

A black Canon camera with a lens attached is hanging from a black strap against a textured, light-colored wall. The camera is the central focus of the image, with the lens pointing towards the bottom right. The text "Canon" is visible on the camera body, and "50mm 1:1.8" is visible on the lens.

A simple guide to PR photography

For non-professional
photographers

Photos bring our work to life and helps us to tell the stories of the people we support. Good images reinforce our visual communication, so our website, funding applications, brochures and banners come to life.

Stock images can often appear staged and impersonal, which is why it's important to us to have a library of 'real life' photos.

IMPORTANT - Safeguarding

Please never take photos without first gaining explicit consent from the charity you are working with and always follow their Safeguarding Policy. If in any doubt, do not take photos.



High or low

Eye level photos can be dull. Experiment by taking your picture from different heights to get a different view point and added interest.

Tip: Low view angles are a great way to get rid of cluttered backgrounds.



Think active

Photos of clients and beneficiaries being active are more engaging and bring their story to life. Try taking photos of people doing things, talking, performing or with props.

Tip: Avoid taking photos of people stood in a row, staring into the lens.



Location, Location, Location!

If the charity is based in an interesting location or runs a service, rather than a photo of the office, get some photos with an interesting location or background.

Always make sure you follow the charity's Safeguarding Policy and **never** take photos of any beneficiaries without the explicit consent of the charity.

Tip: See if you can get the charity's logo or a banner in the photo.



Follow the rule of thirds

For the best photos, follow the rule of thirds. This is when your image is divided evenly into thirds, both horizontally and vertically, with the main subject of the image placed at the intersection of the dividing lines,

Tip: If your smartphone has a grid option, this will help you to line up your photo.



Get consent

In the age of GDPR, getting consent from all those appearing in a photograph is more important than ever. If we don't have consent, we can't use the photo.

Tip: We have an online [media consent form](#) which makes it easier to get approval.





www.cranfieldtrust.org

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