



Photography Tips for Your Award Nomination

The images provided as part of your award nomination are just as important as your summary and letters of support. The images should provide context and show the award nomination's positive or intended results. **Images should supplement, not restate, what exists in the submission package.**

Nominations for all of the National Planning Excellence and Achievement Awards must include ten (10) digital, copyright-free images (.jpeg format). National Planning Leadership Awards require five (5) digital, copyright-free images (.jpeg format). At least one of the five images must be a recent picture of the individual. Pictures taken of the nominee while on personal leave, vacation, or in nonwork-related settings should not be included.

The following photography tips are from *Planning* magazine's Art Director:

- Digital photos should be the highest resolution possible and have a physical dimension of approximately 5 x 7 inches.
- Be sure to include credit information. If you don't know who took the picture, include a "courtesy of XXXXX" statement.
- Identifiable photos of children under the age of 18 can only be published if they are accompanied by written permission from a parent or guardian.
- Children seen from behind or from a great distance are not a problem, as long as they can't be identified.
- Try to take pictures that include buildings or other structures when not in a shadow. Building facades look best when they are photographed in direct light.
- It is usually best to avoid taking photos between the hours of 11 a.m. and 1 p.m., when direct overhead sunlight is often harsh.
- In general, get as close as possible to the subject of your photograph without cutting off crucial elements such as tops of heads (better to cut off lower limbs and feet if something must go).
- Don't try to include the entire building in your shot since you often have to stand a great distance away from the subject. It's better to pick out significant details and try to frame them in an interesting way, rather than trying to capture the entire building or structure.
- Better to take too many photos than too few. Then become a strict critic and pick out the few shots that you think are best.