

RenewableUK photographic guide



Style checklist

Our photography should represent people, places and perceptions in a way which rings true to our audiences' needs.

People

Portraits should be of real people in their natural working environment. They should look natural and not posed.

Context & location

Capturing people in-situ is important as it adds context to stories and helps our audience identify with RenewableUK's role. To tell a story with photographs, the subject should ideally appear in a number of distinct settings whenever possible. These settings should be appropriate though as locations support the persons job. These could include: on location at wind farms, near wind turbines, in front of their office building or at their desk.

Sentiment

People should look professional, and ideally be dressed in their uniform. Aim to capture confident expressions – we want to appear open and knowledgeable.

Technical checklist

Lighting

- ✔ Use natural light wherever possible. This adds to the natural feel and gives greater flexibility as it requires less set-up. Consider the time of day for each photo.
- ✘ Do not use stylised filters.

Composition

- ✔ Use landscape format and try to capture as much of the environment as possible. This helps give context to the subject.
- ✘ Do not crop the original shot, no square or portrait images.

Focus

- ✔ Out of focus backgrounds keeps the viewer's attention on the person and leaves it clear for the addition design elements. When showing the scale of an operation it may be appropriate to use a deeper depth of field so that the whole scene is in focus.
- ✘ Do not take photographs with the person out of focus – they are the focal point. Also, do not shoot the person in a busy environment.

Technical specifications

- ✔ Ensure file size allows for print reproduction of up to A3 (420mm x 297mm) at 300dpi. 10 megapixels or more.
- ✘ 72dpi for web is not good enough. No iPhones!

RenewableUK film guide



Style checklist

Our films / interviews should represent people, places and perceptions in a transparent and honest way.

People

Interviews should be with real people in their natural working environment. The person should be the focus – with appropriate stock footage only being used to support stories.

Context & location

Capturing people in-situ is important as it adds context to the interviewee's stories. These environments should be appropriate though – locations should support the subjects job.

Sentiment

People should look professional, and ideally be dressed in their uniform. Keep the person comfortable – we want them to answer honestly and with conviction.

Engagement

Keep films short and to the point. No more than 2-3 minutes.

Technical checklist

Lighting

- ✔ Use natural light wherever possible. This adds to the natural feel and gives greater flexibility as it requires less set-up. Consider the time of day for the shoot.
- ✘ Do not use stylised filters.

Composition

- ✔ Try to capture as much of the environment as possible. This helps give context to the subject.
- ✘ Do not crop too tightly. You can always crop for different applications in post-production.

Focus

- ✔ Out of focus backgrounds keeps the viewer's attention on the person and leaves it clear for the addition design elements. When showing the scale of an operation it may be appropriate to use a deeper depth of field so that the whole scene is in focus.
- ✘ Do not take shoot with the subject out of focus – they are the focal point. Also, do not shoot the subject in a busy environment.

Captions

- ✔ Keep captions small and in the corner.
- ✘ Do not position captions over the subject

Technical specifications

- ✔ Use HD for quality and use a tripod to keep it steady.
- ✘ No iPhones!

RenewableUK interview guide



Photoshoot interview checklist

Here is a quick checklist to follow when conducting an interview as part of a photoshoot:

- Name
- Job title and the name of company
- Place of work
- 2 sentences on what their job entails in simple terms
- 2-3 sentences on why they love their job
- 2 sentences on how they got in to the sector
- 2 sentences on how others can find jobs in their particular part of the industry

Video interview checklist

On camera interviews are a little more tricky. Get to know the person before the interview, keep your questions concise, appropriate and always get them to repeat the question. Here are a few things you might consider asking or including:

- Introduce themselves
- State that they work in the renewable energy industry (or the wind industry)
- State for who and where they work
- State their job title
- Explain what their job entails in simple, broad terms
- Outline a typical working day
- Explain why they love their job
- Specify why working in renewables is important to them
- Outline any green / eco-friendly lifestyle they might have
- Outline their background: educational / career
- Explain how others can find jobs in their particular part of the industry

Make sure responses are self-contained statements as the film will be edited and not all responses will be included.

- ⊗ "Yes that's right - I do enjoy my job"
- ⊙ "I find my job really satisfying because"