
UN-Habitat Guidelines on Submitting Photographs to the Communications Section

UN-Habitat needs compelling and vivid photographs showing the **impact** of our work around the world.

This means avoiding shots of people sitting in meetings. Instead submit images of beneficiaries that express self-reliance and progress. It's important to show UN-Habitat's work as a collaborative process between beneficiaries, local and national governments and the international community. We need:

- 2 – 4 high quality photographs showing a range of shots including: **close ups of beneficiaries** and **wider shots contextualizing the intervention with people in the shot**. As a series these should tell the story of the intervention in the field.
- Save/name each photograph jpeg file as: Yearmonthday_UNHabitat_Project name_location [UN-Habitat/photographer's_First name_Surname]

e.g. 2 x images taken on 25 July 2020 are filed:

- 20200725_UNHabitat_BlockByBlock_Afghanistan1_[UN-Habitat/John Brown].jpeg
- 20200725_UNHabitat_BlockByBlock_Afghanistan2_[UN-Habitat/John Brown].jpeg

How to take good photographs:

1. Make sure your **camera's date and time are set accurately** as this will help with metadata.
2. Make sure your camera battery is charged and your lens is clean.
3. Do research about what it is you are photographing so that you can accurately capture the essence of the story.
4. People make a photograph interesting and shows the impact of our work better. After asking permission, shoot a variety of interesting scenes while you are there. Do not have groups of people in all the shots, for variety also shoot action shots with individuals or only two people in the shot.
5. Get pictures of **people doing something – action shots really work**. They are key for modern web stories and social media.
6. Do not rush taking the photos. If necessary ask the participants to re-enact some of how the story unfolded, because you may only be in that remote location for a few hours.

7. **Take a number of photos in a row**, this gives you options to select from, and avoids one single shot with peoples eyes closed.
8. Take a notebook and **note down people's full names with correct spellings**, so that you can caption the photographs accurately.
9. Move around the scene and shoot a lot from different angles low down, high up etc (not only from standing height).
10. In general each scene needs a range of shots to tell the story visually:
 - wide shots to contextualize,
 - mid shots to show who is in the story
 - and close ups to really show the details of the activity.

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 it is a youth-specific project) - and **you must make sure you have the parent, school or guardian's permission (see annexed consent form)**.

If you must use a phone for photographs then make sure you move yourself around the scene to get a 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 (outdoor daylight) so ask people to step outside to photograph them.

Avoid:

- 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.

For the website and publications, high resolution is essential

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

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

- Names of people in the shot (with correct spelling and titles),
- Basic project description and context,
- Date (in UN style: 20 August 2020),
- Location and country.
- Please include credit. This must **always be in UN style**: [UN-Habitat/photographer's first name surname], e.g [UN-Habitat/Julius Mwelu]

e.g.

- 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 High Level Political Forum. 17 July 2020, Nairobi, Kenya. [UN-Habitat/Daisy Sisulu]

Metadata (if possible):

- To save us time please embed the caption and credit in the photograph metadata if you can. If you can't embed metadata please let us know and submit the captions and credit below the story or in the email and 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.**

Please send your photos **as attachments** in an email or as jpegs in a WeTransfer link with:

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

To: Susannah Price: Susannah.price@un.org

CC: Julius.mwelu@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.**



MULTIMEDIA PARTICIPANT
RELEASE AND CONSENT FORM

UN-Habitat (United Nations Human Settlements Programme) & UNITED NATIONS

MULTIMEDIA PHOTO & VIDEO SUBJECT RELEASE FORM (This is not a release for commercial use)

By signing this release form, I hereby grant UN-Habitat and the United Nations Secretariat the right to reproduce, display and disseminate worldwide and in perpetuity, in any traditional or electronic media format, the information I have provided, including photographs, video and audio footage taken of me, my name, statement and any other information I have provided for use.

The entire copyright of this multimedia work will belong to UN-Habitat, and will be used for the promotion of sustainable urbanization and the work of UN-Habitat. This UN-Habitat copyright extends to all existing media and future media in all territories. Upon completion of the project I am aware that multimedia materials may be used whole or in parts in web stories, printed publications, broadcast on television, shared on social media and/or published permanently on the internet. I am aware that the photographs, audio and video footage taken of me will be stored as an archive. I understand the audio and video footage recorded will be edited down, and UN-Habitat is under no obligation to include me in final versions of films or stories.

I release UN-Habitat from all liability and any claims I may have arising out of the use and publication of this material

The photographs / video footage containing my likeness were taken on (date) _____
in the (location including town/country) _____
by (photographer's & videographer's name) _____

I further confirm that these images are a true likeness of me and the images were taken with my knowledge and consent.

Name of Subject Age Date Signature
Address and mobile number

IF SUBJECT IS A CHILD UNDER 18 YEARS OF AGE:

I confirm that I am the legal guardian of the child named above and therefore may grant permission for this subject release on behalf of the child:

Name of Legal Guardian / Relationship to Child Date Signature of Guardian

Name of Witness / Organization Affiliation Date Witness Signature