



PHOTOGRAPHY AND IMAGERY BEST PRACTICES

SLOW FOOD

ABOUT SLOW FOOD

Slow Food is a global, grassroots organization, founded in 1989 to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us.

Since its beginnings, Slow Food has grown into a global movement involving millions of people in over 160 countries, working to ensure everyone has access to good, clean and fair food.

The movement believes food is tied to many other aspects of life, including culture, politics, agriculture and the environment. Through our food choices we can collectively influence how food is cultivated, produced and distributed, and change the world as a result.



OBJECTIVE OF THE PHOTO SHOOT

Slow Food has planted seeds all over the world with projects, communities, and leaders who inspire others. We have created social spaces in which to learn, together, how to build a better world through experience, diverse approaches, and reciprocal exchange.

Through photographs, we would like to portray the network of people that make Slow Food possible, and of course, their environment and the result of their effort (farms, animals, products, ingredients, seeds). The most useful photos are those of communities of people who reflect the values of Slow Food: Slow Food communities, groups of producers, images of conviviality.



USE OF PHOTOS

Use of photos:

The photos will be used for communication materials and promotion of projects. They will be uploaded to the Slow Food Photographic Archive. Please, avoid:

- Images that show people in distress or situation of disadvantage.
- Elements that are not in line with the Slow Food philosophy. I.e. Plastics, chemicals, pesticides.
- An entire set of photos without showing the community.
Staged sets.



PERMISSIONS FOR PUBLICATION

It is important to obtain permission and release.
The photos can be used in websites, all printed material,
social media, press releases, banners.

See documents to sign:

[Download here the form to be signed
by the portrayed people](#)

The file is named
EN_Relise_form_Slow_Food

[Download here the authorization
form to use images for photographers](#)

The file is named
EN_authorization_photographers_videomakers



TELL THE STORIES OF THE COMMUNITIES WITH IMAGES

Tell the stories of the communities with images. Portray who they are, where they work, what they do, and the result of their hard work.

Every community is unique and interesting, the photos should reflect the group of people working towards a common goal in line with the Slow Food pillars, their landscape, culture, and heritage.



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General brand recommendations on visuals (e.g. photography, graphics, etc.)

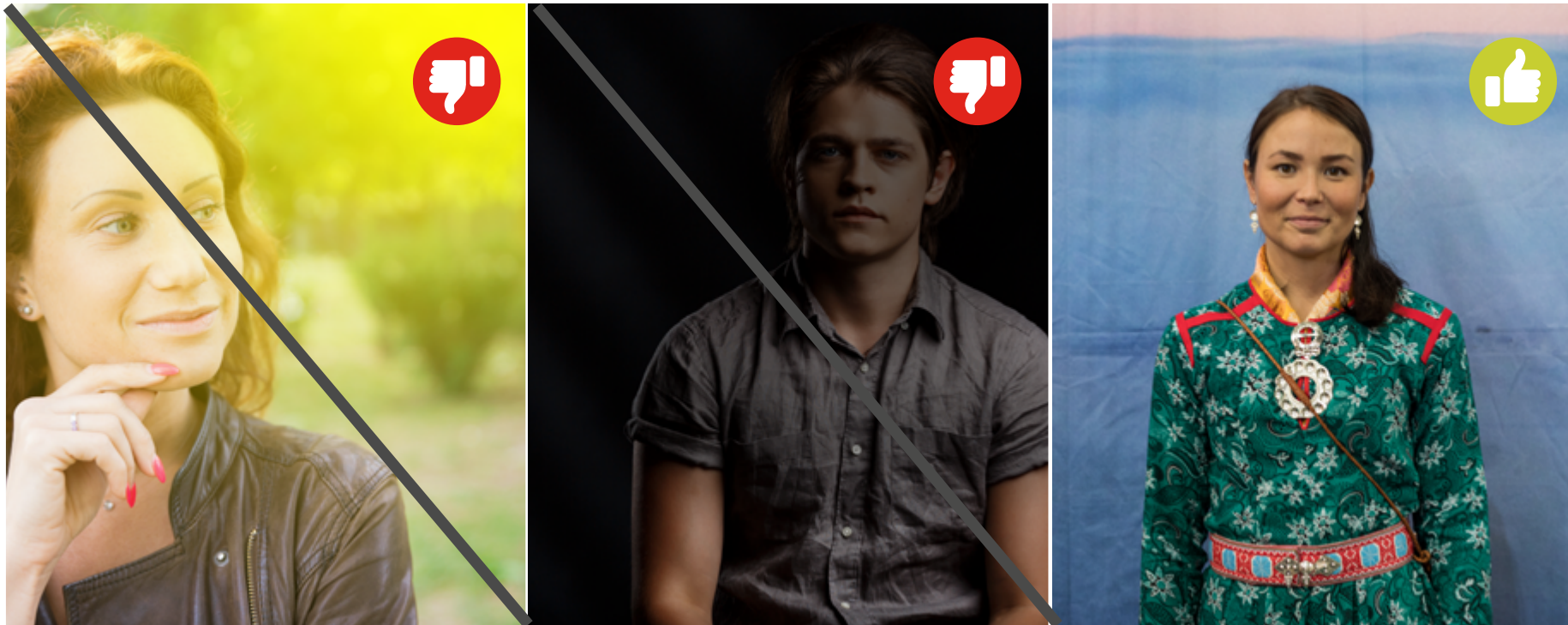
- Provide photography/imagery recommendations for each level of Slow Food organizations. For example:
 - Global uses illustrations focusing on food issues (similar to the global posters)
 - Regional uses photos of people and specific cultural foods or cultural elements that are thoughtful and represent similar brand values
 - Local chapters use images of food/farms/local elements that align with a local focus





Tip 1

Maximize the use of natural light in all of its types, direct light, soft diffused, or reflected. Avoid using the direct flash of the phone. Use the light coming through a window, or the shade of a tree. Try different angles, think of what you want to communicate, and remove elements that might distract attention from your subject.





Tip 2

Find the best angle and composition. Make sure your hero is in focus, and use the angle to show the characteristic that you want to highlight from your subject. For example, a slice of bread may look best from above, a tall sandwich from eye level, and a pie might look good at a 45° angle. Hint: Photos from above, also known as “bird’s eye view,” and from where I stand (FWIS) are popular on social media. OR For example, a high angle shot can show a composition made with an intention (flat lay), or an immense scene, a 45° angle helps give dimensionality to a rather flat subject by showing the front and surface of the scene. A straight-on angle can help show the height of your hero.





Tip 3

Consider the rule of thirds. Position the point of interest along the lines or at the intersections of the grid. Hint: Emphasize the WOW factor. Focus on different points of interest to diversify your photos.





Tip 4

Embrace thoughtful styling. Get creative with props and styling to bring your images to the next level. Add texture, interesting backgrounds, and photo embellishments. Hint: tables, accessories, ingredients, textures, people (or just hands), are all fair game. Consider what emotion you want to convey e.g.,





Tip 5

Publish diverse content. Don't shoot photography of the same thing all the time—feature pictures that appeal to the lifestyle of your audience. Ensure your photos are diverse in terms of the subject, products, angles, and culture, etc. Hint: Leverage user-generated content to highlight the unique lifestyles and values of your audience. Feature photos from partners, community members, volunteers, farmers, etc.



HOW TO UPLOAD PHOTO

You can upload your photos to this platform. Remember to download, fill in and reload - once completed - the form for consent to the use of images.

<https://upload.slowfood.com/the-slow-food-world/>



Slow Food®

www.slowfood.com
