



MARE PHOTO GUIDELINES

Since good quality photographs of waiting children are important for recruitment, we have compiled some simple tips for social workers that we hope will be helpful. MARE accepts 35 mm or digital photos, which can be emailed to Tracy Scatterday at tracys@mareinc.org.

Digital photos should be saved at a resolution of at least 200 dpi (preferably 300 dpi) and as .jpg files (i.e. johnsmith.jpg). Polaroid photos reproduce poorly, as do photocopied and faxed images, and cannot be used. For siblings, please send in individual photos of each child and a group photo. Please be sure to include the name(s) of the child(ren) on the back of the photo(s) or in your email.

Here are other suggestions for better photographs:

Tip #1: Shoot the photo in a naturally bright room. Even with the camera's flash, a dark room with poor lighting will not produce good results. When taking the picture outside, avoid direct sunlight, which usually causes your subject to squint. Have your subject stand slightly to the side of the sun or take the photo in a slightly shaded area, remembering to use the fill-flash for shadows. Mornings, late afternoons or overcast days work best.

Tip #2: Avoid a busy background that will detract from your subject. Watch out for unflattering objects, such as TV antennas or plants, "growing" from your subject's head.

Tip #3: Focus on the child's face and not on the background. You don't need to get the child's whole body, but aim for headshots either at or above shoulder level.

Tip #4: Keep the child's clothing neat but subdued. Avoid hats.

Tip #5: Position your camera at eye level with the child for a more personal shot.

Tip #6: Keep the child's attention but don't demand it. Get the child talking about their interests, or if you have a knack for humor, tell jokes or act silly to loosen the child up. Make sure the child is looking at the camera before taking the picture.

Tip #7: Take lots of pictures (the whole roll) to optimize your chances of getting good photos.