

UN-Habitat is a **centre of excellence**, a **solutions agency** and **leader on sustainable urbanization** with a presence in over 90 countries.



**VIVID  
PHOTOS**

To reflect this we need vivid and compelling photos from around the world telling the **STORY** of UN-Habitat projects in the field:

- Please submit 3 – 5 high quality photographs showing a range of shots including **close ups of beneficiaries & wider shots contextualizing the intervention (still with people)**.

The sequence of images you submit should tell the story of the intervention or project in the field.



SAVE/NAME each photograph jpeg file as:

**YEARMONTHDAY\_UNHabitat\_Project name\_location [UN-Habitat/photographer's\_First name\_Surname]**

e.g. Two images taken on 25 July 2020 are filed as:

20200725\_UNHabitat\_BlockByBlock\_Afghanistan1\_[UN-Habitat/Daisy Sisulu].jpeg

20200725\_UNHabitat\_BlockByBlock\_Afghanistan2\_[UN-Habitat/Daisy Sisulu].jpeg

**Each photo needs a caption in the present tense** using active voice with:

- Names of people in the shot (with correct spelling & titles),
- Basic project description and context.
- Date (in UN style: 20 August 2020),
- Location & country.
- Please include credit. This must always be in UN style:

[UN-Habitat/photographer's First name\_Surname], e.g [UN-Habitat/Daisy Sisulu]

### Caption Examples:

**1.** Maimunah Mohd Sharif, UN-Habitat Executive Director (left), and Martha Delgado Peralta, UN-Habitat Assembly President, share a moment outside the headquarters of the United Nations in Nairobi during the first UN-Habitat Assembly. 27 May 2019, Nairobi, Kenya [UN-Habitat/Daisy Sisulu]

**2.** Secretary-General António Guterres (right) visits the borrow pits in Funafuti, Tuvalu. 17 May 2019 [UN Photo/Mark Garten]

**3.** Jean-Pierre Lacroix, Under-Secretary-General for Peace Operations, and Pedro Serrano, Deputy Secretary General for Common Security and Defence Policy and Crisis Response of the European External Action Service (EEAS), lay a wreath to honor staff of the United Nations and the European Union that have lost their lives while serving in Mali. 20 June 2019, Bamako, Mali. [UN Photo/Harandane Dicko]

Avoid shots of politicians shaking hands & people sitting in meetings. Instead please submit evocative urban images of beneficiaries that express self-reliance and hope. It's important to show UN-Habitat's work as a collaborative process between affected populations, governments & the international community, rather than depicting those we work with as victims. The pictures need to **show how UN-Habitat projects address the pressing issues of our time: climate change, sustainable energy, mobility and transport, sustainable housing, water treatment etc.**

## METADATA

- Embed the caption & credit in the photographs metadata if you can. Please see pages 4-6 below on how to do this (or google how to do it using your software package). If you can't embed meta data please flag it to us & then submit the captions & credit below the story or in the email & we will embed captions at the Nairobi HQ office.
- Please do not insert photos in a word document – **they must be attached to an email separately as high resolution jpegs or sent as jpeg files via WeTransfer.**

## FORMAT

- Minimum camera resolution: 12 megapixels or larger.
- Photo size: minimum 11 inches (28 cms) on the short side at 300 dpi resolution.
- File type: JPG between 2.5 MB and 4 MB.
- Color Space: Adobe RGB.
- Images should be fully captioned. The caption is to be embedded (in English) in the IPTC metadata.



Please send your Photos **as jpeg attachments** in an email or via a WeTransfer link with:

Email Subject line: **Field photos + name of project and location:**

To: Aoibheann O'Sullivan: **osullivana@un.org**

CC: Susannah Price: **Susannah.price@un.org** & Grace Thama-Ini: **grace.thama-ini@un.org**

## COPYRIGHT

UN-Habitat retains copyright entitlements to all photographs submitted to it. If any photo is from a photographer hired by a regional office / unit for a specific assignment, please ensure their signed contract includes the full "General Conditions of Contracts" document that all UN-Habitat interns/contractors/affiliates sign. Within this is the standard UN copyright clause: Clause 3 "Title Rights, Copyrights, Patents and other Propriety Rights" permitting UN-Habitat to use their work.

**The United Nations and its agencies are expected to show exemplary compliance with international copyright law.** This means **it is illegal to lift photos or graphics from magazines, books or web pages without written permission (and often this entails payment).** Any photo that is unattributed and used without consent is illegal and risks the organization facing legal action. **If we have not received written permission to use a picture or if we have not paid for it, it is illegal for us to use it in any way whatsoever.**

## HOW TO TAKE GOOD PHOTOGRAPHS

First make sure your camera's date and time are set accurately as this will help with metadata.

