

PHOTOGRAPHY STYLE GUIDE

SOUTH AUSTRALIAN TOURISM COMMISSION



PRIMARY IMAGERY



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

SECONDARY IMAGERY



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

WHAT WE ARE NOT LOOKING FOR

WHAT WE ARE NOT LOOKING FOR



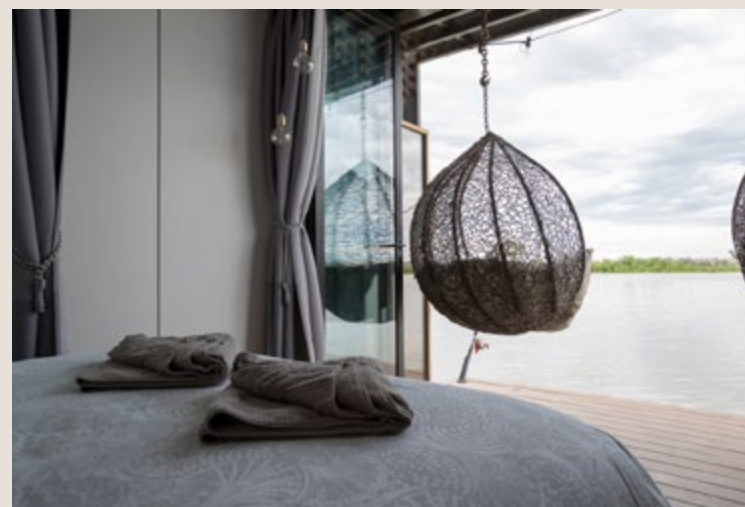
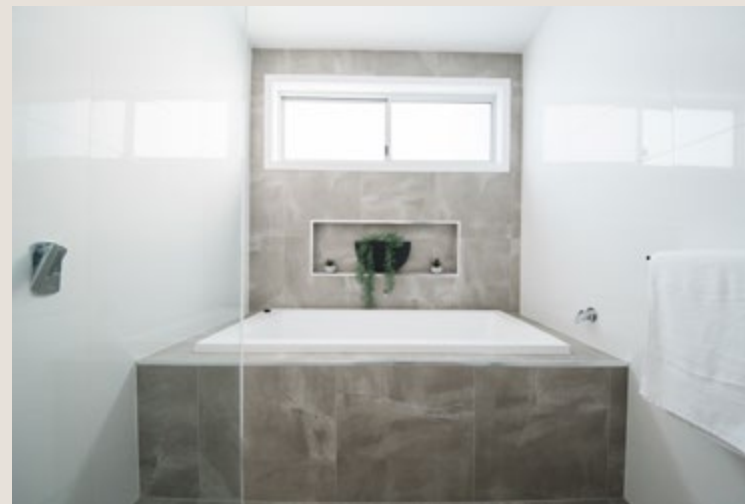
- POSED
- CHEESY
- CONTRIVED
- STAGED
- PEOPLE FOCUSED
- FAKE
- LOOKING TO CAMERA
- BLUR
- FLASH
- DIRECT SUNLIGHT
- OVER SATURATED
- EXTREME FILTERS
- ROMANTIC POSING
- MOBILE PHONES
- CLUTTERED BACKGROUNDS

