

Housing and Homeless Council

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Guidelines for Photographs

Housing & Homeless Council



We want to show off your project in our publicity (brochures, PowerPoint presentations, videos, etc.), but we need you to follow certain guidelines so that we can use your pictures.

- Send us photos from a digital camera or scanned images of photos on a disk or through e-mail. We can also scan photos from prints from a camera that uses film.
- Please do not send us prints from digital images. The quality is never good enough for us to use.
- At minimum, a digital photo should be at least 100 KB, preferably at least 300 KB.



Above is a picture of a Habitat dedication, but this enlargement of a detail shows why it was not suitable unless it is shown really small. This photo is 32.8 KB.



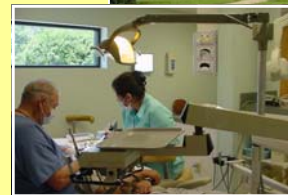
At left is an enlargement of a detail from another Habitat dedication picture (full picture is shown below). This photo is 488 KB. It looks a bit grainy because the people were in the shade, but it's clear enough to use.



Our grant paid for a new HVAC system for this building, but it is more appealing to have some shots of people benefiting from it—in this case waiting to get out of the cold (color photos are preferred).



Stages of a project — always interesting to see!



A shot of the building exterior and sign is nice, but it's also great to see what goes on inside!



Here are two examples of photographs which show people receiving help, but the clients' identities are not revealed. Notice other pictures on this page that are photographed in such a way not to show the clients' faces.

What about confidentiality?

We know that many of our grantees deal with confidential situations, and the clients' identities cannot be revealed either by their request or by the organization's policy. There are still ways to depict the type of service you do. You can shoot the photograph from the back, or you could even use volunteers depicting clients. We also like to see photos of volunteers at work.

We cannot use identifiable photographs of clients unless we are certain that they have given their consent for their photographs can be used! Please do not send identifiable photos of clients without release forms. Contact Virginia Tinsley if you need more release forms. If you use release forms in your organization, please send a statement confirming that all those photographed had signed your release forms. Don't send professional photographs without the photographer's permission. Photo release forms are at http://www.nghhc.org/PHOTO_PERMISSION.doc.