



## **So You Want to Be a Star!** Photo Guidelines for EFN Grantees

WWF is very proud of the Education for Nature Program and is very proud of its grantees and their achievements. We like to keep quality photos of all EFN grantees for use in *EFN News*, the EFN website, WWF's annual reports, PowerPoint presentations, and in our fundraising efforts. Good photos tell good stories and good stories help us raise funds for more scholarships and grants in your country. Please help us build capacity for conservation in your country by submitting a few quality photos of yourself following the guidelines below. We have provided sample photos for you to see the types of images we need. Please share these guidelines and sample photos with your photographer.

### **GENERAL GUIDELINES**

- all photos should be in jpg format
- all photos should be at least 1MB in size
- submit both portrait shots and action shots in the field (see description below)
- send photos by email to [efn@wwfus.org](mailto:efn@wwfus.org)
- include the name of the photographer so we can give him/her credit if published

### **PORTRAITS**

- Only you should be in the photograph and no one else.
- If possible, portraits should be taken outdoors in a natural setting, preferably in an area where you work (the forest, the ocean, etc.)
- Your upper body should take up most of the photo. We do not want headshots or full body shots where we can not clearly see your face.
- You should look natural and relaxed, not stiff or posed.
- Your eyes are the most important part of a portrait. You should look at the camera and the photographer should focus the lens on your eyes.
- You should avoid strong sunlight. Strong light causes your eyes to squint and makes harsh shadows on your face which enhances your wrinkles. The best time to take outdoor photos is early in the morning, early evening, or on a cloudy overcast day.
- Do NOT wear hats, sunglasses or backpacks.
- You may want to hold something you use in your work, like binoculars (in your hands, not in front of your face!) or a plant or animal species that you work with.
- Make sure the background of the photo is not cluttered with things that will distract the viewer from looking at you. Make sure that trees and other things are not growing out of your head!

## **ACTION SHOTS IN THE FIELD**

- An action shot should show you "at work." This doesn't mean you need to be hiking or swimming, but doing something that you would normally do while working in the field.
- The photo should be taken outdoors in a natural setting, preferably in an area where you work (the forest, the ocean, etc.) We want to see both you and nature. Upper body and full body shots are ok so long as we can see the setting where you are. You need to be close enough to the camera that we can easily recognize who you are.
- If you work with people (indigenous groups, communities, children), you can feature others in your photograph, but no one's back should be to the camera. We should be able to see everyone's face.
- You may look directly at the camera, but it may be better to focus your attention on whatever you are doing or looking at. Your face and eyes should be clearly visible and in focus. We do not want to see you looking down or away from the camera.

## PHOTOS WE LIKE: PORTRAITS



This is a nice portrait of Dulce Maria Infante. This upper-body shot shows her in the setting where she works – in the wetlands of her Mexico. She looks relaxed and has a nice smile on her face. Her eyes are looking at the camera. There is no strong lighting that causes her to squint. We also like that she is wearing her EFN t-shirt! The photo would be much better, however, if the photographer had removed the clutter in the lower part of the photo – the red jacket and other items that distract the viewer from this otherwise very nice portrait.



This photo is another good example of a portrait. Oscar Guzon works with dolphins and whales in Baja California. He is holding a dolphin skull, something that represents his work on cetacean bycatch. (A live dolphin would be even better!) The lighting is beautiful; the photo was probably taken in the early evening. Although his eyes are squinting, he appears relaxed and not bothered by the sun. His eyes are looking at the camera.



Maria Rodrigues from Mozambique is a marine conservationist. A wetsuit and boat are clearly things she uses while working. The photo has nice side lighting that highlights her face. Her eyes are looking at the camera. There are no distracting objects in the background of the photo to take our eyes off of Maria. While her entire body is in the photo, she is seated rather than standing so we can use this as a portrait.

## PHOTOS WE LIKE: ACTION SHOTS IN THE FIELD



This is one of our favorite “action” shots. Michele Figueira works in the Amazonian rainforest of Brazil. This photo was taken in the area where she works and shows nature all around her. While she is not engaged in her work the moment the photo was taken, she clearly did not climb above the canopy to pose for a photograph. Her arms express the vastness of the forest and her big smile tells us she is having fun in her work.



Tatiana Bisi monitors grey whales off the coast of northeast Brazil. This photo nicely captures a moment while she is working. Her attention is focused on her work, not the camera, so we consider this an “action” shot rather than a portrait. She is surrounded by beautiful blue ocean and sky. There is nothing in the background to take our eyes off of Tatiana. We can clearly see her face. She is not looking down. While the photo was taken in strong sunlight, it does not cast harsh shadows on her face.



This shot would be a portrait if Nic’s attention were focused on the camera. He is clearly looking at something else that interests him, so we consider this an “action” shot. Nicanor Requena is a marine conservationist in Belize. The scuba gear, boat, and water all tell us that he works in the ocean. The sunlight is a bit harsh, which is causing Nic to squint and there are shadows on his face. But the sunlight works in this photo. We can still clearly see Nic’s face and the squinting gives us the impression of intensity and Nic’s passion for his work.