PHOTOGRAPHY EXAMPLES

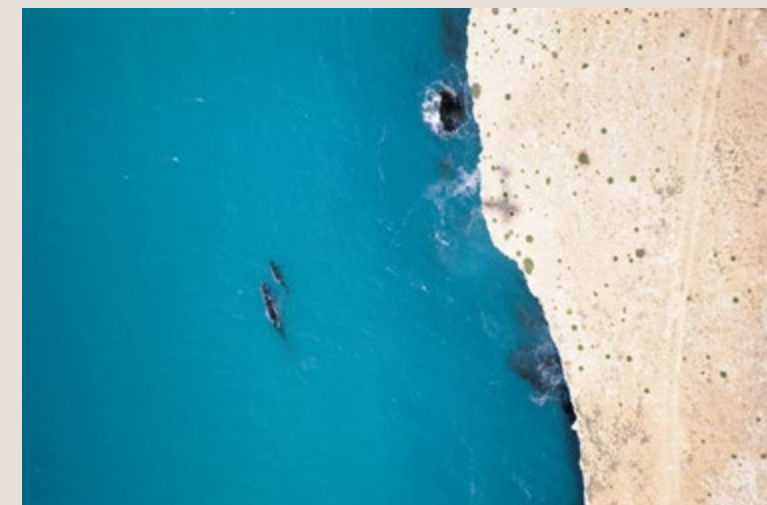
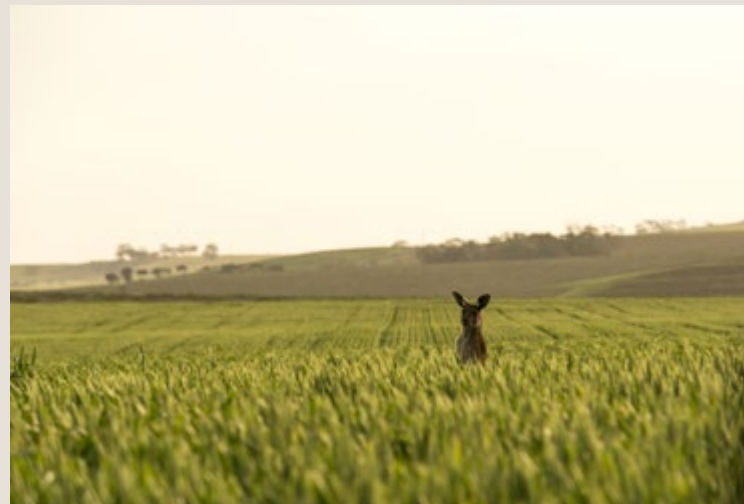
PHOTOGRAPHY EXAMPLES | ACCOMMODATION (EXTERIOR)



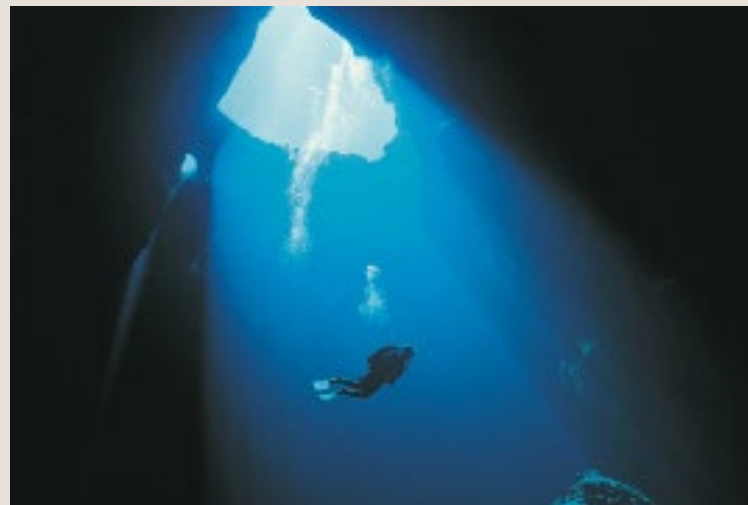
PHOTOGRAPHY EXAMPLES | ACCOMMODATION (INTERIOR)



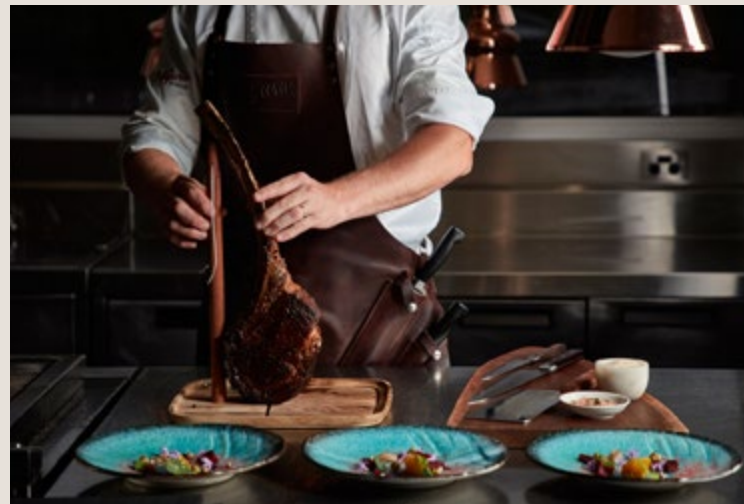
PHOTOGRAPHY EXAMPLES | WILDLIFE IN THE WILD



