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Capturing SCA Assets in the Field

A quick guide for SCA staff

Great photos are critical to every SCA event. Whenever possible, events should be documented through high-quality professional photography. Please reach out to the Office of Communications at SCApress@thesca.org to discuss your event plan!

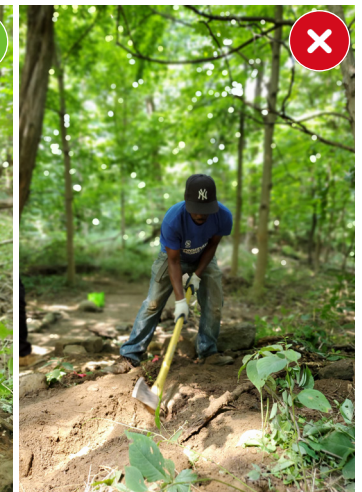
When hiring a professional photographer is not an option due to timing or budget constraints, please use the following tips to capture the best images and videos during your event or site visit.

Please note: The Office of Communications has final decision-making authority on which images shall be used.



Taking Great Photographs

- **Camera Settings.** If using an iPhone or other mobile device to capture images, familiarize yourself with the camera settings on your phone. Go to Settings > Camera, and set it to the highest quality. Make sure you have enough storage space on your device. You can Google camera settings for your phone model, or [try these suggestions](#).
- **Rule of Thirds.** The rule of thirds is a fundamental composition technique that guides photographers to capture subjects away from the center of the shot. To display a grid on the iPhone's camera screen that can help you straighten and compose your shot, go to Settings > Camera, then turn on Grid. Place your subject at one of the intersections of the grid. If capturing a portrait, you can use Portrait Mode and aim to align the subject's eyes along one of the lines or at one of the intersection points.
- **Get Up Close and Personal.** Show faces! Find people hard at work, then ask them to look up and smile for a quick picture. Crouch down or zoom with your feet (step in close) to fill the screen with action. A photo that is 60% grass and sky won't be nearly as compelling as one that shows the details of the work being done and the people doing it.
- **Work With the Light.** Always orient your subjects toward the light. Avoid dappled sunlight through trees and be aware of heavy shadows on faces. Darker skin tones can especially appear heavily shadowed. Adjust your phone's exposure slider when needed.
- **Find A New Angle.** Alternate between landscape and portrait orientation. Try an unusual tilt to provide a dynamic angle or fit more content into the frame.
- **Showcase VIPs and Important Partners.** If there are VIP speakers, partners, or agency leaders at your event, be sure to catch them in a photo—ideally working side-by-side with young volunteers. If possible, get agency or corporate logos into the shot.

