

PARTNERS FOR WATER — PHOTOGRAPHY GUIDELINES

Photography with Intention

Water is always in motion. Wherever you are in the world, water is different Everywhere. Whether it's crystal clear, murky, deep blue or foaming with waves, we observe it with care. With a keen eye we notice the finest details and the richest colours.

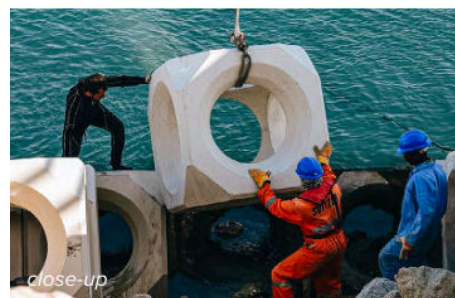
Three Levels of Framing

Depending on the project, what is practical on location, and what we specifically wish to highlight, images can be developed at three levels:

- Bird's-eye (Aerial) — to show the size of projects and areas.
- Eye-level — when people are in the shot, we want to look them in the eye. The photographer should be at the same level with the portraited person(s).
- Close-up — to emphasise a technical detail or a person's expression.

Visual Style Attributes

Liveliness: Partners for Water is a colourful organisation — just look at the logo. These colours may be enhanced subtly in editing. Even grey-day images can be brightened.



Group Photographs

When group photos are needed, consider using the environment to soften the professional tone. A photo in a natural setting quickly looks less formal. Also, beyond a formal group portrait, try to capture the delegation in other moments.

What Makes a Good Image for Partners for Water

Ensure that chosen images align with the topic and message you wish to convey. They should reflect the mission and values of Partners for Water.

- People-centred
- Colourful & fresh
- Sustainability
- Knowledge sharing
- Diversity
- Safety & responsible work
- Self-reliance & empowerment

What to Avoid

- Children playing in mud or dirt.
- Women carrying water buckets on their heads.
- Images of wastage or leaks.
- Dirty buckets or jerrycans.

