

Photography Direction

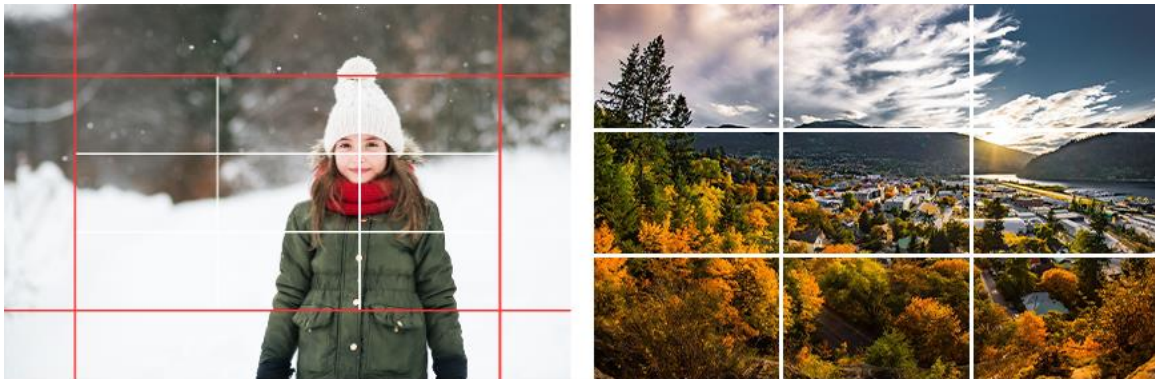
100 Mile House – District & Tourism Websites

October 9, 2020

The District of 100 Mile House requires new photography to bring their websites up to a higher visual standard and better reflect the region, its residents and features. Images are impactful pieces of content, and when used correctly can have immense influence on a user's behaviour. The following document will provide photographers with guidance to ensure the new imagery provides your websites with the most emotive, impactful response possible.

Shot Direction

1. **Composition** – The first piece of composition is framing your photograph. Shoot all photographs zoomed out with an extra wide angle of view so we can crop in on the subject as needed for the photo area. Leave $\frac{1}{8}$ th of the frame free space on all 4 sides of the image to allow for lots of cropping freedom (see below left image).



Next, utilize the **rule of thirds** to achieve a pleasing composition. To apply this rule, visually divide your image frame into thirds, both horizontally and vertically. For images featuring people, ensure the main subject of your photo appears on one of the axis points. For landscapes, ensure the subject appears in about $\frac{2}{3}$'s of the frame.

In order for a photo to resonate with viewers, it must feature a clear subject that draws the eye in. It must then be balanced so that after taking in the subject the viewer can scan the rest of the image and understand the scene and feeling that should be portrayed.

2. **Orientation & Focal Length** – Photos should be shot extra wide, with a panoramic landscape orientation for optimal flexibility. Website banner areas are typically wide and short, thus these images can be cropped and still display the crucial content. Shooting photos extra wide enables freedom for designers and editors to crop as needed to fit within pre-specified containers.

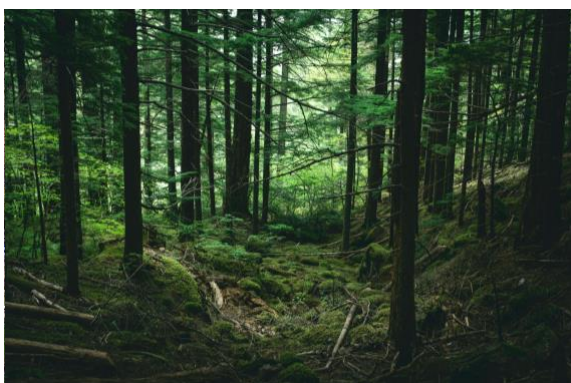
3. **Bokeh (depth of field)** – In conjunction with composition you want to use bokeh (blur – shallow depth of field) to ensure the photo focuses on the correct subject matter and to add depth to the image. Focus on the subject matter and use a larger aperture (lower f number) to give background elements blur. This blur adds to the scene and can give the entire image more emotion.



