



Digitalisation Campaign Photography brief

Objective

As part of the campaign we want to use images of members around the world to build stories that demonstrate the impact that digitalisation and technology will have on the future of logistics and transport.

What do you need to do?

Take a photograph of yourself looking directly at the camera, following the instructions below.

Take a second photograph of yourself holding a small hand-held device that links you to your role / sector and helps tell the story about technology that you (may) use. This 'prop' could be a smart device, GPS locator, scanner, drone – anything small that can be held in your hand for the photo.

There are some examples of the type of handheld 'prop' you may wish to use on the final page.

We would like everyone to send the first image, but the second image is optional and is only required if you can hold in your hand a device / tool connected with technology that relates to your role.

Deadline

Please send us your photographs by **Monday 2 August** at the latest.

Equipment – what you should use to get the best results

- Please use a digital SLR camera or the HDR (high definition) setting on your mobile device to take your photographs.
- The photos need to be good quality to be used – no closed eyes or blurred focus. Don't use the zoom function as this will cause you to lose picture quality.
- Please don't use filters like SnapChat or Instagram as these create unauthentic images and lower the picture quality.

Composition – what should you include:

Focus – we need to focus on the people within the photos. Make sure you are close enough to the camera so that we can see your face clearly. We don't need your full body in the photo – from the waist upwards would be perfect. Look confidently down the lens. If it feels comfortable you could try folding your arms or placing your hands on your hips – but if this isn't something you'd normally do, just a natural, confident pose is more than fine.

Background – we would recommend something quite neutral like a white or pale-coloured wall so it is easy for us to cut out for the designs.

Location and lighting – we would advise taking the photos in natural day light and by a window if possible. Try to avoid using a flash unless it is a professional one, as this can cast shadows and make people look washed out.

Style – the photos are all about raising awareness and celebrating the good work CILT International are doing. Please ensure you look happy / smiley. And that you're looking directly at the camera / down the lens.

Orientation – please ensure you have the camera in a landscape (wide) shot as this works best online.

How to supply your photos

When emailing your photo please send us the largest file size you have access to. You can send us your favourite or several to choose from if you're unsure which might work best. You can use free tools like [WeTransfer](#) to send a file that might be too big to email.

Please send all photos to Ceri.Williams@ciltinternational.org with your name and the photo consent form.

Sample images

Here are some examples of possible devices you could use as a prop:



This is an example of how we would like the photo composition to look / how we'll be using the image for the campaign.