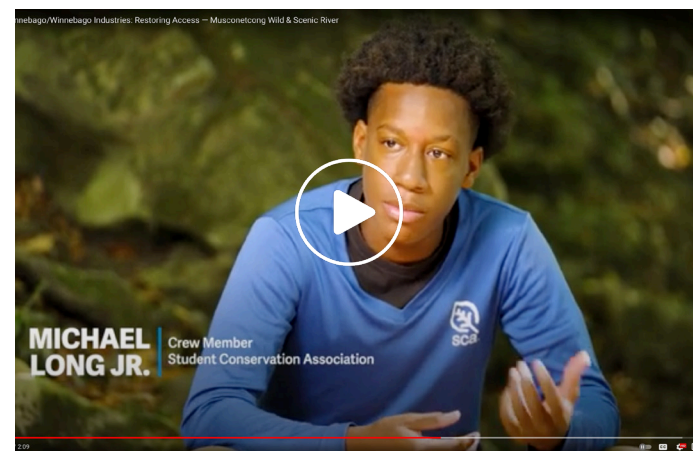


- **Be Sensitive.** SCA projects often involve lots of stooping and crouching, so avoid taking unflattering photos of people's backsides. Besides being non-ideal for social media use, this can make volunteers uncomfortable. All SCA event participants sign a photo waiver allowing us to use their image but be respectful of volunteers who express objections to being photographed. Always ask a parent if you can photograph their child.
- **Be Aware of the Background.** SCA projects often take place in spectacular settings. Find the perfect spot to pose volunteers against the city skyline or a beautiful natural vista. Even if your site does not offer majestic views, always be aware of your immediate backdrop. Avoid photos of volunteers or speakers in front of the parking lot, dumpster or the Porta Potty!
- **Show the SCA Logo.** We want the SCA logo everywhere! Capture SCA branding as clearly as possible on volunteers wearing SCA shirts, jackets and hats or positioned in front of SCA event signage.
- **Take A Group Photo.** Nothing demonstrates the impact of your event as well as a group shot with everyone included. Make time to pose everyone for a group photo—ideally, before the project kicks off when volunteers are still energized, and no one has drifted off early. Choose a good backdrop in advance and be sure to include any SCA signs or branding in the shot. Encourage the group to cheer and raise their hands in the air on the count of three, to communicate the excitement and energy of the day.



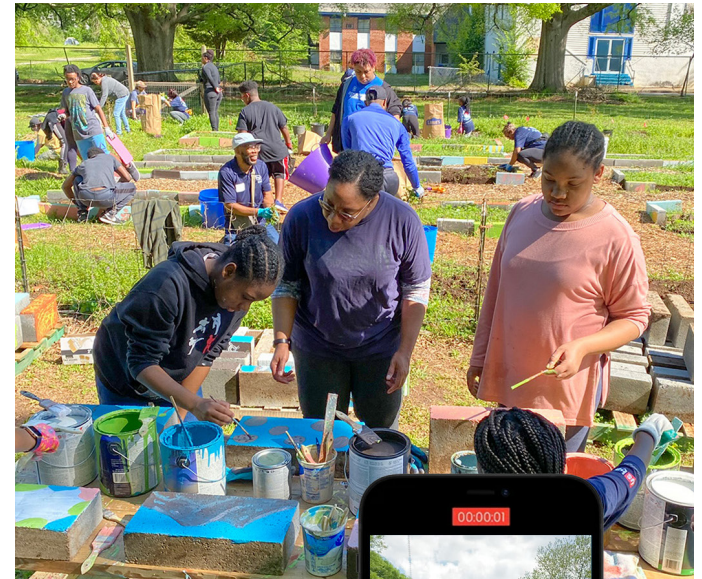
Capturing Compelling Video

- **Consider End-Use.** Determining the end use of your video beforehand will help you structure the content and choose the right orientation. For example, a horizontal video works better on the ThankView platform, but a vertical video will work better for social media use. Please reach out to the [Office of Communications](#) to discuss any video projects in advance.
- **Follow Photography Tips.** Review all the photography tips above to ensure your video looks its best. Great lighting, background, branding and subject framing will elevate the end result.



Collecting Engaging Interviews

- **Always Ask for Permission to Record.** Your subject should give their permission to be recorded. They should be aware that any interviews can be used in print or on the SCA's digital properties (i.e., website, social media, etc.).
- **Capture Clear Audio.** If wanting to conduct interviews with SCA members in the field, audio matters. To ensure the sound is clear, crisp and without background noise (wind, train horn, people talking), use a Bluetooth wireless lavalier microphone compatible with your iPhone or other mobile device. Please reach out to the [Office of Communications](#) for recommendations.
- **Prepare Questions in Advance.** Do your homework about the upcoming event details or site location before your visit. Being prepared makes you a better interviewer and less nervous.
- **Start With the Basics.** Confirm the pronunciation and spelling of names, have subjects state their SCA site location, share what city they live in and ask what year they are in school, if applicable.
- **Ask Open-Ended Questions.** Avoid questions that elicit "yes" or "no" answers. For example: What was it like meeting SCA founder Liz Putnam? Describe your experience with the SCA and the projects you worked on this summer. What would you like to say to our generous donors who help make the work we do possible?
- **Ask For Specific Examples or Numbers.** It's always best to show versus tell. The more specific, the better.
- **Actively Listen and Ask Follow-Up Questions.** Let the conversation flow naturally. Avoid reading a list of questions without accounting for the answers.



Share your photos with the Office of Communications!

Immediately share your images with the OC through any cloud-based app of your choice. You can use SharePoint, Google Photos, Google Drive, Dropbox, WeTransfer, etc. If you need help sharing your photos with us, please reach out to the [Office of Communications](#) for any assistance. (Note: A new image portal is coming soon!)