How to tell your project's story
Take photos of your project

Generally, more shots = better

- **Best photos:** You and your partners in the process of doing things

- Vary your photo range:
  - close-ups of fruits, vegetables, tools, hands, on vine, at harvest, at market
  - mid-range shots that show 1-3 people doing something, whole-body or waist-up (don't cut off just feet!)
  - scene-setters that show landscape and what horticulture looks like where you are

- **Who** is in the photos:
  - **Best:** Photos of people who are involved in your project. Please tell us their names!
  - **Best:** Remember to get shots of you (the PI) in action too. Consider handing off your camera sometimes.
  - Less good: Group-standing-around photos.
  - Less good: Anonymous people—woman in market, man in field
  - Not great: People as props, back drops or scene decor
  - Not great: Photos with children

- What is in the photos: **Action!** People doing things
  - **Best:** Faces are recognizable
  - **Best:** What the people are doing/looking at is clearly visible
  - Less good: backs of heads/butts

- What is in the photos: **Best practices**
  - **Best:** People in the photos are using best practices
  - Photos of mistakes or bad examples can be useful. If possible, it is nice to keep the people in those photos somewhat anonymous by focusing on their hands or backs of heads, etc.

- Some stereotypical development photos to avoid:
  - Kids. Particularly those cute ones who have nothing to do with your project.
  - Group photos of smiling people. You may have uses for these, and that is fine.
  - Desperation. In general, please respect human dignity.
  - Posed photos. Though sometimes necessary, unless you're working with a pro, the fakeness often shows.
  - Vacation photos. Feel free to take pics of monuments, but we don't need them. Thanks!

Wear your university!
Consider wearing a shirt, hat or name badge with your organization's logo visible for easy identification and branding when you will be photographed working—when appropriate.

Consent
Please use your best judgement and manners when taking photos. Seek permission from people who are in your shots and explain how the photos will be used for.

Send your photos to the Horticulture Innovation Lab:

Please send us the original photo files (.jpg), unedited, as large as possible.

- Send **photo files** themselves (jpg, tiff, etc) is best, as opposed to embedding them in Word or PowerPoint

- Please **do not edit** or crop your photos before sending them to us.

- **Please include caption information**: Who, when, where, what is happening and who took them

- If emailing photos is a problem, try zipping them into a folder and uploading to us at http://ucanr.edu/hortcrsp/photo-upload (with an email so we can confirm receipt).

We collect and organize your photos (with caption info) to promote your work with the Horticulture Innovation Lab. Your photos will be used to talk about your project and the Horticulture Innovation Lab in presentations, websites, social media, newsletter articles, reports, brochures, press releases, etc.

Some photos are available on our Flickr account, https://www.flickr.com/photos/hortcrsp/sets/