

## VIDEOGRAPHY AND PHOTOS; Consent and Guidance

If you are planning a complex shot or sequence, please **always** consult with Communications Manager Jamie Stevenson (02380 597974 / [Jamie.stevenson@soton.ac.uk](mailto:Jamie.stevenson@soton.ac.uk)) first, to ensure that what you produce is useable and delivers what you had hoped.

We *do* however encourage CLAHRC Wessex staff, and PPI Leaders and contributors to capture photos and video associated with our activities - especially externally-facing. Such imagery enriches our social media and promotional content, but it's important that anyone who *does* considers the following guidance:

### CONSENT

If you are filming or taking pictures for CLAHRC Wessex, then you should ensure that the people in the film or video have signed a consent form. Here is a link to a downloadable CLAHRC Wessex consent form: <http://bit.ly/2iW3jIX>.

If the people involved are representing organisation (or themselves), then the consent form should be modified accordingly.

### HINTS AND TIPS

You might find this [link to a website giving tips](#) useful - you don't have to take it **all** on board, just use it to think about how you are taking your pictures. To highlight a few of the critical hints and tips though, read on below:

#### *Filming (video):*

- If you're using a phone or tablet to film - use it in **landscape** mode. Using it vertically will lead to black bars appearing down the side of the video when it's edited, because TV & computer screens are letterbox / landscape shaped.
- When filming, be aware of **sound**. Often the microphone that records the sound is at the bottom of the device, so make sure you stand close to the person (or people) you are recording (about 50cm), and if you're interviewing them, try to find a place that's not too noisy.
- Be aware of what (or who) is in the **background** - white office walls may be practical, but uninspiring.

### Photography:

- Make sure the subject of your picture can clearly be seen - where light levels are low, images can freckle (*pixelate or become spotty / grainy*) and taking pictures quickly can blur them.
- Think about how the subject will fit into the picture - will a photo in landscape, portrait or a wide-angle view best illustrate the image? Where you have a choice, photos in landscape are always our preference.
- Ask yourself; what's in the picture? What story does it tell and what are you trying to tell people? Is it an event? Where are the people, and the 'colour' of the activity?

### WHAT TO DO WITH YOUR PHOTOS AND VIDEOS

If the involved people are happy to share their footage and pictures, please let us know by email (either click here, or send an email to [CLAHRC-WessexPPI@soton.ac.uk](mailto:CLAHRC-WessexPPI@soton.ac.uk), and cc [Jamie.stevenson@soton.ac.uk](mailto:Jamie.stevenson@soton.ac.uk)).

### WHAT WILL WE DO WITH THE IMAGES / VIDEO?

Where we have consent to use your photos / videos, we may use them in a variety of ways - both internally and externally. For example:

- Promotional material(s)
- News articles
- Social media posts
- Web articles and blogs

The above is **not** an exhaustive list, but will give the subject(s) of your footage and indication of the kind of ways we intend using the photos / videos. If there are questions or queries, these should be directed to Communications Manager [Jamie.stevenson@soton.ac.uk](mailto:Jamie.stevenson@soton.ac.uk). If **any** of the people in the photograph, or video you have taken **object** to being in photos / videos we may wish to reuse, they should **NOT** sign the [consent form](#).