

YOUNG LIVES PHOTOGRAPHY GUIDELINES

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1. THE IMAGES

Images are one of the most powerful ways of representing children's lives to audiences outside their immediate environment and communicating the work that we do. Young Lives images need to reflect and communicate our ethics and values *and* children's experiences simultaneously.

Context

Young Lives images need to show children's everyday lives and real experiences. They should be 'environmental' shots that show children in the context of their daily lives engaging in ordinary activities, rather than engaging with the camera. Set up shots and portraits should be avoided.

Resilience

Images should strike a balance between the resilience and resourcefulness of children and the challenges they face and their vulnerability in the context of poverty. This is a fine line and requires careful identification of appropriate photographers and clear commissioning briefs agreed in advance.

Dignity

Images of children as passive victims, looking sad and soulful or very cute are not usable as they reinforce stereotypes of children as powerless rather than as social actors. Equally though, if all images show well-fed, well-dressed, exuberant children having fun when the reality in that location is that children live in rags with no toys or services, that would also be doing children a disservice.

Informed consent

Informed consent must be obtained for all images – otherwise they cannot be used and should not be shot. Both the child (aged 8 and above) and their carer need to give informed consent. This applies to children who are identifiable in group shots of several children together as well to individual shots.

This means the photographer and/or the person facilitating the shoot for the photographer need to have a conversation with the children and their carers telling them about what Young Lives does and how the photos will be used. Any verbal and/or written agreement given by the child and their carer needs to be recorded and supplied with all images submitted as part of any Young Lives photo commission.

The Young Lives Communications Manager can supply a draft consent form and guidance on how to obtain informed consent in line with Young Lives ethical standards.

Reciprocity

Children and their carers should be given a copy of one photo in which the child is featured as a thank you. Costs for these prints needs to be included in the contract agreed with the photographer and the overall budget.

Child Protection

No photos of naked children or in underwear only, or in the case of girls over the age of 3, not wearing a top/blouse.

Take care with photos of children swimming and playing in water or taking part in sports. These may not be appropriate for public use.

No child to be photographed unaccompanied, i.e. if there is only the photographer and the child present in the same room or outside area.

Anonymity

Published images, including on the web, should not be accompanied by any information that might allow the specific child or their community to be identified (e.g. their real full name, location, name of location of school, etc).

The only exception to this is where special informed consent has been obtained from the child and carer for specific purposes; this should only be sought with prior approval of the Young Lives Communications Manager.

Technical standards

All images must be in full colour and meet the technical specifications set out below (see Section 3). They should be supplied in the required digital formats unless prior agreement has been obtained for special purposes from the Young Lives Communications Manager.

Supply and storage

All images will be supplied in digital form to both to the country teams and the Young Lives international office in Oxford. They will be stored on a central ftp site or equivalent from where they can be downloaded via a password-protected system. All images must have accompanying caption information as specified in Section 3 with rights and consent records provided (see below).

Data protection

Many countries now have regulations in place for the protection of 'data', which are relevant to Young Lives audio-visual work. These guidelines apply to all audio-visual materials associated with Young Lives in any country at any time for all uses including the internet.

www.dataprotection.gov.uk

2. THE PHOTOGRAPHER: RIGHTS, CREDITS, LICENCING, FEES

The photographer should have a signed contract and a detailed commission agreed with Young Lives in writing. They must read a copy of the Young Lives image/audio-visual guidelines before they sign the contract and the contract must refer to this Young Lives Code of Practice. The commission brief forms part of the contract and must be agreed in writing by the photographer too.

"I undertake to follow the Young Lives Code of Practice. Failure to do so will be considered a breach of contract and fees will not be paid."

The commission brief will specify:

- The precise number of photos required
- The mix of photos required from each shoot, location or region. E.g. full colour; mixture of landscape and portrait; good selection of angles including a variety of close up, wider angle and distance shots; group and individuals; indoors and outdoors; children in poverty contexts engaged in their every day activities rather

than engaging with the camera at home, school, work, play, in their community and immediate environment.

- Several images to choose from for each specific image in the brief.
- The format of photos required and details of how to supply and deadline for supply (usually within 2 weeks of each shoot).
- The fee to be paid once the photos have been approved and an invoice from the photographer received.
- The copyright assignment to Young Lives that is required and the licence for use agreed (e.g. multiple use for 15 years).

