

## Photo & Video Guidance

### Photos (for print):

- Images *must* be saved at 300 PPI (pixels per inch) or higher resolution
- High numbers of total pixels are best
- Save images as TIFF file
- When sending photos, do not embed them in a Word doc, PDF, or any other file. Send photos directly. If the image file is too large for email, let us know and we will set up an FTP site to transfer them.
- Interchangeable prime lens is recommended for low light situations.

### Photos (for web only):

- Images can be under 300 PPI
- Lower numbers of total pixels (72 PPI) are ok
- Save images as JPEG or PNG files
- When sending photos, do not embed them in a Word doc, PDF, or any other file. Send photos directly. If the image file(s) is too large for email, let us know and we will set up an FTP site to transfer them.

### Other Photo Expectations:

- Use digital cameras with *at least* four megapixels
- Use the highest quality settings possible on your camera
- If taking pictures of children, parents *must* sign a waiver allowing us to use the photos

### Professional Photography:

- Photos should be taken in RAW format
- Photographer should process the images, including White Balance Correction, Color Correction, Exposure Correction, and Sharpening
- Images should be named according to the naming convention you provide (see OHC naming convention guidance)

### Photography Needs:

- Before, during, and after shots—show the impact of our work
- People at work—hard hats, heavy equipment
- Natural resources and habitat, both degraded and pristine
- NOT NEEDED: podium shots, “pat on the back” shots, awkward/unclear angles

### Video:

- If at all possible, shoot in HD (High Definition).
- Use camera with shoulder mount design (or tripod) to take steady shots.
- All video must be open or closed captioned to be 508 compliant (accessibility standards) to be hosted on a government website.