

Photo/Video Guidelines & Tips

A few points about photographs and videos used in
SSIO reporting and presentations



Help Us Tell the Story



- There are about 1,800 Sai Centres in about 120 countries
- There are hundreds of activities happening every year
- There are thousands of photographs being taken of these activities
- We rely on you to collect the pictures, videos, and reports
- We need you to send in pictures, videos, and reports that are complete in every way
 - Pictures are of good quality and communicate the story of the event
 - Articles have all the information necessary

A Picture is Worth a Thousand Words



- Most people look at the pictures first before reading an article
- Pictures help transport the reader to the activity
- Effective photographs can transcend language barriers
 - For those who can't read an article, the pictures must tell the entire story



Dreuchd Bùth-obrach ann an Toronto, Canada

Air an 24mh den Ghearran 2018, an t-Ionad Sathya Sai Thoronto-York a chur air dòigh bùth-obrach dreuchdail a bhrosnachadh agus a

'stùireadh còrr is 100 SSE clann a thuilleadh air an t-Ionad 18, 2018

an an Fhoghlaim , inbhich òga , Sòn 1



Dhion Planet Pròiseact ann an Ceinia

Air sgàth sìleadh gu leòr còmhla ri dì-choillteachadh ann am prìomh sgìrean-sgoile, a 'rìochdachadh na dùthcha prìomh thobar uisge, Kenya air fulang bho tart gach bliadhna ann o chionn ghoirid. Rè an t-Samhain 2017, SSIO



Sathya Sai Foghlam ann an Daonna Luachan (SSEHV) ann am Peru

Còrr is 50 luchd-teagaisg bho dhiofar sgoiltean a 'gabhail pàirt ann an cùrsa 45-latha an tiotal, "Sàr-mhathais ann an Iartras Daonna Luachan," cur air dòigh le Sai Sathya Institute of Peru. Tha an cùrsa, a thoirt thairis air 48 uairean a thide, air a chòmhdach Leugh tuilleadh

An t-Iuchar 14, 2018

ann an Fhoghlaim , Daonna Luachan , Zone 2B



Campa Shaor-dhionadairean ann an Kazakhstan

SSIO saor-thoileach ann am bailtean mòra air feadh Kazakhstan a 'gabhail pàirt ann an



Seirbheis rè an t-Samhraidh ann an Thailand

Air 23mh Giblean 2018, tha an SSIO de Thailand air dòigh seirbheis a 'phròiseact a' comharrachadh Sathya Sai Aradhana Mahotsavam. Airson a 'toirt aoibhneas agus faochadh bho na Leugh tuilleadh

An t-Iuchar 12, 2018 ann an Seirbheis , Sòn 4



Slàinte Fair aig Bun-sgoil ann an Trinidad

Air 10mh Màrt 2018, tha còrr is 40 luchd saor-thoileach bho na SSIO de Trinidad agus Tobago dòigh slàinte agus wellness cothromach aig a 'Dow Baile Riaghaltas na Bun-sgoil. Tha

Poileasaidh Prìobhaideachd 7 briogaidhean

Translate »



When you do not know the language, the pictures must tell the whole story



Career Workshop in Toronto, Canada

On 24th February 2018, the Sathya Sai Centre of Toronto-York organised a career workshop to inspire and guide over 100 SSE children as well as young adults enrolled in [Read more](#)

July 18, 2018

in Education, Young Adults, Zone 1



Sathya Sai Education in Human Values (SSEHV) in Peru

More than 50 teachers from various schools participated in a 45-day course titled, "Excellence in Application of Human Values," organised by the Sathya Sai Institute of Peru. The course, given over 48 hours, covered [Read more](#)

July 14, 2018

in Education, Human Values, Zone 2B



Service during Summer in Thailand

On 23rd April 2018, the SSIO of Thailand organised a service project to commemorate Sathya Sai Aradhana Mahotsavam. To provide joy and relief from the [Read more](#)

July 12, 2018 in Service, Zone 4



Protect the Planet Project in Kenya

Due to insufficient rainfall coupled with deforestation in the main catchment areas, representing the country's principal source of water, Kenya has suffered from drought every year in recent times. During November 2017,



Volunteer Camp in Kazakhstan

SSIO volunteers in cities across Kazakhstan participated in a country-wide volunteer camp, the second week of March 2018. Volunteers in



Health Fair at Primary School in Trinidad

On 10th March 2018, more than 40 volunteers from the SSIO of Trinidad and Tobago organised a health and wellness fair at the Dow Village Government Primary School. The fair served about 80 people from all over the country.





