Guidelines for Photography

This factsheet is to be used as a ‘best practice’ guideline for taking photographs on behalf of Carpenter Technologies.

What should I photograph?

Try to take images of people who are performing daily tasks such as working on equipment or performing routine jobs. These photos should be natural and not posed. When taking images of people, try to take close-ups but also take some wide images to include the surrounding environment, giving an overall impression. Remember the human element adds interest to the photo.

It is important to get a good balance of men and women engaged in a variety of activities that accurately reflect the development aspect of Carpenter’s mandate. Photos of Carpenter staff, government officials or consultants engaged in extension activities can also be useful.

Which camera do I need?

Due to the ease of digital photography, a 4 mega pixel camera or higher is recommended, set to a high resolution (1324 x 1068). There is usually a facility in digital cameras to change the resolution or use the ‘superfine’ feature. If you take a picture with a high resolution setting, then there are more possibilities for its use – a photo can be reduced in quality from the original taken, but cannot be increased in quality.

The photographer is strongly advised to edit images taken with a digital camera as soon as possible, deleting those that don't come up to standard in order to end up with a few good images that can be easily used.
Important tips for taking photos

Make sure that the person or people you are photographing understand and consent to what you are doing. Be careful to avoid taking compromising images, taking into account cultural differences. Try to make them feel relaxed so that photos are spontaneous. Avoid too many images of children, except in specific contexts, such as the Carpenter health fair. Avoid sensationalist photos — focus on an accurate portrayal of the situation. It is also preferable to avoid "commercial" logos and T-shirts (except where people are wearing the Carpenter logo), caps, as well as people smoking.

Check lighting when photographing under extreme conditions, as extra lighting may be needed to create well-exposed images. Also, take care when photographing people wearing sun hats or visors to avoid underexposing their eyes or faces. Be careful with camera angle — for example, photographing down will distort the subject.

Take more images than you think you need. It is always better to have too many, than too few photographs to choose from.

Information to be included when submitting photos.

For cataloguing purposes factual and relevant information is needed for each photo. Please place this information in a separate Microsoft Word or text file, including:
• name and titles of people in the photos
• name of company division, and location
• event description
• photographer’s name
• date