SOUTH AUSTRALIAN
TOURISM COMMISSION

EVENT PHOTOGRAPHY STYLE GUIDE

SOUTH
AUSTRALIA

MARK RICCIUTO STAND
CHAPPELL STAND

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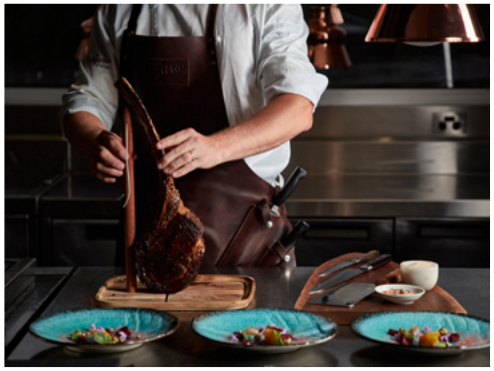
Cover Adelaide Fringe Festival, Adelaide

Opposite Adelaide Oval, Adelaide

IMAGERY

- RAISES QUESTIONS
- INTRIGUING
- UNEXPECTED
- CURIOUS
- ARTISTIC
- EDITORIAL
- UNIQUE PERSONALITY
- ELEMENT OF 'THEATRE'
- UNUSUAL POINT OF VIEW
- EMBRACES NEGATIVE SPACE



- ANSWERS QUESTIONS
- BUILDS THE STORY
- 'DOABLE' EXPERIENCES
- INSPIRATIONAL
- HUMAN ELEMENT
- DESCRIPTIVE
- FUNCTIONAL
- EMBRACES NEGATIVE SPACE

WHAT WE ARE NOT LOOKING FOR

WHAT WE ARE NOT LOOKING FOR

- CLUTTERED BACKGROUNDS
- POSED
- CHEESY
- CONTRIVED
- STAGED
- PEOPLE FOCUSED
- FAKE
- LOOKING TO CAMERA
- BLUR
- FLASH
- DIRECT SUNLIGHT
- OVER SATURATED
- EXTREME FILTERS
- ROMANTIC POSING
- MOBILE PHONES

PHOTOGRAPHY BRIEF TIPS

GENERAL

—

- Highlight what is unique about the event.
- Show the event goer experiencing the event (eg. images of entertainment/music acts to also show people enjoying the music, or capture an event goers' legs running along the landscape).
- Avoid highly saturated unnatural colours, high contrast with no detail in the shadows and highlights, and dark shots.
- Lighting should be natural and real; shadows and highlights can be used to achieve dimension and depth.
- Stay true to the tone and feeling of your event (e.g. vibrant, rustic, edgy, moody).
- Ensure your tone is consistent with messaging and marketing collateral for your event.

PEOPLE

—

- Capture a broad range of demographics including couples, groups or young families.
- Capture 'candid' moments.
- Avoid 'social shots' with people looking directly at the camera.
- Capture 'behind the scenes' moments of staff preparing for the event - chefs plating food, tables being set, performers warming up.

LOCATIONS

—

- Capture interesting shapes, decorations, landscapes, colours at the event.
- Avoid unsightly marquees, rubbish bins and general mess.
- Avoid signage with dates/years so the image can be used to promote future events.

HERO IMAGERY

—

- Try to capture a key/iconic photo that is inspirational and brilliantly captures your event.
- Capture images in both landscape and portrait orientation. Each orientation will suit different applications, for example marketing collateral and social media platforms.
- Clean, editorial imagery that use negative space are highly valuable in marketing collateral. This allows you to overlay text, logos etc onto hero images when promoting future events.

EVENT PHOTOGRAPHY EXAMPLES

splunk>

OZASIA
FESTIVAL

EVENT PHOTOGRAPHY IN USE

HOMEPAGE TAKEOVER (FIREPLACE)

WIDE SKYSCRAPER

160 x 600px

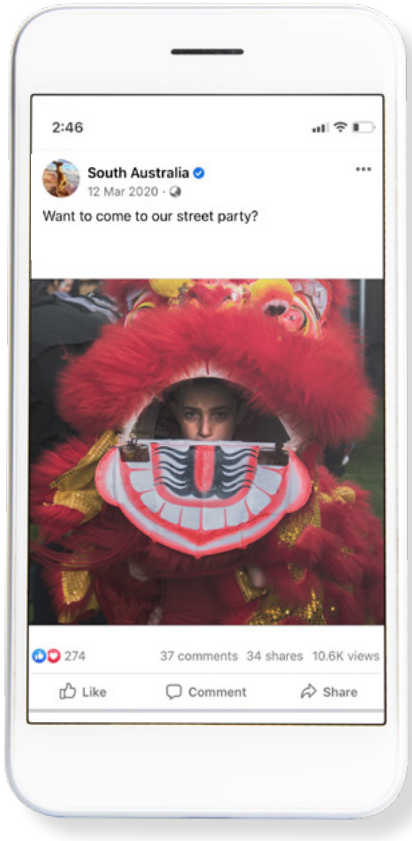
MREC

300 x 250px

FACEBOOK CAROUSEL & LINK ADS

—

1080 x 1080px



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