



Photography Guidelines

Introduction

Humans are deeply visual creatures. Photography can provide an immediate connection to a subject that is rarely felt through the textual and numerical presentation of facts alone. An impactful photograph can 1) give the viewer an immediate sense of the conditions in which a study was undertaken and 2) provide viewers unfamiliar with field epidemiology clarification about what you do. In addition, rather than objectifying research participants and portraying them as passive subjects, images can actually be used to empower them. TEPHINET encourages the sharing of photographs across our network, keeping in consideration the following guidelines.

Photo Use: Photos produced by the TEPHINET Secretariat

Occasionally, the TEPHINET Secretariat hires photographers to take photos during conferences, workshops and other activities. These photos are available for use by all TEPHINET member FETPs. If you would like to reproduce these photos in your own publications, the Secretariat requests that you notify Tina Rezvani, TEPHINET Communications Specialist (trezvani@tephinnet.org), who can share the photographer's name and other details for the purpose of giving credit as needed. TEPHINET is working on a database to allow FETPs direct access to download these photos in the future.

Photo Use: Photos Obtained from Trainees and Consultants

Apart from hiring photographers, the TEPHINET Secretariat also sources photographs from individual members of our network (for example, via photo contests for FETP trainees) or from consultants (via contracted work). TEPHINET asks for these individuals' permission to utilize their photos in TEPHINET publications before doing so. Therefore, if

you would like to reproduce such photos in your own publications and you don't already have permission to do so, then permission should be sought directly from the photographer.

Best Practices: Photography and Videography Consent for Photos Submitted to TEPHINET

Whenever possible, you should obtain a signed consent form from any person appearing in a photo or video to be submitted to TEPHINET. If you are going to use a photograph or video of a person in which the face is clearly recognizable, you should first obtain a consent form signed by the individual (or by the individual's guardian if the person is under 18 years of age). TEPHINET can provide a sample consent form upon request. Care should be taken in photographs or videos of people with particular illnesses or conditions, especially children. The photo or video should respect their dignity and not exploit them in any manner.

Where obtaining written consent is impossible or culturally inappropriate, you may obtain verbal consent instead. If the subject is unable to sign the consent form due to illiteracy, a thumb print is acceptable. The person obtaining the signed consent from the subject should complete all fields on the form for illiterate subjects who appear in photos or videos after explaining to the subject verbally in his/her native language the purpose of the form. An interpreter should be used if the person obtaining the signed consent form does not speak the subject's native language.

Generally, photographs taken of subjects at public events (such as a vaccination campaign) or used for news reporting purposes do **not** need signed consent forms, even if the subjects are recognizable in the photos or videos. News photographs must be taken in public settings and should not leave false impressions that may be found offensive.

Best Practices: General Guidelines for Taking Effective Photographs

The four most important considerations for submitting photographs are:

- Resolution
- Lighting
- Framing
- Formatting (file type)
- Labeling

Resolution

The higher the resolution (the detail of the photo image), the better your photograph will be for printing. Make sure your digital camera is set to take the largest file size possible: a minimum of 300 dpi (“DPI” refers to “dots per inch”). The higher the dpi, the better the image. 300 dpi is the standard minimum resolution for high-resolution photographs.

Lighting

Too little light leaves photos dark and grainy, while too much can lead to overexposure and washed-out images. The key is to strike a balance. To avoid sunspots and silhouettes, do not shoot directly into sunlight.

Framing

Framing refers to how the subject’s face or body is positioned within a photograph, much like a picture frame on a wall. The concept of framing in photography should be applied to build a natural border around the focal point of your picture, drawing attention to the main subject.

Formatting

JPEG (.jpg or .jpeg) and PNG (.png) are the preferred file formats for many publications because they are common and easy to work with.

Do not embed your photographs into a Microsoft Word document. The image quality of the photo is lost when files are embedded into text documents.

Labeling

File names: Your file name should reflect details about the picture. Default file names like “001.jpg” are not useful. At a minimum, label your photo files with the following information: Photo description, country, photographer name, and photo date.

Example: TEPHINET Advisory Board meeting_Spain_TinaRezvani_June292016.jpg

Captions: Each photo you submit should be accompanied by a caption in a separate text document. Begin each caption with the picture file name that you used to label the picture. All captions should include information about: who, what, when, and where. With digital photography, it becomes increasingly important to identify captions with the correct file name and the name of the photographer.