

Photo Guidelines for Grant Check Presentation

(revised January 2023)

Best practice guidelines to follow when taking photos or video for grant check presentations or events involving TWC executive/commission staff.

1. When photographing the presentation, please keep these things in mind:
 - Set the digital camera to the “large jpeg” format, as we need a resolution of **300 dpi at 7x10 inches.**
 - If you have an iPhone, please be sure that the camera takes photos in a JPG format. To check this, go to: Settings>Camera>Formats and be sure that there is a check mark next to “Most Compatible” and not “High Efficiency.”
 - Please caption/identify at least one photo with full names, titles, and affiliations (Be sure to include all partners of the grant in the photo, college or ISD representatives, and especially employers).
 - Take at least two of the following photos:
 1. The Commissioner, front and center with the group holding the signed check (Please position the check at chest level, well below the Commissioner’s neck.)



2. The Commissioner signing the check (PLEASE BE SURE the angle is facing the Commissioner as they sign the check, not from behind the Commissioner).



3. The Commissioner interacting with workers and/or students at the event.





4. The Commissioner using or someone demonstrating any training equipment associated with the grant.





5. Please remember to always consider your background when taking photos. If the group is standing in front of windows with the sun shining through, it will create a very dark image. Don't be afraid to ask them to flip around for a more visually appealing image.

6. You will notice that most of the photo examples above are horizontal. **Please be sure to take all photos horizontally.** This will allow you to get closer to the subjects, especially when you have a large group of people, and result in a better photo than when you take photos vertically.

7. As soon as possible after the event, please email the photos and videos to communications@twc.texas.gov. Within your email, please include event name or location.

Video Guidelines for social media:

Videos are the most popular type of posts, but videos are only successful if done properly. You do not have to take a video while at the event, but if you do here are some helpful tips.

- When creating a video for social media, you should:
 - **For the majority of videos, shoot the video horizontal, not vertical**
 - If you are going to move the phone when shooting video, one piece of advice to keep it steady is hold the phone close to your body and make very slow movements.
 - Use open captions
 - Use colors or bold font to call attention to the most important word or phrases when text is on a screen
 - No more than 7 words should be on the screen at a time.
 - Start with a visually powerful intro

- Awesome imagery
- Intriguing question
- Length should be 30 seconds – 1 minute
- Split up longer videos into bite-sized, interesting pieces.

Thank you for attending and taking photos during a TWC event. If you have any questions or concerns, please reach email communications@twc.texas.gov or call our media staff at:

- Chelsea Durcholz, Media Production & PR Specialist
512-809-7272 or Chelsea.Durcholz@twc.texas.gov