



Spark

PHOTO GUIDELINES

The purpose of the photos of our unhoused individuals is for the viewer to empathize with their story, get a glimpse of their personality and ultimately have them donate or support in any way they're able. Following these simple DO's and DON'Ts will help you capture photos that support the mission of helping our neighbors get the support they need.

Do

- Crop photos to a square format.
- Convert to Black and White in any available phone app.
- Ask the subject to smile.
- Frame the subject close to capture their personality.
- Avoid busy backgrounds.
- Ask them to look at the camera if possible.
- Make sure the light is on the subject.

Don't

- Shoot from far away.
- Leave photos in color.
- Post photos uncropped.
- Capture negative emotions.
- Shoot them against busy backgrounds.
- Photograph them in shadows or harsh lighting.

Samples of good shots