PHOTOGRAPHY EXAMPLES | OUTDOOR ACTIVITIES



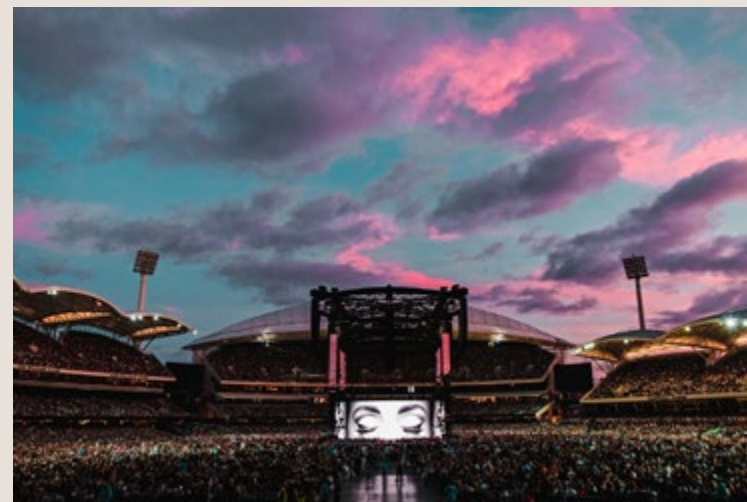
PHOTOGRAPHY EXAMPLES | FOOD & DRINK



PHOTOGRAPHY EXAMPLES | VIBRANT ADELAIDE



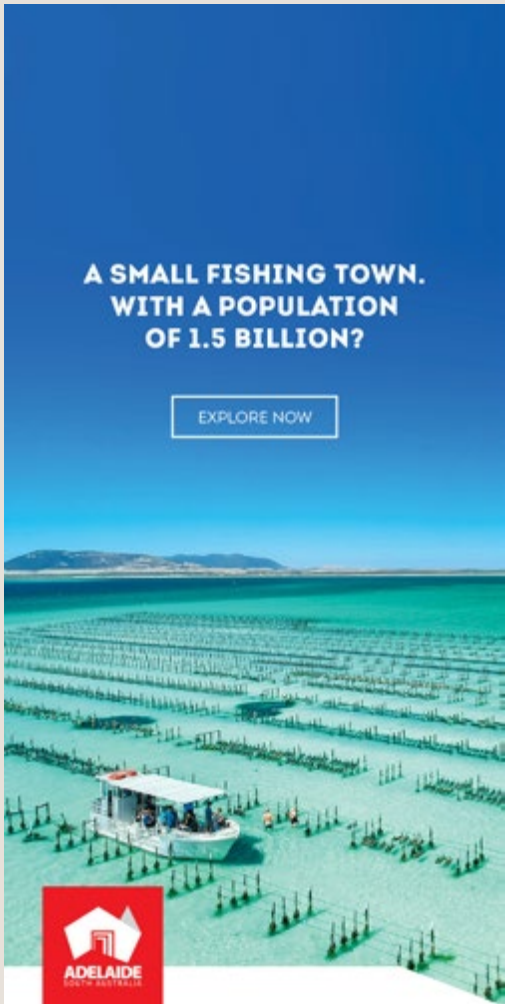
PHOTOGRAPHY EXAMPLES | FESTIVALS & EVENTS



