

Photographs are a powerful way to tell stories about the work we do. A photograph captures key moments in time, allowing us to see for ourselves the benefits of being outdoors and active, of connecting to nature and others. Photos evoke memories and emotions and show what is possible.

In addition to the photos we share with people who have participated in our events and activities, we also use them to profile our work. The photos you take can make a significant impact on people's decision to engage with us and we will continue to use photos to encourage as many people living with dementia to access our support as possible.

We use fully consented photography across a number of different channels, from social media, to the website, to printed brochures and posters. Our photos tell a story and we want our photos to evoke a feeling in people that causes them to engage with our work, whether that be signing up for an event, fundraising for us, or becoming a volunteer. Therefore it's important that we all try to take the best photos we can.

Photobooks

We know that memories are stimulated through photographs and image association. Photographs can play a key role in allowing those living with dementia to reminisce about pleasant times in their lives. We therefore try to capture as many memories as we can for our holiday guests, and to produce a photo book of their holiday as soon as possible after their week with us.

On each holiday we have a Dementia Adventure camera which you can use for the taking of photographs. This helps us keep images on one specific device and ensures easy retrieval of the photos at the end of a week.

Types of photos required

We would really appreciate natural, casual pictures, as well as photos that show our core values. We would like to be as inclusive as possible in our photography, showing not just couples, but also people on their own, people engaging with nature, being active, or having a joyful moment. This may also include on some specific holidays photos with parents and their children. We would especially like photos that demonstrate one or more of the following:

- Engaging with nature
- Compassion/Care/Supporting somebody
- Empowerment
- Inclusion
- Positivity/Joy/Fun/Smiles

Photograph ideas

- A whole group shot, including the official photographer
- Shots of each person/couple, try to ensure an equal amount of photos of each person at the event (especially for the photobooks)
- A photo of each team member (or as a whole group)
- Natural single or two person shot (not posed) of people engaging with nature or activities
- Natural shots (not posed) of people (groups) engaging with nature or activities
- Natural (not posed) photos of the Adventure Leader and volunteers supporting people
- Photos of scenery in landscape format without people
- Photos of scenery in landscape format with people (posed or not posed)
- Photos of animals and birds encountered during the week. E.g donkeys, llamas, owls, seals
- Photos around the dining table, or enjoying the activities
- Photos of the venue

Photograph consent

For those holiday makers who have not given consent for their photos to be taken it is made known to the staff and volunteers at the event.

A Brief Guide to Photography (The 4 F's):

FRAME

- Choose carefully what to include in the photo and what to leave out. Think about what story you are telling and remember that everything in the frame will influence the viewer and they won't know anything that you don't show them.
- Try not to go in too close or crop too close, especially on shots of couples.

FOCUS

- Only fully press the button down when you have chosen the frame you want and when it has focused.

FOLLOW THROUGH

- After you make the decision to take the photograph, the camera still needs to do the work so don't snatch the camera away. If you pull away too early you could have a blur or miss the frame you want. The camera will take less time to take the photo if there is lots of light, and if you are not zoomed in.

USING FLASH

- Think about where the light is coming from.
- People standing with bright light on their faces may squint.
- With bright light behind people will turn people into silhouettes.
- Try to keep the flash off as standard and only put it on when you know you need it - your camera may suggest using flash when it's not necessary and light from the flash can look unnatural or reflect off the eyes, glass, metal and even skin.
- When the sun is shining that is your opportunity to get the best, most natural-looking photos — so snap away!

Examples of Good Photos:

Example 1

A volunteer with someone on a holiday. Nicely framed, beautiful scenery, capturing a moment in time. The photo below also shows we can get out into nature, rain or shine.



Example 2

This photo shows the sheer delight on this holiday guest's face upon having an ice-cream. Nicely framed.



How to: Take great photos!

Example 3

A nicely-framed photo of someone connecting to nature, using the rule of thirds (e.g. person making up $\frac{1}{3}$ of photo, scenery making up $\frac{2}{3}$ of photo).



Thank you so much, from the Volunteers Team at Dementia Adventure