

PHOTOGRAPHY GUIDELINES

honesty

IM uses photography to honestly represent the reality of the world, our global servants' and partners' ministries and the work that God is doing. Photos should convey an accurate sense of the subjects and subject matter being illustrated, including the people, emotions, culture, events, actions and overall context. When it is necessary to set up or pose a shot, care should be taken to ensure that it does not look contrived, generic or inauthentic. All photos, whether candid or constructed, should look genuine, natural and sincere.

YES



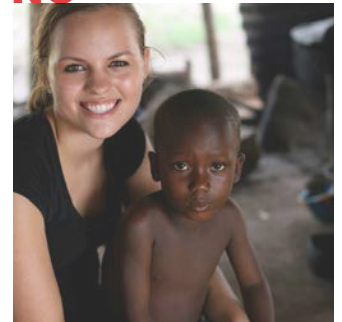
NO



YES



NO



YES



NO



YES



NO



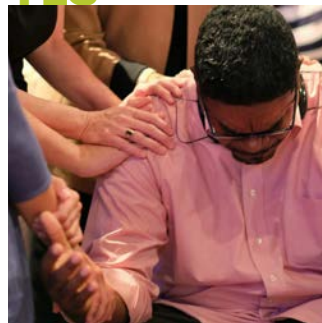
YES



NO



YES



NO



PHOTOGRAPHY GUIDELINES

missiology

IM photography is respectful and empowering. It does not take advantage of vulnerable or weak moments but shows people as they would want to be seen. It does not emphasize stereotypes or make broad generalizations, but shows individuality and acknowledges the complexity of situations and people groups. It does not focus on need and brokenness but on hope, grace and redemption. It does not depict global servants as superior or as “saviors” who have come to make things better, nor does it imply that those with whom they serve are victims who passively receive outside assistance, but rather illustrates an equal, active partnership.

YES



NO



YES



NO



YES



NO



YES



NO



YES



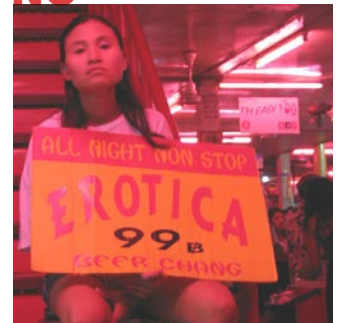
NO



YES



NO



strategy

IM uses photography to establish or convey a sense of human connection. Usually, this involves either eye contact with the viewer/camera or eye contact or interaction between multiple people within the photo.



portraits

If possible, the occasion of a photo shoot should be taken as an opportunity to take global servant and/or staff portraits. These should be posed but not overly stylized and feel genuine, natural and unforced. They should capture the subject's personality and seem personable and approachable. Couple and family shots are encouraged, and individual shots are required.

YES



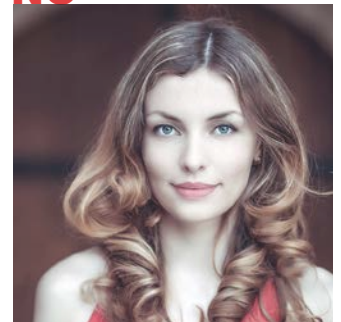
NO



YES



NO



PHOTOGRAPHY GUIDELINES

photo series

In a single article or campaign, IM uses documentary-style photography to tell a cohesive story. The photos should be visually coordinating yet varied in subject and composition. For example, in an article about a global servant's ministry, the various pictures should show the global servant engaging in ministry and people with whom he or she serves, and might also show the physical context, the local area and people, materials with which the global servant works, etc.

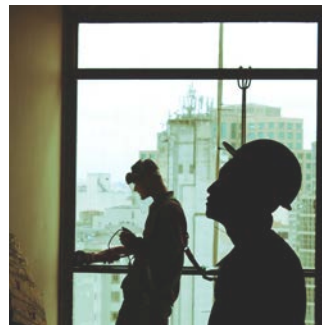
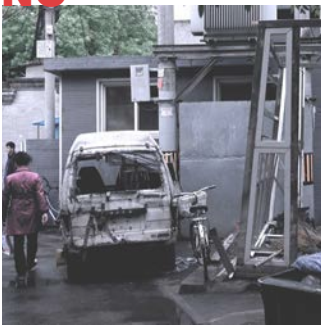
YES



NO

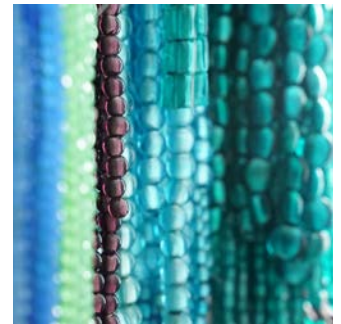
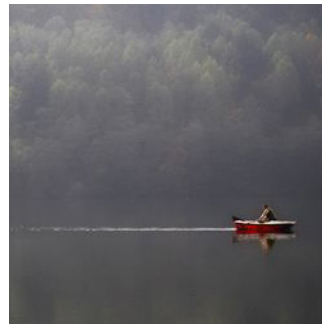


NO



copy space

In any photo shoot, some of the pictures should include ample copy space for text and logo overlays. This may be achieved by positioning the subjects at the left, right, top or bottom of the image or by taking textural, pattern or landscape images. All pictures should relate to and reinforce the overall story and theme.



Example

