



Guidelines for Images

Images send powerful messages. If we use images well we can convey the values at the heart of ISOH/IMPACT's work. If we get it wrong we risk communicating negative messages. The guidelines below will help us to get it right. They are relevant to all use of images, whether print or electronic, photograph, illustration or cartoon.

The Starting Point

Remember to use these key approaches for images of work in both our programs and our recruitment bases.

- **Empowerment: images should portray people of all ages with respect, dignity and sensitivity. Ask yourself, would you be happy to be photographed in a similar situation or to convey this message?**
- **Remember this applies to children as well as adults.**
- **Partnership: show staff/volunteers working as equals alongside local people.**
- **For all images, ask yourself: Is the picture appropriate for the purpose and message of the publication? Don't try to make a picture fit your message. For example, don't use a general image of an individual to depict someone with HIV. Ask yourself, "Is it an accurate reflection of the situation? Could it be misinterpreted?"**



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Images should reflect diversity of staff/volunteers, our programs, partners and the communities we work with. They should show ISOH/IMPACT's staff/volunteers of different ethnic origin, age and sex, as well as disabled volunteers. Wherever appropriate, show images from a range of country programs and of staff/volunteers from different recruitment bases.

- **Images should not portray people as helpless victims or as objects of pity. Show local people actively tackling their situations and helping themselves. Don't only show disabled/helpless people in helpless situations; if possible, show them coping with their situations, participating in everyday work and social life.**
- **Images should challenge prevailing images of poverty, health and dependence. When choosing pictures, which have to show that a need exists, please try and avoid common stereotypes.**
- **Wherever possible, show the people, events or situations referred to in the text.**
- **Choose good-quality, high resolution, sharp and well-framed images. Avoid images where the main subject is looking away or the backs of people's heads are visible.**
- **Choose the orientation of the image to fit the layout, i.e. landscape (horizontal) or portrait (vertical).**
- **Use electronic images on CDs that can be printed at higher quality than print (photographs) so that they can be used for posters.**



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Captions Should be Accurate and Complete

Where possible, identify by name all the people in the photograph and, as appropriate, the location, placement, date and the context of the activities.

- When using ISOH/IMPACT images always credit the photographer and use the caption information. All images should be credited in the format @ISOH/IMPACT [name of photographer).

Format

Ensure you give the file to the design team in an appropriate format:

- TIFF (Tagged Information File) - Great for print
- EPS (Encapsulated Postscript) - Great for print
- JPEG (Joint Photographic Experts Group) - Great for the web
- GIF (Graphic Interchange Format) - Great for print
- PNG (Portable Network Graphics) - Great for print or the web

Resolution: Ensure you provide the image or graphic at the correct resolution. The resolution determines its quality when it is printed. Resolution is measured in dots per inch (dpi) or lines per inch (lpi). The higher the resolution, the bigger the size of the image or graphic file.

Photographs: 300 dpi or 150 lpi.

Line Art: 1,200 dpi or 600 lpi.

Black-and-white illustrations or images with solid blocks of colour, logos or typography for Web Design: 72 dpi for all images and graphics.



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A Special Note for Photographers



Always obtain permission for taking photographs.



Respect the rights of people not to be photographed.



Get the name of the subject and quotes from people depicted for use in captions.



Send prints to people if you have promised them.

The Communications Team at ISOH/IMPACT's headquarters manages the corporate image library of professionally taken photographs.

All ISOH/IMPACT staff can view and download images from the online image library. For printed matter the Communications Team can provide electronic images at high resolution (see also information on digital images).