

## Art Makes Columbus / Columbus Makes Art Photography guidelines

### Feeding the #artmakescbus feed (particularly on Instagram) aka showing not telling

Great (i.e. shows the heart of the campaign)

- Photos of artists performing
- Photos of visual artists working
- Photos of local artwork
- Photos of exhibitions in a local gallery/museum—including local and non-local exhibitions
- Photos of Cbus public artwork
- Photos of community engaging and/or participating with art

Less exciting for the #artmakescbus feed

- Fliers
- Postcards
- Non-art-related shots (e.g. latte foam)
- People sitting at tables (without quick visual cue that relates the arts component)
- People at a party w/out obvious arts component
- Headshots
- Really long captions
- Hardcore sales in caption

Three examples on Instagram from orgs regularly tagging #artmakescbus

1. The rehearsal, costume development, and show photos and videos from BalletMet  
<https://www.instagram.com/balletmet/>
2. Photos of art and people engaging with art from Columbus Museum of Art  
<https://www.instagram.com/columbusmuseum/>
3. The show/musicians on stage photos from ProMusica <https://www.instagram.com/promusicacolumbus/>

### For events you enter into OhioEventfinder.com that will appear on ColumbusMakesArt.com

Uploading a high-res image for your event increases your chance of getting featured on the homepage and in newsletters.

**1. Go big!** The bigger the image, the better. Ideally they should be no smaller than 1200x600 pixels, although OEF will accept images up to 3000x1000 pixels. Horizontal images work better than vertical ones.

**2. Make it dramatic!** Make sure the image is in-focus and interesting, so it catches the eye of potential audiences. Avoid using images overlaid with words or logos (NO promotional postcards); these are too busy for computer screens and phones.

**3. Crop it!** The OEF's crop tool automatically creates three cropped versions of the image – one square and two landscape. These are used in various places on sites such as homepages, event search pages, and your event result pages. You can adjust these by dragging the outlined box over each image and clicking "Crop." Remember to hit "Save Image" at the bottom when you're finished.

## Photography Needs for Featured Artists

The following are guidelines and requests for our featured artist photography in the Columbus Makes Art campaign. These photos will be used in many ways: print stories, print ads, web profile pages, web homepage, Tumblr posts, Instagram, posts, Facebook ads, Facebook cover photos, news media pitches.

### HELPFUL FOR ADS:

- Avoid images with pure blacks and pure whites - but pure WHITE is more the problem.
- Try for a variety of photos: shots close to the subject's face (if they're working on something, for instance), and full body shots in action (particularly of performers)
- Look for a variety of orientations, too: vertical vs. square/centered with materials around the artist (the room, fabric, stage, shelves, easels, etc.)
- Don't crop off any of the person above the waist (flat heads, missing elbows, no fingers).
- Avoid writing or signage in the photo, especially in the background
- Avoid photos with the subject looking directly at the camera

### FOR WEBSITE

- There is a carousel of images on each artist story page, which means we need **at least five images that don't look the same**—different settings, different outfits, artists at work and portraiture. Unlike ads, the website is a great place for a shot that has other people in it (e.g. a poet giving a reading where you can see some of the audience) and portraiture can sometimes face the camera as long as it works.
- The hero image on the home page is 1200 x 600px—so we need an image that can easily be cropped to that exact, rather horizontal dimension (look at site to see examples: [columbusmakesart.com](http://columbusmakesart.com))

### FOR THE ART MAKES COLUMBUS SOCIAL CHANNELS

- We'll be posting shorter Q&A and/or Humans of New York-style content and need creative portraits to go with the copy. Think more *Rolling Stone/Vanity Fair*, less *Forbes*.
- For portraiture, feel free to put the artist in their working environment or take them and their tools out of their natural working environment – get creative!
- Facebook cover photos are rather horizontal and close ups on face can be tricky. Check out our Facebook page (<https://www.facebook.com/ColumbusArts/>). The cover photos album has several branded examples (<https://www.facebook.com/media/set/?set=a.360004130698152.86085.167078556657378&type=3>).
- For Facebook ads we need the kind of images that work well on cover photos AND some that are more portraiture/square (for ads that also feed into Instagram)

### MISC

- In general, we're trying to capture the artists and their art in the moment: painting, performing, sculpting, writing, dancing, but we also need to combine these photos with creative portraiture.
- At times, in order to capture a person making their art in their moment you will need to use a little poetic license. Some processes are intuitively interesting to shoot (e.g a ballet rehearsal) while others will require some creative thinking (writer with laptop).
- If we have a suite of images to meet all of the above needs, we'll have what we need for media pitches.