

WorldFish Photography and Video Handbook Version 1



WHAT IS A WORLDFISH IMAGE?

Photography and video are core to our brand. Our images speak to our areas of focus: small-scale fishers; aquaculture; and farmers, fishers, and herders who depend upon aquatic agricultural systems.

This is achieved by focusing on:

- images of the fishers, farmers and community members with whom we work.
- images of freshwater or coastal fishing and farming activities.
- close-up imagery of the products fishers and farmers catch/produce.

These images should be used to portray a positive image of the millions of fishers and farmers living in poor countries, and the rich textures and colors of their environments and their livelihoods.

CODE OF CONDUCT

The code is a set of principles to help communicators develop consistent and ethical imagery.

We will strive to:

- choose images and messages that respect the dignity of the people involved. Remember, people are active partners in development and not just recipients of aid
- accurately represent images and messages so as to improve public understanding of the realities and complexity of development
- avoid images and messages that stereotype, sensationalize or discriminate against people, situations or places. Avoid contradictory messages and clichés
- use images and messages with the understanding, participation and permission of the subject (or guardians)
- ensure those whose situation is being represented have the chance to communicate their own story
- avoid using images of children, unless these images are relevant to the story and the work it depicts
- conform to the highest standard in human rights and the protection of vulnerable people

Attempts should be made where possible to identify and quote people who appear in photographs. If they wish to remain anonymous, this should be respected. Wherever possible, try to communicate the views and experience of the people featured.

The way a photograph is treated in the production process may caricature or diminish the subject and cause offence. Images must not be cropped or edited in a way that distorts the accurate situation.

Images should be used in context, and matched accurately with text.

RELEASING PEOPLE IN PHOTOGRAPHY AND VIDEOS

It is important that people appearing in our photographs and videos are informed that their images will be made available for non-commercial purposes under Creative Commons licensing. These non-commercial purposes may include promoting organizations, causes, or publications that focus on poverty alleviation, food security or other social good. The subjects in the photographs or videos must give their permission to have their image used. When possible, ***please complete a release form.***

It is recognized that signing a release form is not always possible in the context in which we work. It is permissible to acquire verbal permission if the subject:

- is not literate
- does not understand the language in which the release form is written

When obtaining verbal consent, please clearly identify:

- the name of our organization (WorldFish, a member of CGIAR)
- the purpose of our organization (reducing poverty and increasing food security)
- where their images may be seen (online, in publications, on the news)

When taking a photograph or video of children, we must have written or verbal permission from their parent(s), caregivers or appropriate responsible adult. We recommend that photographs of children are only used in specific circumstances where the story context demands their inclusion, such as feeding small fish to children for improved nutrition.

Children who wish to be identified because they want their stories known need to complete a **signed release form**. Releases should be obtained from the subject and their parent(s), caregivers or appropriate responsible adult. The purpose and intended use of the photographs should be carefully explained before the release is signed.

PHOTOGRAPHING CHILDREN

WorldFish follows the principles published by UNICEF for photographing children.

- Do no harm to any child. Avoid placing a child in danger or exposing a child to humiliation, or reactivating a child's pain and grief from traumatic events.
- Do not discriminate in choosing children to photograph because of sex, race, age, religion, status, educational background or physical abilities.
- No staging: Do not ask children to tell a story or take an action that is not part of their own history.
- Ensure that the child or guardian knows they are talking with a reporter or communicator. Explain the purpose of the interview and its intended use.
- Obtain permission from the child and his or her guardian for all photographs and videos taken. When possible, this permission should be in writing. Permission must be obtained in circumstances that ensure that the child and guardian are not coerced in any way and that they understand that they are part of a story that might be disseminated locally and globally. This is usually only ensured if the permission is obtained in the child's language and if the decision is made in consultation with an adult the child trusts.
- Pay attention to where and how the child is photographed. Try to make certain that children are comfortable and have no outside pressure. In film, video and radio interviews, consider what the choice of visual or audio background might imply about the child and her or his life and story. Ensure that the child would not be endangered or adversely affected by showing their home, community or general whereabouts.

