

Maxwell, a staff member from our Zimbabwe hub, capturing photos with his camera.

PHOTOGRAPHY

Photography approach.

Our photographs are not just of people smiling at the camera. They show young people as active, powerful leaders.

We never guilt people into giving. We portray young people in an authentic way, inspiring people to take action and support the young people we work with.



Neema, a peer mentor running cloth making lessons with out of school girls as part of our Mabinti, Tushike Hatamu! 'Girls, Let's be leaders!' programme in Tanzania.

Staff members training young people from across Africa who are working on HIV prevention in their communities.



Imagery.

Our imagery should reflect our goals, values and our personality. It should show:

- Young people as passionate active citizens who want to lead change in their communities.
- Young people in action. Take photos of your subject(s) doing something. This could be delivering a speech for example.
- Young people as ambitious, powerful, professional and brave. Get portrait shots of them looking down the lens or in the Youth Power pose.



The Youth Power pose.

We want photographs of subjects that are empowering and that show attitude. To do this, you can ask for a shot – particularly with interviewees – to be taken from below in the The Youth Power Pose, with them looking down the lens, arms folded or with hands on hips.

Martina from Barbados is a youth advocate working as a leader at summer camps for other young people.

Top tips.

Composition.

A strong focal point (point of view)

Your eyes are drawn to a the most important point of activity. It tells a story.



Strong composition with scale and perspective

A well-composed image that shows scale by contrasting elements in a dramatic way.





A sense of drama

A sense of drama is achieved by using scale to change a viewer's perspective and depth. Get close up and personal, taking a photo at their level.

Richness and impact

Strong colours, dramatic contrast and a varied composition. If there is not enough light and colour the composition will lack interest.



Top tips.

Character.

Character and personality

Real people showing life and personality. Images should spark and communicate the energy of young people. Our images should convey personality, emotion and diversity.



Natural and spontaneous

Images should capture a moment. Images should not be static but show energy and passion. They can be unexpected but never gimmicky or clichéd.



Interaction with the user

When shooting, think about a compelling story that attracts the viewer's interest. The image should convey interaction between people. The viewer is unlikely to want to know more if it doesn't.



Eva, a young campaigner, who campaigned to get water in her community in Tanzania and her mother.

Guidelines for ethical photography:


Tell the real story. Through photography, you can share the stories that individuals and communities wish to share. Use photography to share the positive and unique aspects of an individual, group or community.

Respect the culture. Ask yourself whether or not it is respectful to take photographs in certain contexts e.g. religious ceremonies or of conservative women. Avoid stereotypes and exoticism in the pictures you take.

Treat subjects with respect and dignity. Do not take pictures of people in the hospital or in vulnerable situations. If unsure perform the at home test to determine whether or not you should take a picture. Would you take the same picture of people in your own community? E.g. as a visitor to your local grocery store, would you feel comfortable taking photos of the cashier?

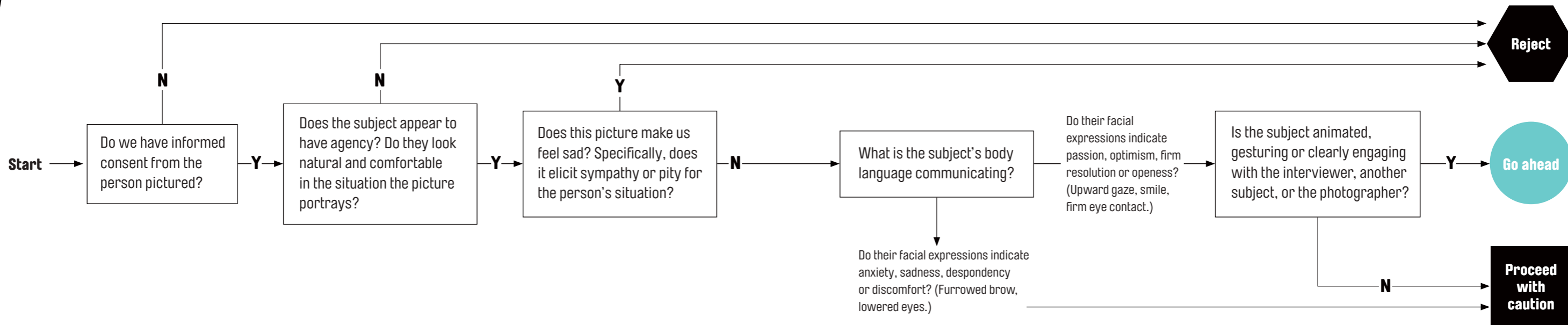
Get consent of people you photograph. Remember that even if you do not speak the same language or if they do not verbally object to having their photo taken – this does not mean you have their consent. If you are unable to explain why you want their photograph and how it would be used, find someone who speaks their language who can and use body language, sign language, or facial expressions to demonstrate your intent. You must use our consent forms to gain consent every time. We have one for general photography with groups, and more detailed forms for gathering personal change stories.

Share photos responsibly. Social media is the most common way of sharing photos but it is important that they are contextualized and share the full story. Don't stereotype or share generalizations. If you are unsure send your content to comms@restlessdevelopment.org so it can be checked before publishing.



A young person from our cultural tourism project in Karamoja, a remote region of Uganda. The project includes making and selling traditional beads and crafts.

Should we use this photo?



Adding captions.

Photos should be captioned wherever possible. Don't just name the individual(s) and the programme they may be connected to. Use captions to describe who the photo is of, what they were doing and where they were doing it in, in clear and simple language. Do not mention individuals' ages in your captions as they can quickly get out of date and we do not want to misrepresent anyone. It is not always appropriate to include exact locations. Follow our story safety guidance for more on this.

Like this:

Sylvia is deaf, she is using sign language to speak to her peers in a debate about girls

Not like this:

Sylvia, gender workshop, Uganda

Bibek, a volunteer, leading a session on sexual rights with school boys in Lalitpur village, Nepal.





Volunteers working on our 'Making periods Normal' project in addressing stigma around menstruation in India.

Pictures behind text.



You can also use pictures behind shapes or icons. Use a white background where possible.

This has worked well for social media adverts, particularly Instagram.

Example of one of our ICS (International Citizen Service) instagram adverts:

**NO COSTS
MORE IMPACT
ALL CHANGE**