



In Kind Direct Photo Guide

Learn to take stunning photos in a **FLASH**:

Focus – Make sure the subject of your photo (people or goods) is in focus.

Light – Make sure to use natural light and don't take the photo against a bright window.

Action – The best photos are of In Kind Direct goods in action: children playing with toys, volunteers unpacking In Kind Direct boxes, gardeners wearing wellington boots etc.

Smile – make sure the people in the photo are smiling and looking at the camera! Take several photos to get the best chance of a winning smile.

Highlight – to highlight the main object of the photo, it's important to consider the composition. Try and centre the object/person/people in the frame.

Why are photos important?

They are an opportunity for you to promote and showcase your charity

They bring our case studies to life in our reports to funders and product donors.

They exhibit the diversity of people reached by In Kind Direct.

A well taken photo

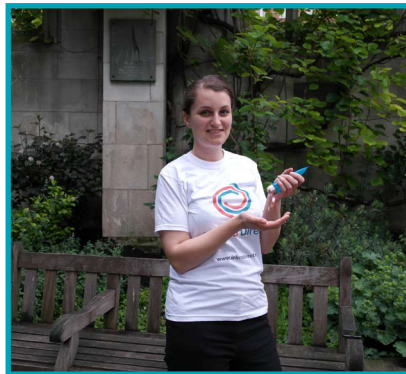


Products are clearly visible and being used by happy, smiley people!

A badly taken photo



No smiles suggest you're unhappy with the products. Be sure to smile!



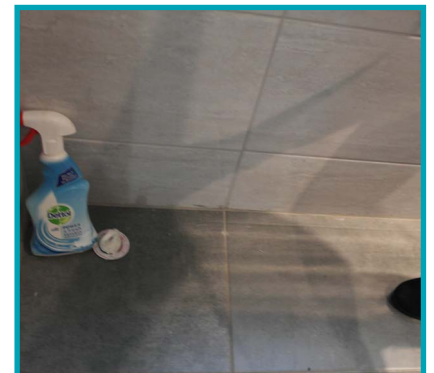
Natural light and well composed, with subject in the centre.



Dark and blurred, meaning it can't be used for social media or donor reports.



Close up photo of well arranged products.



Blurred, dark and the subject of the photo is lost in the empty space. Be sure to take photos -up close.

Taking a stunning photo is **SIMPLE**:

Smile – Make sure the people in the photo are smiling and looking at the camera! Take several photos to get the best chance of a winning smile.

In focus – Make sure the subject of your photo (people or goods) is in focus.

Mime - It's ok to stage photos! You don't have to really be climbing a mountain/mowing the lawn/brushing your teeth, feel free to act it out!

Products – The best photos are of In Kind Direct goods in action: children playing with toys, volunteers unpacking In Kind Direct boxes, gardeners wearing wellington boots etc.

Light – Make sure to use natural light and don't take the photo against a bright window.

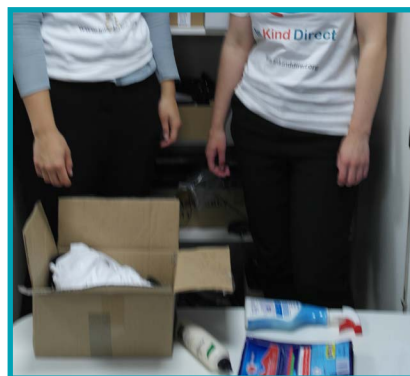
Environment – Make sure the background is simple and tidy so as not to distract the eye.

A well taken photo



Clean background, good lighting, well arranged products, charity's logo in clear shot and smiling faces.

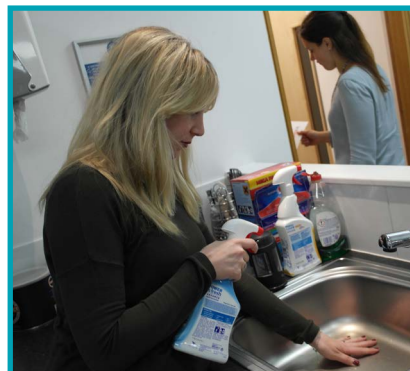
A badly taken photo



Messy and distracting background, products spread out and not in focus, messy box and no faces.



Well lit, product in use, clear background and other products clearly displayed.



There is no clear focus in this photo: person in background not engaged with photo, it's badly lit and products not clear.