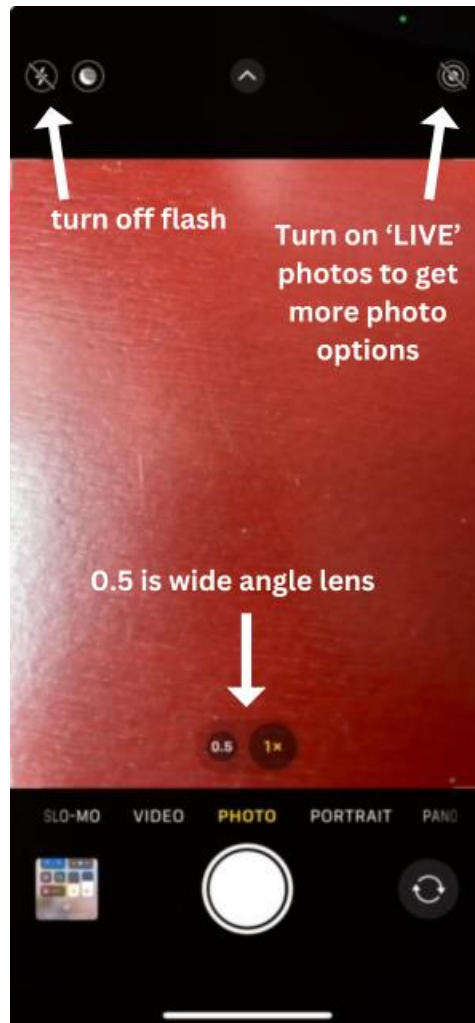
GREEN KEEPER AFRICA

- Aim to capture **positive interactions** or powerful interactions/activities. Avoid capturing sad or negative experiences/images.

Other Tips:

- Always use a **consent form** for every photo captured. Ensure you explain the purpose of a consent form to the subjects before they sign/thumbprint the consent form.
- Never manipulate an image or situation.
- Take lots of horizontal photos from many different angles.

- Don't center every shot. Ensure some have the subject on the left or right third of the composition. Similar to the above, this will give you more flexibility in terms of usage while also creating more visual interest.
- If you use an iPhone, use the guide below to get the best out of your iPhone photography.



Sharing your photos

- **DO NOT** share your photos via WhatsApp, this diminishes the image quality.
- **DO NOT** copy and paste into a document (however, this can be used for sharing image captions).
- **DO** share your photos with IDRC and Baobab Consulting via image sharing tools such as Google Drive, [WeTransfer](#), email attachments, etc.

Consent, Credit, and Captions

Informed consent: If an identifiable individual is a photograph's primary subject, the Women RISE team member taking the photograph **must obtain** the person's consent before using it, as per our informed consent policy. See informed consent form below.

Credit: Please provide photographer and organization name when sending photos to IDRC in order to properly credit the individual photographer and their organization.

Captions: In order to properly label photos, please send the information below for a caption:

- Name the primary subject (where possible). You can use anonymous or a changed name if appropriate.
- Specific location of photograph - if there are security concerns, just send the country and general area.
- Project name/number.
- Date of photograph.
- Overview of what the photo is depicting.

Consent Form Template



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International Development Research Centre
Centre de recherches pour le développement international

IDRC PERSONAL APPEARANCE RELEASE

(“Release”)

Name of person appearing in recording: _____

I grant the International Development Research Centre (IDRC) the right to photograph, videotape, and record me and my voice in any format (the “Recordings”). I consent to the use of my name and appearance in Communications Materials (“Communications Materials”) developed by IDRC to promote the activities of IDRC. I further acknowledge that my participation is voluntary and that I will not receive financial compensation of any type associated with the Recordings or the publication of the Communications Materials.

I understand that in producing the Communications Materials, IDRC may edit the Recordings or any portion thereof, and that the Communications Materials may be made available, exhibited, broadcast and distributed in any form, including online, video-based and in print, throughout the world. No material needs to be submitted to me for approval.

I acknowledge and agree that IDRC will own all rights in the Recordings of my appearance. I hereby release IDRC, its contractors, employees, and any third parties involved in the creation or publication of the Communications Materials, from liability for any claims by me or any third party in connection with my appearance in the Recordings.

I have reached the age of majority and therefore can grant these rights and am able to enter into this Release.

(Print name)

(Signature)

(Address)

Date: _____

Canada