

What Makes a Good IIE Photograph?



We are requesting photos for use in our printed and internet based publications that tell the "visual" story of IIE and the students/scholars that participate in our programs. Our goal is for the viewer to leave with an understanding of the scope of our work and the impact of our programs.

We would like to have a well-rounded group of images that represent the international scope of our work, not only in locations, but also in the ethnicity, age and the multi-disciplinary aspect of their work. It is important that photos show participants in professional situations that are representative of their field of study.



Please help us depict the vibrancy of IIE and its programs by submitting engaging photos of our programs at work. The following criteria will help you select and take and submit the best photos.

Subject

A photo is most engaging when you can see the eyes of the subject of the photo, either looking into the camera, or at the person they are addressing. The subject should be in focus. In general, the less people in a shot the cleaner the shot will be, but group shots can also work if they are of good quality and the group members are orderly. Please avoid "touristy photos" where the subjects are simply smiling or giving peace signs.



Composition

When selecting or taking a photograph, the composition is important. The subject of the photo should catch the viewer's attention. The background is secondary, and although the background of a photo helps to put it in context, it is usually better if the background is fairly simple and clean. The subject should be in focus, while the background can be "soft" or slightly blurred.



Lighting

Good lighting is essential to a good photograph. Natural or florescent lighting is fine, but subjects should not be overexposed. It is fine for the background to be dark, but the subject should have good light so that details will not be lost.

Color

Full color. The brighter and more colorful, the better.

IMAGE SIZE AND QUALITY

Images do not need to be professional photographs, but should be of good quality in content, and resolution:

Preferred Image Size

At least 1.5 MB in JPEG format (or comparable) or at least 2 megapixels (1792 pixels x 1200 pixels) or 300 dpi at 5"x7" (or comparable), or **THE HIGHER THE RESOLUTION THE LARGER THE PHOTO CAN BE PRINTED. PLEASE SEND THE HIGHEST RESOLUTION AVAILABLE.** Please do not increase the original resolution of the image.



Format

JPEG or TIFF

File Name

File names should identify at least the program but should not be too long. If you can include the subjects last name, that would be helpful as well. If you have a photo you would like to submit, but it is less than the preferred resolution, please still send it but mark that it is low-resolution. It might be possible to use it as a inset photo.

