

# Guide to Capturing Content

First of all, thank you for the work you do to help grant children's wishes! We could not do what we do without you. When you join in for a wish celebration, in addition to spreading joy to just the family, we want to be able to share that joy with the broader community. We can't do that without high quality content for our social media platforms and other communication and marketing efforts. You do not need thousands of dollars worth of camera equipment to be able to do this, your **smartphone** and a basic knowledge of photography can produce **great content!** Please read through the following guidelines to be able to create your own high quality content for us to share with the community. If you have any questions, feel free to reach out to our Marketing Manager, Ashley White, at [awhite@eastnc.wish.org!](mailto:awhite@eastnc.wish.org)

## *Types of Images*

The goal of taking pictures is **to tell a story**, and some types of images do a better job of that than others! The idea is to be able to have a basic understanding of the wish without having to read a caption.

### 1. Candid Shots

These photos are **in the moment** and not staged! Just take a picture of what is happening! These are great for helping tell a story!

#### a. Action

- i. Focusing on what is happening during the wish or wish celebration
- ii. Any type of movement or action during the wish granting/celebration
- iii. Can overlap with emotion shots

#### b. Emotion

- i. Focusing on how the wish kid and family is feeling and reacting
- ii. Smiles, crying, cheering, etc
- iii. Can overlap with action shots

### 2. Staged with Context of wish, if possible

- a. Getting the family together for a picture where they stand and smile
- b. Try to add context of the wish in the image. For example, If the family is going to Hawaii, ask them to wear their leis

## *Lighting*

Picking a place with good lighting can help produce higher quality images.

1. More lighting is typically better as low lighting situations can lead to grainy or blurry images

2. When you're outside during the middle of the day sometimes it is better to have the wish kid and family in the shade. This can prevent awkward shadows on the subjects or people squinting if they're looking directly into the sun.
3. If you are indoors, do not have your subjects stand directly in front of a window as it can cause a glare, instead have them face the window
4. If it is extra dark, don't be afraid to use your flash, just make sure you hold the camera steady so the image isn't blurry!

## ***Framing***

Framing is how objects are placed in an image. Framing has **loose guidelines** but if it isn't perfect it isn't the end of the world, so don't stress too much over this!

1. Rule of thirds
  - a. Imagine a grid on the picture with lines dividing the image into thirds horizontally and vertically
  - b. When setting up your image, you want the subject to be slightly off center and closer to the grid lines
2. Don't cut off at joints
  - a. If a picture does not include the subject's full body, try to crop it at a joint, but slightly above or below it.
  - b. This could be their ankles, knees, waist, elbows, or neck
  - c. If you crop it right at a joint it can look unnatural and awkward

## ***Other Tips and Tricks***

1. **Do not zoom in!** No matter how good of a camera your phone has, do not zoom it. It makes the images blurry or grainy which in turn makes it harder for us to use. Instead, stand closer, or just send in a zoomed out picture!
2. Do not feel the need to make any edits to your images! Our marketing manager will go in and touch them up
3. Please send at least 2 or 3 different pictures, if at all possible!

We very much understand that it is not always possible to follow all of these guidelines for various reasons. Wish celebrations are exciting days that are supposed to bring the family unimaginable levels of joy, and we want you to be able to celebrate that joy as well! While capturing content is important for our social media, marketing, and communications efforts, it should not add crazy levels of stress to your day. We just ask that you do your best!