

Poster

Photography Brief

WIDE SKIES
OPEN
MINDS

When commissioning imagery to support our campaign, please show the subject outdoors, co-existing with the landscape and wildlife, framed against our skies to reflect our campaign name 'Wide Skies, Open Minds'. Images should be upbeat and reflect the diversity of the residents of the Falklands, placing the subject in their real life settings, either where they work, live or feel happiest.

Please submit your images by uploading them to wideskies.openminds@horizon.co.fk

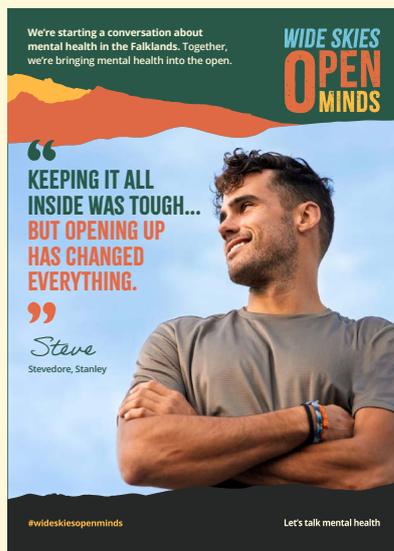
Do...

- Use natural light, outdoors is best, with our wide skies as a backdrop, but avoid harsh, direct sunlight that makes people squint and don't photograph the subjects against the sun
- Keep the sky background simple and clean, to allow the subjects to be the focus of the image
- Ensure the people shown are in focus and not blurred
- Take multiple shots of the same set up. These can be edited down when we know the end use
- Supply your images in the 'best' quality and at their largest size as they make need to be cropped down for the end use.

Don't...

- Crop anyone out - keep groups to manageable sizes
- Use your cameras flash, as we want the images to look natural
- Zoom in as you may lose image quality - instead, move around and get close to the subjects.

Poster showing image positioning



Examples of imagery that adhere to the campaign brand

