

Habitat for Humanity Saint Louis Image Guide

We use photos in a variety of mediums: annual reports, commemorative books, social media, website coverage, feature articles, and more.

Images should not be an afterthought, but rather a main item on your build agenda. The best way to maintain quality is to ASSIGN A PHOTOGRAPHER or a rotating team of photographers—staff or volunteers from your affiliate—to tackle this important task.

In order to tell that story, the images should be clear and compelling. This guide will ensure HFHSL's photographs tell our story and are consistent even with multiple photographers.

FOR YOUR CONSIDERATION

Before you attend the event, build site, etc., consider a wish list of photos so shots can be anticipated and assigned.

Keep track of identifying people, places, etc. as you go. Send photographs to Marketing Events and Outreach Manager when finished and include names of people in your photos, locations, dates, etc.

KNOW YOUR EQUIPMENT

Be Good to Your Camera

- Do not allow your equipment to "bake" in a hot car or other place.
- Keep your equipment clean and dry.
- Clean the lens with materials for lens cleaning.

Pay Attention to Your Camera Handling

- Hold the camera steady as you press the shutter button.
- Keep your fingers away from the lens and flash.

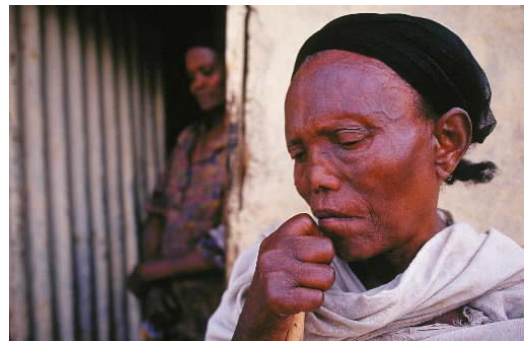
GENERAL PHOTOGRAPHY TIPS

Improve Your Composition

Keep in mind the Rule of Thirds (visualize your photo as nine squares and put your subject at any of the four corners where the lines intersect)



Do not be afraid to get close to your subject



Think Angles and Perspective

- Try shooting from up high or down low
- Move your camera to capture an unusual perspective on something



Frame Your Photos

Sometimes you can use a window frame or other object to create a frame within your picture.



Lighting

Remember the sun and think about your position; things can look quite different depending on which direction we view them from. Front-lighting evenly illuminates subject while back-lighting illuminates background



This image is front lit: the light is behind the camera or from the camera itself (flash).



This image is back lit: the light is behind the subject shining towards the camera.

Notice Patterns, Shapes and Lines

- Lines lead the eye to focal points
- Strong verticals give height to your image and diagonals add depth



Don't "Amputate" Your Image

Watch the edges of your image make sure to capture all of the action



We cannot see the girl's hand and what she is hammering.



The action is cut-off from this picture and the girl on the left is cropped.

Simplify!

Avoid visual clutter and watch your background



HABITAT FOR HUMANITY SAINT LOUIS GUIDELINES

Volunteering Stories (Buildable Hours, CEO Build)

- Capture volunteers in action
- Smiling faces are not necessary
- Have to be able to provide names if giving to media



Homebuyer Stories (Dedication Events)

- Capture up-close, smiling faces of homeowners
- Pictures showing the emotion being felt by the families

Donor Communications

- Close up shots of the homebuyer or their family, so the donor can personally connect with the families that their donation helps
- Smiling, happy volunteer shots



Show Progress

Try to get a series of shots that shows progress: take the “same” shot from the same place every day or week from the start to finish of a house build.



Include Habitat signage, image on t-shirts or hats in photographs



Avoid Capturing Unsafe Conditions

- Volunteers under 18 (yellow buttons) cannot use power tools or work above ground level
- Volunteers must wear safety goggles when operating power tools
- Tools should not be placed on ladders
- When on ladder, individual should maintain three points of contact and avoiding leaning
- Hard hats should be worn at all times