Examples of outstanding SSIO photography

Guidelines for “Good Quality” Pictures



Picture clearly shows action. Easy to see what is being done



Guidelines for “Good Quality” Pictures



Avoid posed pictures



They give the appearance of service being performed for attention

Guidelines for “Good Quality” Pictures



Pictures should not have any text on them



Guidelines for “Good Quality” Pictures



Photographs of action are preferred over group and individual pictures



Continue to send group pictures, but send MORE action pictures

Guidelines for “Good Quality” Pictures



Can be difficult to tell what is going on when pictures show too many things



Guidelines for “Good Quality” Pictures



Can be difficult to tell what is going on when pictures show too many things



Guidelines for “Good Quality” Pictures



Actions on stage - show active speakers/performers



Photos of
speakers are
more interesting
when the hands
are moving



Guidelines for “Good Quality” Pictures



Actions on stage - show active speakers/performers



Guidelines for “Good Quality” Pictures



Show what the audience is looking at



The story feels incomplete because we do not know what they are seeing.

Guidelines for “Good Quality” Pictures



Show what the audience is looking at



Guidelines for “Good Quality” Pictures



Pictures of banners, posters, altar are acceptable but we need photos of people



Guidelines for “Good Quality” Pictures



Banners in the background can help explain the activity



Guidelines for “Good Quality” Pictures



Do not combine photographs - send them separately



Guidelines for “Good Quality” Pictures



Proper exposure and focus, no blurry photos



Guidelines for “Good Quality” Pictures



Pictures should be directly from camera - No additional filters and effects



Be Creative When Photography is Restricted



If there are restrictions on taking photographs, be creative and find ways to take action photos that only show volunteers



Not showing any faces



Volunteers doing setup or cleanup








Shoot from behind
(with permission)

Guidelines for “Good Quality” Pictures








- Shows action, pictures should show what is being done
- Includes those serving and being served
- Happy recipients of the activity
- Shows many different people vs. the same few people
- Include multiple pictures for all aspects of the event/activity
- Pictures that are in focus and clearly shows the event/activity
- Banners or signs of the event and awards in the background
- Send us many pictures, but not too many
 - Remove pictures that are not of good quality
 - For pictures that are similar please select the best ones



 IMG_4672.JPG
 IMG_4738.JPG
 IMG_5019.JPG
 IMG_5107.JPG
 IMG_5279.JPG

What are these photographs?



-  SSG SURABAYA - KELUD SEVA 01 (PACKAGES TO BE DISTRIBUTED).JPG
-  SSG SURABAYA - KELUD SEVA 02 (FOOD ITEMS FOR DISTRIBUTION).JPG
-  SSG SURABAYA - KELUD SEVA 03 (LOADING SEVA PACKAGE).JPG
-  SSG SURABAYA - KELUD SEVA 04 (UNLOADING SEVA PACKAGE).JPG
-  SSG SURABAYA - KELUD SEVA 05 (VOLUNTEERS).JPG

Please name your files so that the description can be used as a title or caption

Help Us Tell the Story



Do you know who these people are?



Help Us Tell the Story



Make sure the pictures are showing the correct event/action/people



Is this a doctor?



Are these youth?



Is this a youth conference?

