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**Photo Guidance**

A requirement of the election is to submit a photo so that voters can recognise you, your campaign material, and it will be used to identify you on the voting page. The photo therefore needs to clear and preferably a headshot. You don’t have to be a professional photographer to take good photos. All you will need are these couple of simple tips listed below.

**A few tips for composing and editing your photo.**

It may seem simple to take a good photo however there are always a few things to bear in mind to ensure you get a good one.

**Lighting**

It is crucial to get good lighting when taking a photo, if the lighting is not right, it doesn’t matter if you’ve got the perfect composition, as the picture will not be clear. With this in mind, make sure to set the right exposure whilst setting up the picture. An over exposed photo will make the picture too bright resulting in you looking like a ghost. If the photo is under exposed then it will turn out dark, meaning it will be difficult to see you amongst the shadows!

Wolves SU would recommend using a good light source like a window, or a sunny spot if you’re outside. It is important that the light is on you, not behind you and we would recommend taking the photo either early in the morning just after sunrise or late in the afternoon just before sundown. This is known as the ‘golden hour’ as the light takes on a soft, diffused quality which is very complimentary to the subjects on camera.

**Composition**

Simply put, this is making sure everything you want people to see is fully in the frame. If that means your whole body, your head and torso or just your head and shoulders, be sure to set up your phone or camera in a manner that means everything fits nicely into frame!

If you will be including content in the background, check to make sure it is tidy and only things you want to be in view, are! A professional photograph will help voters recognise you and doesn’t distract from the message you are trying to convey either through your manifesto or campaigning material.

**Position**

Never take a photograph from below. This will make you as the subject look strange. The best portraits are taken slightly from above. Make sure that for a professional portrait you have a medium closeup, meaning from your waist up.

**Use a timer**

If there is no one around you who can offer to take a picture of you, simply set a timer on your device. These should be included in every smartphone and camera. Give yourself enough time to walk back into position though.

**Editing**

If you decide to edit your photo before using it, please remember that less is more. You may want to add brightness or vibrancy to your photo but make sure it is doesn’t alter your image too much.

Most smartphones will have the option to edit photos. You can usually play around with what settings best suit you. If you prefer not to mess with the colour gradients, simply use brightness and contrast levels to give your photo a better, sharper look.

Before you take a photo, make sure that the lens of your camera/phone is clean.

**Ask for Help!**

If you are struggling with taking your photo or editing then ask others for help or there are tutorials on Youtube where you can learn about using different equipment and apps.

**Useful Apps**

There are free mobile apps for editing photos that can be used:

* Snapseed
* Afterlight
* Lightroom Mobile

**Accessories to consider**

* Tripod – will let you position your phone straight and with the right angle.
* Ring Light – will give you a good quality of light.