PHOTOGRAPHY AND VIDEOGRAPHY
Tip Sheet

- Think about what you would like to portray with your images. Are they to demonstrate good care and high welfare or poor care and low welfare? Do you need specific details to be included in the photo or can they be more general representations? Being clear about what you want to capture will help to ensure that, when the moment comes, you capture the image that you want.

- Find images that you really like and that "speak" to you. Remember that you cannot copy someone else's work, but you can get inspiration and ideas from others.

- If your subject matter includes animal suffering, think carefully about how to portray it, you need to consider:
  - Ensuring that you treat the subject of the photo with dignity
  - Thinking about where you plan to display your photos. Graphic photographs can be very powerful but may limit your audience.

- Understand the laws relating to access to the subject you plan to photograph. Are there laws prohibiting you from taking/and or publishing photos or videos? Research thoroughly before you get there. This is particularly important if the property you are working on is private land. Be informed.

- Safety is paramount: Never put yourself or an animal in harm's way to take a photograph or capture a video. Do not get too close to an animal – particularly a wild animal – who you are trying to photograph. Always stay a safe distance from the animal both for your and their safety and to ensure that you do not cause them stress with your presence. If an animal you are photographing shows signs that your presence is stressful or upsetting, move away immediately.

- Generally speaking, avoid including children in your photographs altogether and do not take photographs of people without their permission. If it is unavoidable to include people in your photographs and their faces are visible, it is best practice – and sometimes the law - to blur faces or any other features that might make them identifiable.

- Take multiple shots of the same subject so that you can choose the best one when you come to review them.

- Do not discard a photo or video if it doesn't look good on its own. You may be able to use it later as part of a series or collection.

- Do not overedit photos – it is important to show accurate representations of the individual or situation that you are capturing, and excessive editing can lead to the photograph being considered inaccurate or exaggerated.