HIRING PHOTOGRAPHERS AND VIDEOGRAPHERS

From time to time, WorldFish will hire photographers or videographers. It is important that all photographers or videographers sign our approved contract prior to commencing work. Please contact Communications & Marketing for contract development.

Additionally, all photographers should be provided with digital format and caption requirements (see below).

PHOTOGRAPHY: DIGITAL FORMAT AND CAPTION REQUIREMENTS

Digital formats

- Please shoot at the highest resolution possible. The minimum accepted resolution is 2000 x 3000 pixels or 6 megapixels; Preferred resolution is 3000 x 4000 pixels or above.
- Please shoot RAW or JPEG formats (if a choice is available).
- Do not use an iPhone or smart phone to take images.
- Do not compress JPEGs when transmitting to WorldFish.
- Maintain images in the sequence in which they were shot, so the shoot logic can be easily traced.
- Do not manipulate any original image files as they will be cleaned up on final selection.

Caption requirements

- All subjects should be identified by what they do, if is not self-evident. It is not necessary to collect all the names of the subjects, but it is useful to have them, if they are available.
- Names of places are essential, including whether the location is a village, town, district etc.

VIDEO: DIGITAL FORMATS

Many video formats are acceptable. Professional videographers should use digibeta cameras and provide DV, DVCAM or HDV formats. Nonprofessional videographers should provide HDV formats.

All video files should ideally be delivered in .mov, .avi or .wav formats.

All video files should be clearly labeled to indicate date, location, and subject.

CREDITING PHOTOS

Unless otherwise specified, all photos must be credited in the following format:

[Photographer name]/[Name of CGIAR Center or Name of Employer]

i.e. Ben Smith/WorldFish

ARCHIVING PHOTOS

Photographs taken by WorldFish employees are the property of WorldFish. It is very important that these photographs be available for use by others. All WorldFish photographs under the CGIAR Open Access policy must carry a Creative Commons license.

Currently, all WorldFish photos are stored on Flickr, a photo sharing site.

Communications & Marketing will upload your photos to Flickr. Please submit the following information for each photograph:

1. Name of photographer
2. Location of photograph
3. Caption or description of why the image is important

Images with captions can be submitted in two ways.

1. Upload to OneDrive and send to Communications & Marketing.
2. If you are in Penang (or have colleagues who are travelling to Penang), images can be placed on a thumb drive and send to Communications & Marketing.

ARCHIVING VIDEOS

Currently, only final, produced videos for external audiences are archived on our YouTube and Vimeo channels. All final, produced videos should be submitted via FTP or Vimeo with a brief description send to Communications & Marketing.

For location footage or research footage, project owners should archive footage in the following manner:

1. All footage should be saved on a removable hard disk that is stored in a fire and flood safe location
2. All footage should be saved on an office's local area network (LAN).

PHOTOGRAPHY SUBJECT RELEASE FORM

CGIAR

PHOTOGRAPHY SUBJECT RELEASE FORM

(This is **not** a release for commercial use.)

By signing this release form, I hereby grant to CGIAR and the 15 member centers that make up the CGIAR Consortium, the right to reproduce, display and disseminate worldwide and in perpetuity, in any traditional or electronic media format, my likeness as shown in the photographs described below, which photographs are owned by CGIAR and the 15 member centers that make up the CGIAR consortium, for the purposes of reducing rural poverty, increasing food security, improving human health and nutrition, and ensuring more sustainable management of natural resources.

The photographs containing my likeness were taken on (date) _____
in the (location including town/country) _____
by (photographer's name) _____

I further confirm that these images are a true likeness of me and the images were taken with my knowledge and consent.

Name of Subject _____
Age (if under 18 years) _____
Date _____

Signature

Address and other contact information

IF SUBJECT IS A CHILD UNDER 18 YEARS OF AGE:

I confirm that I am the legal guardian of the child named above and therefore may grant permission for this subject release on behalf of the child:

Name of Legal Guardian _____
Relationship to Child _____
Date _____

Signature of Guardian

Name of Witness _____
Organization Affiliation _____
Date _____

Witness Signature



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**100%
RECYCLED**

Paper made from
recycled material

Harnessing research that makes a difference

