

IMAGE USE IN AIB ACTIVITIES

General Photography Tips

Photography skills can help create a more effective evaluation and help tell the story more fully. Though photos are not mandatory in an evaluation, a well done and appropriate photography can help clarify and amplify an associated recommendation. Higher resolution illustrative photos of the community, particularly those including people, are useful in AIB publicity efforts and during the Symposium.

Following are some resources if you want to augment your photographic efforts:

- Nikon is offers a number of different types of training. [Nikon Education \(nikonusa.com\)](https://www.nikonusa.com) .
- The Smithsonian offers several online webinars on garden photography. [Garden Photography Tips - Smithsonian Gardens \(si.edu\)](https://www.si.edu)
- Another source of instruction is: <https://www.alanrossphotography.com/virtual-photography-coaching/> Alan Ross was Ansel Adams' assistant.
- There are also many other sources of photography education online.
- If you are particularly interest in Macro Photography, this is a great book on the subject. *Macrophotography for Gardeners and Nature Lovers* (https://smile.amazon.com/Macro-Photography-Gardeners-Nature-Lovers/dp/0881928909/ref=tmm_pap_swatch_0?_encoding=UTF8&qid=1586353146&sr=8-8)

Photo editing tools like Adobe Photoshop Elements or Adobe Lightroom Photo Editor or even the tools on your phone can help enhance shots taken.

Creating your personal AIB photo archive folder of useful example photos can be a helpful. If you have a shot of a properly done tree mulch ring, great seasonal container, or a plant recommendation “glamour” shot, these can be used in the appropriate spot in an evaluation.

Photographic and Video Requests of the Community via Zoom

Trying to achieve an accurate visual sense of what is going on in a community is one of the biggest challenges of a Zoom-based effort. If the community can provide images, it will be best if they can provide the relevant photos before the corresponding judging session. The lead judge needs to prompt them to do so and inform other team members of where or how to access them. However, you can also consider picking a judging team member to be the overall “photo coordinator.” Try to encourage them to deposit photos in some kind of organized format so they are easier to coordinate with evaluation writing efforts.

Suggest that they also load all photos and videos onto a flash drive at the end of the season and mail it to you if you are the lead judge. At that time they can include any other photos that might have been taken that remained undisplayed during the related criteria session.

Knowing that just assembling the profile can be a huge challenge for some CN communities, there are tools and applications that communities can tap into to help create visuals beyond just photos. A simple unedited walk through with a SmartPhone can reveal at least some context. Remind them there are tools that are probably in their phone that can take panoramic shots.

Google Street View can give you another look at a specific address. Some may already exist for a

particular site. Others may need to be created by the community. They would then need to provide the lead judge with the address so the judging team can find location. See <https://www.google.com/streetview/> Google Street View can be particularly useful for evaluating Overall Impression.

Suggest to your community that they might enlist the help of a local real estate agent who could employ their virtual home software in a slightly different context by walking through historic sites or community gardens. Or they can consider using free software (izi.travel). See <https://izi.travel/en> . Here is an example of what might be possible in a 360 tour of a garden.

<https://www.youtube.com/watch?v=w8o1SCq3ShY&feature=youtu.be>

There are also number of instructional links on the web to “creating photo essays” This one stood out <https://www.masterclass.com/articles/how-to-create-a-photo-essay> .These teach how to structure multiple images into a story which could be a valuable supplement to the profile.

Finally remind the community that if they are self-nominating for Outstanding Achievement or Special Awards they should include photos in their application. Any photos they take could have more than one use.

Photographs in the Evaluation

Remember photos should be condensed so the evaluation can be sent via email. Be sure your photo really adds to the recommendation. Again it is not mandatory to include photos and certainly not just to fill space. Be sure to crop the photo to remove excessive border around a single image. That is unless, for example, you are trying to illustrate that there is too much pavement and not enough green space.

How to Position Photos in an Evaluation

It will be easier to pass the evaluation between judges during the writing process if you wait to place photos into the evaluation until you are completely done writing and editing. As you write insert a note that a photo should be included.

To insert photos: In WORD go to “Page Layout” Select Position. Vary the placement of photos around the text and within the document to give it more of a brochure effect. For greater visual interest they should be placed in different locations and balanced on the page with the existing text. Photos should not be so large as to overwhelm the page. Be sure the associated recommendation or comment is as close to the related photo as possible. In the accompanying text, reference which photo you are noting by including its position on the page (i.e. to the right, left or center). If you wanted to take it to the next level you could caption your photos.

Photography During the Onsite Community Visit (from the Judges' Training Guide 2020)

While you are evaluating communities:

- Images are required for Outstanding Achievement Award and Special Award nominations.
- Always take images to remind yourself of what you saw. They will be helpful as you write the evaluation.
- Always take images at the highest resolution so they may be used in different ways by AIB.
- As required, please send your best images to the Executive Director and be sure to include the community and subject in the file name.
- Take images that represent the evaluated criteria.
- Take images of your hosts, volunteers, and events (if any).
- Action shots with people are appreciated and help tell the stories of communities and AIB.
- Please keep in mind that we count on you to take images that we can use at the Symposium & Awards Celebration, on the website, and in print pieces. Your images are very valuable to us.