4. **Lighting** – Capturing the most detail possible is essential, therefore the majority of your photos should be taken during daylight when you can obtain the best contrast. Ensure you do not shoot into the sun or get blown out light areas in your photo, as these blow outs are not recoverable in post processing. It is often best to shoot on overcast days where the sun is behind some cloud. Sunset and sunrise images can also pack an extra punch of impact, but these should only be used where deemed appropriate (mainstreet view, distant view of town, etc.).

In some situations, the most basic photographs taken by your staff members may suffice. These images – likely captured on a smart phone – do require some quick adjustments to make them more pleasing to the eye. Brightening the image, increasing the contrast and enhancing the saturation can go a long way.

5. **Subject Matter** – Ensure the photos are relevant to your page’s content. Using a photo that is beautiful and looks good is not going to help get the message across. If you’re on a ‘Parks & Recreation’ page have pictures of people interacting within the park, not an empty playground or field. If you’re on a ‘Police’ page have pictures of your local police officers interacting within the community.



6. **Feeling** – Photos should show emotion. People connect places with feelings, and especially people showing emotion. If a happy couple is walking down your shopping street with bags in their hands and smiling, this connects with a viewer. Likewise if you have a view of a countryside near your town, feature a farmhouse within it or people out in the field, kids playing, and maybe a sunset to really showcase the beauty of the region and the feeling of joy that you get being a resident of 100 Mile House.

Shot List

1. **People** – The most important element of Town and Tourism websites is the people. The sites exist to serve people and connect them with information and resources. Therefore it is crucial that they be featured in the photographs, to build the connection and draw them into the material. People should be featured in most photos on the site in some form. They don't have to be the main focus of all images, they just need to be present.
 - People working, both for the Town and within other local businesses
 - People shopping in local businesses
 - People eating at local restaurants
 - People at play in the community (at the arena, community centre, parks, outdoor events, etc.)
2. **Town Images** – These are crucial, and often not utilized enough. As explained above, ensure you **feature people** in these shots to enable users to connect emotionally with the scene. An empty street does not convey an enjoyable place to be.
 - Downtown shots, from a person's perspective, in both daylight and in the evening
 - Streets and communities where people live
 - Public facilities such as schools, community centres, arenas, parks, gardens and shopping areas
 - Public works, police stations, fire stations, cemeteries, road work, garbage collection, recycling depot.
 - City hall, council chambers, places that can be rented, historic artifacts and landmarks
 - Art installations, festivals, markets, special events)
3. **Landscapes** – It is important to get some scenic photographs of the rural areas surrounding 100 Mile House. In these landscapes it is important to still feature a human element, whether it be a house in the distance, a view of town from a distance, a farmer working in a field, or children playing in a lake.
 - Views of town from a distance (such as a viewpoint or other landmark)
 - Aerial views of the town if you have access to a drone
 - Views of rural landscapes surrounding 100 Mile House (ensure to include a human element)
 - Views of geographic landmarks near 100 Mile House (lake, viewpoint, etc.)
 - Sunset and sunrise views

Keep in Mind

1. **Quality** – Take the photos with the best possible camera you have access to. Newer smart phone cameras are often capable enough of creating crisp images with nice colors for website usage. If you have access to a quality digital camera that is even better.
2. **Resolution** – Images should be 96dpi for use online (website and digital marketing materials) and 300dpi for any print materials. Ensure you are shooting your photos at the largest possible size. Most cameras have different size settings, ensure they are set to shoot at 300dpi if possible.
3. **Cropping** – Ideally you will crop images to the exact dimensions specified for where you are using them. If you have access to **Adobe Photoshop** that would be excellent, but there are many free cropping tools found online if needed. One of our favorite tools for this would be img2go.com/crop-image.
4. **Editing** – You shouldn't need to put too much effort into editing if following all of the directions in this guide. Generally it is best to ensure contrast is adequate to make out the darker areas in a scene. If using a smart phone, tap on a dark area to expose for it. It is ok if brighter areas get slightly overblown.