PHOTOGRAPHY IN USE

PHOTOGRAPHY IN USE | DIGITAL ADVERTS

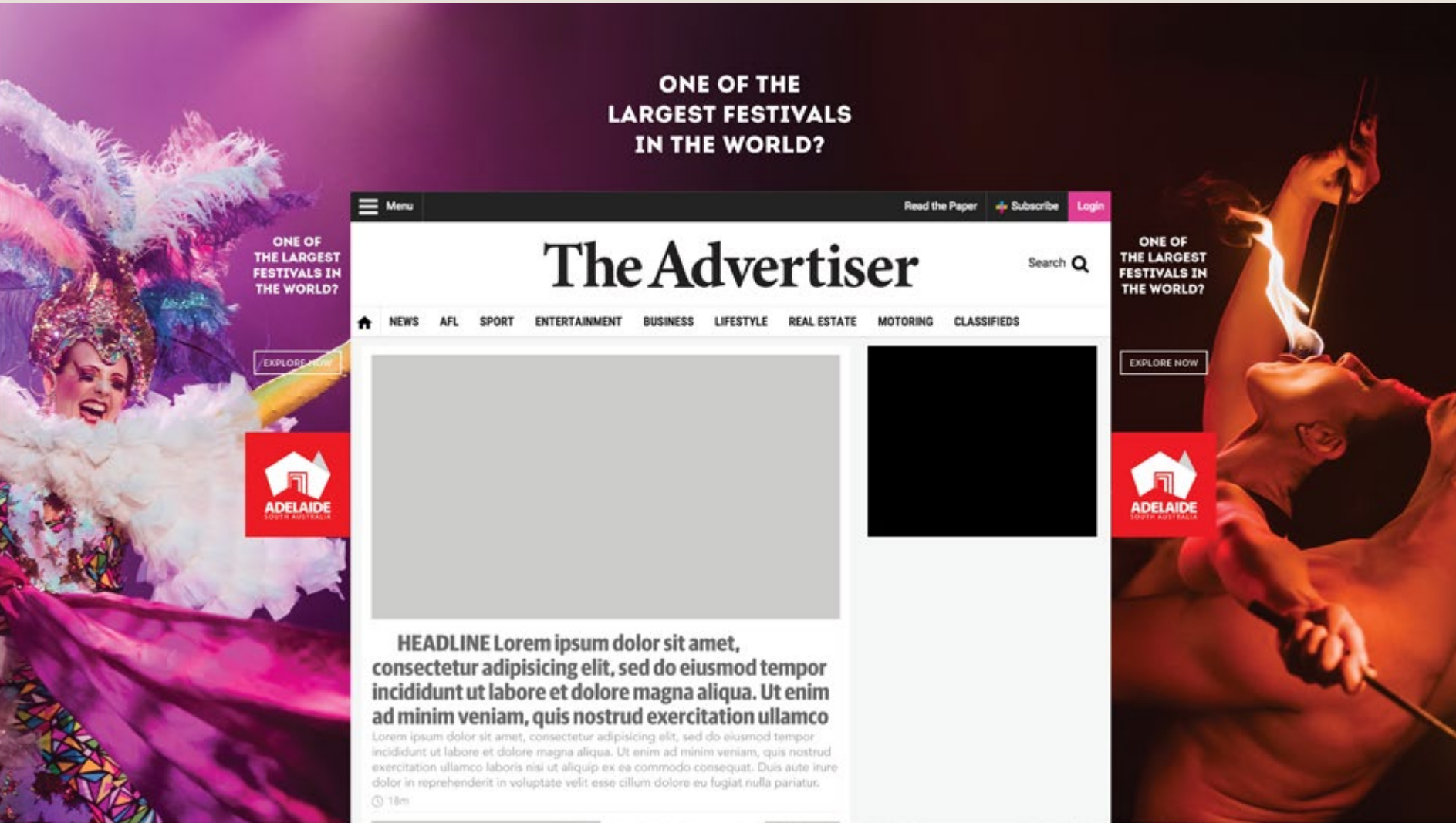
300 X 600 PX



300 X 250 PX



HOMEPAGE TAKEOVER (FIREPLACE)



FACEBOOK CAROUSEL TILES



SEPPELTSFIELD, BAROSSA

A ROAD TRIP.
THAT LEADS TO
80 CELLAR DOORS?



SOUTH
AUSTRALIA

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CAPE WILLOUGHBY, KANGAROO ISLAND


HELLO.
HOW ARE YOU?

Usually we'd use this space to show you the wonders of South Australia. But, for us to talk about pristine beaches, epic landscapes and phenomenal wildlife right now, in a time when none of us can travel to visit them, doesn't feel quite right.

So instead, we thought we'd say 'hi' and 'how are you?' because this is a time when our community truly needs to come together.

We understand more than anyone, the transformative importance of travel. We also understand that the people who make this wonderful industry happen are suffering more than many right now.

So, stay strong, look after yourselves and each other and know that we are phenomenally grateful for your continued support.




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KOERNER WINE, CLARE VALLEY

5,000 HECTARES OF WINE.
SURROUNDED BY 150 YEARS
OF HISTORY?



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