Help Us Tell the Story



- Provide captions for each picture
- Each caption should describe what is happening
- If there are any noteworthy people (speakers, special guests, etc.), please name them in the caption.
- Captions should be short yet descriptive
- Order pictures in chronological order or in an order that tells the story
- The file name should be the caption
- Example: *"Serving food to residents of a leprosarium.jpg"*

Picture-taking Recommendations



- What Kind of Camera?
 - DSLR usually takes the best pictures but may be complicated and cumbersome for most
 - Good quality compact camera, many are like DSLRs but fit into pockets and purses
 - Cell phones made in the last two years take very good pictures:
 - Need steady hands to avoid camera shaking
 - Be aware of getting closer to subject because no zoom lens and inadequate flash
- Photographer is more important than the camera
 - A good photographer will take good pictures regardless of the quality of the camera
 - For important events designate a professional photographer
 - Contact your local Sai Centers to find individuals with photographic talent
 - Many parents are keen to take photos and videos of their children and may be good candidates

Technical Specifications



- Images should be sent in JPG or RAW format
 - JPG/JPEG is the most common
 - Avoid sending BMP and PNG files. Cameras do not use these formats, they only come from downloading of screenshots or extracting pictures from PowerPoint
 - Avoid sending pictures downloaded from Facebook, Instagram, Twitter, etc.
- Images should be at least 2 Megapixels, 4 Megapixels or more is preferred
 - Number of Pixels = height x width
- Please send the original files from the camera
 - Do not convert them into smaller files
 - Unless done by an expert, please do not retouch the photos

Technical Specifications




- Photo album services such Google Photos downgrade picture quality to save space
 - this is why you can have “unlimited” photos
 - Facebook, Instagram and other social media sites also downgrade quality
 - File-sharing such as Dropbox, Google Drive, OneDrive, do not change the image quality
- Do not send pictures and videos as email attachments
 - the email program may reduce the image quality
 - Some email systems do not allow large attachments
- Send a link to a **folder** on Dropbox, Google Drive, OneDrive, etc. instead of a link directly to a picture
 - It is much easier for us to download the whole folder than to download one picture at a time
 - Share the link with mediateam@sssio.org or make it available to “public” or “anyone who has the link”

Technical Specifications



Use these sharing options on Google Drive and Dropbox

Share with others Get shareable link 


Link sharing on [Learn more](#)

Anyone with the link can view ▼ Copy link

<https://drive.google.com/folderview?id=0B95XWr-TMJTAeW52Mk1qb3dPcjg&usp=sharing>

Link to folder

<https://www.dropbox.com/sh/ce3d84e2zud7zyw/AAC58uu1T6m3ACDfaKsdPljya?dl=0>

 **Anyone with the link can see it.** [Set visibility / expiration](#)

Videos



- Similar to traditional telling of a story by sending photographs and a written report
- Video clips are arranged in a sequence, may have narration and often have music
- Photographs arranged to music and animation are **slideshows** and not truly videos

Videos



- There are two kinds of videos:
 - Fully edited with careful selection of scenes and often include music
 - Raw clips of activities, showing only one action
- We are interested in getting both
 - Raw clips are useful when making SSIO videos such as those for the recent Go Green Conference

Videos: Submission



- Please do not send slideshows of photographs that have been made into a video. 32 Photographs take up less space and can be viewed faster than a 6 minute video of 32 photographs.
- Be ready to send the original video files
 - Videos shown on sathyasai.org and other SSIO site are always hosted our own SSIO accounts and we will need to upload the originals to these accounts
 - We may be interested in using some of the footage in other videos
 - Files downloaded from WhatsApp are only useful for previewing and we will still need the original video file

Videos



- HD: 1920x1080 or 1280x720, 4K
 - Do not send DVD resolution or other lower resolutions
 - Video should be crisp and clear when shown full-screen on a laptop
- Smartphone videos
 - Shoot horizontal instead of vertical
- Videos include audio
 - Ensure that audio quality is good - use microphones
 - Use culturally appropriate music, not bhajans and Indian music

Videos



Copyrights/Licenses

- Please only include audio and video that you have written permission to use
- Provide credit to the creator when requested by the creator
- For copyrighted content found online, it is not sufficient to provide a credit to the original creator or to use only a few seconds, please acquire a valid license or permission
- Paying for music on iTunes or downloading from SoundCloud or other places is not a license to use it in a video
- Same rules apply for videos shown as part of your group's presentations in Sai Kulwant Hall