Get pictures of people doing something – action shots really work. They are key for modern web stories & social media. Do not rush them. If necessary ask the participants to re-enact some of how the story unfolded - as you may only be in that remote location for a few hours.

After asking permission, take time to think about what would look interesting.

Shoot a lot from different angles (not only from standing height). Pay attention to the light so it illuminates the subjects. Pay attention to the composition and rule of thirds. What is in or out of the shot?

In general get a range of shots to tell the story visually:

- wide shots to contextualize,
- mid shots to show who is in the story,
- & close ups to really show the details of the activity.

You only need to submit three to five good shots per project, but for professional photographers this means selecting from 50-80 shots taken.

Include UN-Habitat staff in a couple of scenes – but please do not send in posed group photos. Instead, **show UN-Habitat colleagues at work** - they MUST be *doing* something (GIS measurements, consultation with the community, checking solar panels etc) - and they should be wearing branded clothes.

Children are appealing and easy to shoot but should not be the sole representation of the project beneficiaries (unless its a youth-specific project) , and you must make sure you have the parent, school or guardian's permission.

If you are stuck, and must use a phone for photographs then make sure you move yourself around the scene to get a nice range of shots. Please shoot horizontal/landscape mode. Never zoom in on a camera phone as it gets pixelated – GET CLOSER! Phone lenses always work better in sunlight (outdoors daylight) so ask people to step outside to photograph them.

Never submit photos of people eating, taking selfies, checking their phones or yawning. Avoid submitting photos of people sitting in meetings or giving speeches behind a podium. Photos of people with eyes closed are not useful so always take a few in a row (especially for shots with more than one person in the scene) to ensure at least one will be useable.

Caption Example:



*Burial teams of volunteers in Guinea, wearing full personal protective equipment and working in teams of seven, disinfect themselves after carrying the body of a 40 year old woman who died from Ebola.*

*The Red Cross is undertaking safe and dignified burials in all Ebola-affected countries, ensuring that those who have died from the disease are treated with respect, while also ensuring the safety of communities.*

The **photo credit** must be in the following format: [Agency Name/Photographer's Name

Ex: UN Photo/Mark Garten

## 8 – IPTC FIELDS IN PHOTO EDITING SOFTWARE

### IPTC fields in Camera Bits Photo Mechanic:

IPTC Info for UNMEER150117\_Ebola\_Treatment\_Guinea.jpg

The screenshot shows the IPTC metadata panel for the photo 'UN Photo'. The fields are as follows:

- Description/Caption:** Burial teams of volunteers in Guinea, wearing full personal protective equipment and working in teams of seven, disinfect themselves after carrying the body of a 40 year-old woman who died from the Ebola. The Red Cross is undertaking safe and dignified burials in all Ebola-affected countries, ensuring that those who have died from the disease are treated with respect, while also ensuring the safety of communities.
- Headline:** Ebola Treatment Conducted by Volunteers in Guinea
- Title/Object Name:** UNMEER
- Source:** Other Location
- Time and Date:** 1:19:11 AM, 17/01/2015, Capture Time
- City:** Conakry
- Country:** Guinea
- Creator/Photographer:** UN Photo/Martine Perret
- Category:** N
- Accessioned:** N
- Private (SG mtng):** (empty)

Buttons at the bottom include: Clear, Load..., Save..., Job..., Apply Stationery Pad, Variables..., Cancel, OK.

## IPTC fields in Adobe Photoshop – Basic tab

UNMEER 150117\_Ebola\_Treatment\_Guinea.jpg

**Basic**

Camera Data

Origin

IPTC

IPTC Extension

GPS Data

Audio Data

Video Data

Photoshop

DICOM

Raw Data

Document Title: UNMEER

Author: UN Photo/Martine Perret  
Semicolons or commas can be used to separate multiple values

Author Title:

Description: Burial teams of volunteers in Guinea, wearing full personal protective equipment and working in teams of seven, disinfect themselves after carrying the body of a 40 year-old woman who died from the Ebola.

Rating: ☆☆☆☆☆

Description Writer:

Keywords:  
Semicolons or commas can be used to separate multiple values

Copyright Status: Unknown

Copyright Notice:

Copyright Info URL:

Creation Date: Jan 16, 2015, 8:19:11 PM

Modification Date: Jan 16, 2015, 3:12:09 PM

Application: Adobe Photoshop Lightroom 5.6 (Macintosh)

Format: image/jpeg

Powered By **xmp**

Preferences Template Fc

Cancel OK