Credits

The photographer must sign a photographer's agreement form assigning copyright of all images commissioned by Young Lives, agreeing a licence with Young Lives for the multiple use of the images for different Young Lives purposes for 20 years. This is particularly important given the longitudinal nature of the current study and the possibility that some of the children and young people may be asked to take part in future follow-on studies tracking their lives and the lives of their children well into adulthood.

Copyright, Licences and Fees

The fee paid to the photographer will be an inclusive fee covering all uses of the images. This often means paying a higher fee in order to obtain all rights instead of one-off use for each image. The bigger the job, i.e. the more days involved, the lower the day fee can be negotiated.

NB. If you do not obtain this agreement the photographer must be asked in advance and agree to each of one-off use of the image and can charge a fee each time.

Once copyright has been assigned to Young Lives, the photographer is entitled to use the photos for personal portfolio, display or exhibition purposes. However they cannot sell or allow others to use photos that Young Lives has bought the rights and licence to use for.

Young Lives will credit the photographer each time the image is used according to the agreed rights and licence. This is important as, in addition to legal reasons, photographers are more likely to be willing to assign all rights long term to Young Lives if they know their name will appear as a credit each time the image is used.

You may wish to explain to the photographer that Young Lives is a non-profit publicly funded international development research programme and that images are not for commercial use.

The credit will be presented as follows each time the image is published:

© *Young Lives/ photographer's name*

Do not pay the photographer any fees until the person who commissioned the photos has received the full set of images (already edited) and has approved them.

Licences

Can be exclusive (i.e. for a length of time and within the geographical limits agreed) or non-exclusive. If exclusive the copyright holder cannot grant another licence which conflicts with the rights of the first during the agreed period.

Young Lives needs to obtain a signed licence for use stating that the photography has assigned exclusive, worldwide, multiple use of all images for 20 years to Young Lives. Licences must spell out:

- the geographical extent of the licence
- the time extent of the licence
- the nature of the rights that the licence seeks to grant including copyright assignment.

The Young Lives Communications Manager can supply a standard text to use and adapt as needed.

3. TECHNICAL STANDARDS AND STORAGE AND CATELOGUING OF IMAGES

The photographer must:

1) Create a caption list of each shot including full name, age, location of child, the activity and any other context relevant information.

NB. This information is confidential and should be handed over to the designated Young Lives staff member in each country who must ensure it is recorded systematically and stored safely for future internal reference only. This information must then be sent to the Young Lives Communications Manager who will supervise the central storage of all images on-line with access via a password system.

This information cannot be used by the photographer in their portfolio or in any exhibition of their work. The photographer in their portfolio etc. can use only very general descriptions, e.g. mother and son in Somali province, Ethiopia; children in remote village northern Lao Cai, etc.

2) Provide a good range of angles and landscape/portrait shots as well as several images to choose from for each kind of picture briefed.

3) Ensure a full spread of **all** relevant age groups (from aged 0 to aged 20 inclusive), gender and ethnic balance overall as far as is possible and relevant to each particular job.

Photographers should edit out any shots which cannot be used, including those which do not meet the ethical guidelines or which are of low quality, including those with eyes closed, poor light, camera shake etc or which do not meet the Code of Practice or in other ways. These images should not form part of the submission to Young Lives and will not be paid for.

Technical standards

Our preferred format is digital.

File type and names: Uncompressed TIFF (A4 @ 300 dpi) and Low res JPEG (72 dpi not jpeg 2000)

Resolution: 300 dpi for high resolution; 72 dpi for low resolution.

File size: 24 MB low resolution JPEG files of no more than 1 MG.

Channel: 8 bit

Supply: All images to be supplied via the forthcoming Young Lives ftp site for use by the four Young Lives country team and the Young Lives communications team in Oxford. To be supplied both PC and Mac compatible.

File numbering: All photos should be numbered as per brief.

Do not embed caption info into each file but provide it separately in an Excel or Word document.

The photographer should create a caption list recording the details of each shot, including full name of child (needed re informed consent and to identify photo for deletion should they later withdraw consent), age, location, date, activity, other points of interest such as current/recent events impacting on the child, family or community.

ENDS