WHAT MAKES A GOOD PHOTO

PICS encourages the use of visuals to communicate your story and impact. Photos can convey powerful messages about community engagement, climate action, professional development, and personal growth. Here are some guidelines to help you capture powerful images that align with PICS' communications strategy.

1 Action shots



- Capture moments where people are interacting with their environment and/or each other.
- Focus on actions related to your event or project, like workshops, fieldwork, community gatherings, or presentations.

2 Community



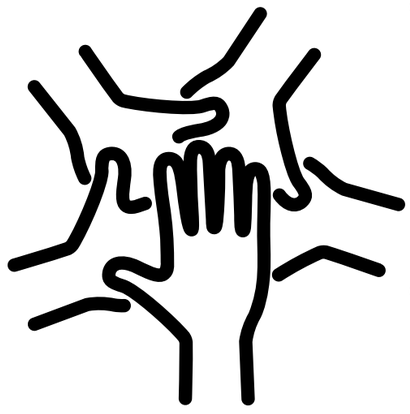
- Capture groups of people in action from different angles, highlighting diversity and teamwork.
- Avoid static group photos with everyone smiling at the camera or shaking hands—aim for natural, candid moments instead.

3 ProD



- Capture interns or participants engaged in learning moments —whether in meetings, workshops, or hands-on work.
- Capture people interacting with mentors and community, using equipment, or presenting.

4 Diversity & Inclusion



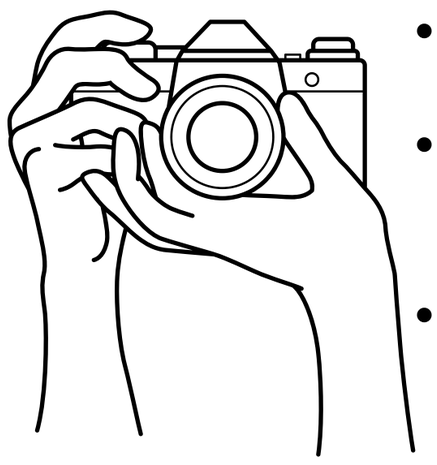
- Show a range of ages, backgrounds, and roles in your photos. Diversity in images helps convey that climate action involves everyone.
- Focus on people with varied expertise or community members working together on shared goals.

5 Environment



- Photograph your event or project within its physical environment. Show landscapes, buildings, or infrastructure that relate to your climate action.
- Make sure that your shots place individuals in their surroundings, so that the place is part of the story.

6 Lighting & Composition



- Use natural light to avoid harsh shadows or overexposure.
- Follow the rule of thirds by placing your subject off-centre for a more engaging image.
- Avoid cluttered backgrounds that may distract from the main subject.

FINAL PHOTO TIPS



1

Take multiple shots

Taking multiple photos of key moments will give you more options to choose from!



2

Get permissions!

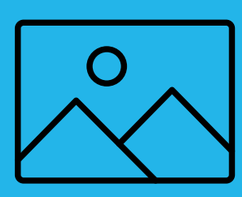
Ensure permissions are obtained for all identifiable individuals in your photos.



3

Craft a caption

Draft suggested captions for each image and include who to credit for the photo.



4

Horizontal is best

Prioritize horizontal shots for greater flexibility in usage on different platforms.