

5.2

Photography

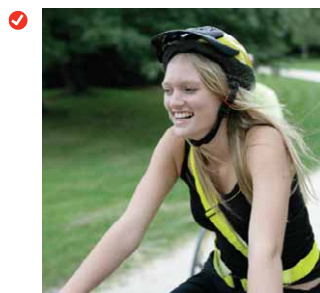
Good and bad comparisons

To help you understand how Sport England photography should look, here are some comparisons for you to refer to.

Accessibility

Sport England is committed to increasing participation in sport amongst under-represented groups including women, older people, disabled people, black and ethnic minorities and those from lower economic groups. It is important that all the communication material we produce is easily accessible by and fully inclusive of people of all ages and abilities.

You must make sure that the material you are producing uses images of people of all ages, genders, backgrounds and abilities.



Good action shot. Showing enjoyment in sport.



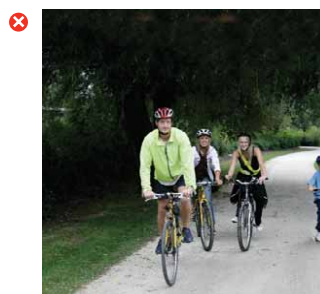
Close-up detailed action shot, you can see what's happening.



Good angle. Shows teamwork.



Straight horizon. Emotive image.



Bad crop.



Middle distant, no focus point and cluttered.



Wrong angle, you can't see what's happening.



Unnecessary angle adds nothing.

5.5

Photography

Tips for taking your own photos

Photography is by no means the easiest thing in the world. There's more to it than just pointing, shooting and hoping for the best.

To help you take photos that follow Sport England's guidelines, we've pulled together a few basic hints and tips.

Tip 1

Make sure your photos show people enjoying themselves. A person with a smile makes a world of difference.

Tip 2

If you're indoors, always try to use as much natural light as possible. Only use a flash when really necessary.

Tip 3

To make a photo dynamic and exciting, you don't have to tilt the camera to a crazy angle. **All photography should, where possible, be taken with a straight horizon.**

Tip 4

Try to position yourself where you can really see what's going on. Avoid a photo of a huddle of people with just their backs on show with no idea of what's actually happening.

Tip 5

Very important. Never take a shot without people in it. Empty buildings and playing fields do not make for interesting photos.

Tip 6

Where possible, try to get more than one person in a shot. This helps get across our themes of community, interaction and guidance.

Tip 7

With a digital camera, make sure the memory card is empty before you start so you can fill it up with as many shots as possible. For most non-professionals, out of every twenty shots one or two might be good enough to use.

Tip 8

With a digital camera, make sure you're using the highest definition you can, even if this means taking fewer shots. Only the highest-quality images can be used in print publications.

Tip 9

If the event you're attending takes place over several days, take your photos when the weather is at its best. Nothing improves a photo like a bit of blue sky.

Tip 10

Get your best photos checked by your Sport England communications team to see if they are the correct quality and resolution. Then they can be added to the Action Images library for all to use.