

# #IGrowYourFood

## Take outstanding pictures for the 'I Grow Your Food' Campaign

It's picture time! Showcase your commitment to organic in captivating pictures. Whether you have a smartphone or camera at your disposal or you're all geared up with brand-new equipment, follow the steps below to ensure high-quality snapshots.



### See First, Capture Later

Now that you've decided to join our campaign, take some seconds to think about the picture you want to create.

Take note of ideas, locations and 'props' you might need (vegetables, your outfit, a basket, etc.). If you're stuck for an idea, our campaign guidelines have a few suggestions on how to get started. If you are taking a picture of someone else, make sure to get their consent. You can also find this information in our #IGrowYourFood website.

### Check your Equipment

When we get excited about taking a picture, we may forget to check (and double check) our equipment.

Remember to clean your camera lens. Especially if you're using a phone.

Get your battery power up to 100%. You will need it.

Do you need a tripod? If you don't own one, create/find surfaces that can give you more balance (a pile of books, lean against a column, etc.)





## Avoid the “Duck Face”

If you want to use a “selfie format” to record your IGYF video, forget everything you have seen online! No duck faces, no distracting filters, just you and the camera. Keep it simple first and add your flashy style after (if needed). Especially when it comes to the angle you select to frame yourself.

Try to hold your smartphone to the eye level, place yourself either on one side of the screen or in the centre and record. If you think you won't be able to keep your arm steady, use a flat surface or get a selfie stick, then again, perhaps you can ask a friend and focus on delivering your meaningful content.

## Get Help

Don't underestimate the power of extra hands! If your picture requires better lighting, a special arrangement in the environment or just a second opinion, call a friend to help you get the perfect shot. Getting help means you can focus on what matters most and it can also be a nice way to spend time with colleagues and friends.

## Learn the Golden Rule

Your camera will most likely offer a grid option to guide you while framing a picture. Use this grid to apply the 'Rule of Thirds'. See the GIF below to understand how it works.

Basically, align your main element of interest in the intersection of the upper division (left or right) of your grid. That way, you will be able to frame the surroundings and give more context to your image.





## Keep it at Eye Level

Sometimes we can forget to bend our knees, and tilt the camera up or down to align ourselves with the object we want to capture. This is important, as the perspective our camera shows can also transmit feelings and emotions.

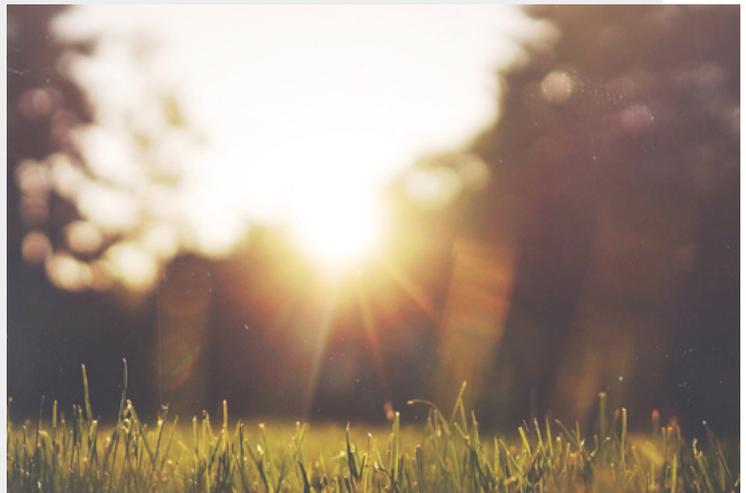
For example, taking a picture of a dog from a farmer's height will make it look smaller, but at eye level, new details of our subject will become clearer.

## Embrace the Light

A basic rule to deal with lightning is letting your character face the source of light. If there is a window, position your character or main element facing the light, not blocking it.

If you are operating the camera, you can also find better positioning and adapt to the light. Try to avoid situations where there's high contrast on your character's face, this could hide and reveal details you may not want to show at the same time.

Finally, the best time of day to take a picture is early in the morning or before the sunset (the light is softer), the mid-day sun reduces all shadows but intensifies the light. Plan ahead to get better results.



## Mind your Background

While the rule of thirds considers the background in your frame, sometimes it can be challenging to find balance between your character and what's happening around it. Ideally, keep it simple, but never place a wall behind your character. Think of different layers in your pic, the first layer is your character, the second layer is the elements that matter to your character and a third is the environment around it. You can also play with two layers, but remember always to create a sense of depth.

## Dealing with Shaky Hands

Here are few practical tips to reduce shakiness in your pictures.

- Improve your posture. Breathe deep, bring your arms closer to your body and straighten your back (not necessarily 100% vertical), place your feet strong in the ground, breathe deep again and take your picture.
- Use solid structures for improved steadiness. Lean against a column, place your arms over a fence, sit on the ground, lie on the ground. Be aware of your environment and use it!
- Use a tripod, or build one. In case you don't own a tripod, build one with the elements at your disposal: a pile of books or the roof of a car. Just remember to improve your posture.

## Fear Nothing

If you managed to get to the end of this article, here's the last piece of advice: break the rules, or maybe not.

Try to implement them and get creative. But don't let the rules spoil an idea that inspires you. Experiment with the advanced settings on your camera, use filters to play with colours and perspectives (but ALWAYS keep the original photo).

Master the basics, try out new ideas, and the results can be surprising.



## See some References - Follow us

Follow us on our social media channels for more examples of engaging storytelling through images. We upload new content every week.

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