



# Photo Guidelines

We're always seeking fresh images to help us convey the transformative power and joy of Special Olympics. We appreciate great pictures as well as detailed caption information, which can help turn a fantastic photo into an inspiring photo-story.

## WHAT WE LOVE:

Special Olympics events are like no other sporting competition. You see this in the **faces** of our athletes – and in the **faces** of their coaches, family members, friends and fans. You can also see this in our best photographs.

Some of the most interesting and emotive Special Olympics moments often come both **before** and **after** a competitive event – the anticipation before and the celebration after.

We love **close-ups** that show an athlete's expression. We love **mid-range** shots that show the interactions between an athlete and coach, or an athlete and family members or volunteers. Photographs that obscure an athlete's face – under a helmet or wearing sunglasses – can only work for action or crowd shots. The best photos show an athlete's concentration, determination or joy.

We love photographs that showcase the **strength, skills** and **talents** of Special Olympics athletes. **Please note:** All our photos are respectful of adults and children with intellectual disabilities; we will not use images showing uniforms or clothing in disarray, or athletes injured or falling down.

Mostly, we value photos that reflect our Special Olympics values: **Bravery, Perseverance, Unity, Athlete Leadership** and **Sportsmanship with Joy**.

## A FEW SIMPLE GUIDELINES:

**DIGITAL FILES:** We prefer JPEG files in the highest quality – or lowest compression – setting possible. (Professionals: If you shoot RAW images, export the files as JPGs at native resolution and 75 percent compression.)

**RESOLUTION:** The bigger, the better! The higher the resolution and size of your image, the better we can feature it in publications, slideshows and for promotional uses. If you have a digital camera, please capture the image at the highest setting possible. Generally, such photos should be at least 1 MB (or 1,000 kilobytes.)

**DATA:** For each image you send, please include a full description of the image (in English, please). This includes **SUBJECTS** of photo – the athlete’s full name, as well as any other people in the photo; **EVENT** and **DATE** when photo was taken (not when the photo was uploaded, scanned, etc.); as well as **LOCATION**. Make sure your full name is included in the metadata as photographer.

Some information should also be included in the file name, such as:

**Unified-Relay-06-07-location~photog’s-name-[sequence or original file number].jpg**  
**WSG15-07-25-OpeningCeremony~photog’s-name-[sequence or original file number].jpg**  
**WSG15-07-26-50mbutterfly~photog’s-name-[sequence or original file number].jpg**

This information can be included as metadata, which can also note any obvious keywords (eg, football; USA Games 2014; athlete; unified partner, etc.). Please also include your name and contact information in the metadata.

***TIP: At Special Olympics events, taking a photo of an athlete’s badge will link to helpful information about an athlete’s identity, their Program or Region, etc.***

**DELIVERY:** Please send your JPEG files on a CD, DVD or USB thumb-drive. You may also send via Hightail, Dropbox or similar services. Note: We do not return CDs and DVDs unless requested.

**A FEW SAMPLE PHOTOS:**

**ACTION!** In this shot, you can see how hard these runners are pushing for the finish line – and almost feel the excitement of a Special Olympics competition.



And don't forget the crowd reaction. In the photo below, the runner's concentration is evident. Behind him, the expressions on the faces of the other athletes and fans make this a vivid action shot. This intense degree of involvement, spirit and enthusiasm is something that makes our athletes, fans and events stand out. A good photo shows all!



**AFTER-ACTION.** There is nothing that can match the joy on the faces of Special Olympics athletes, who are achieving their dreams, breaking down stereotypes and beating their personal bests.





There's nothing that can match the joy on the faces of fans and family members, who are there to witness these achievements.



You may email a link to your photos to [kmckenna@specialolympics.org](mailto:kmckenna@specialolympics.org) or [wschermerhorn@specialolympics.org](mailto:wschermerhorn@specialolympics.org).

Or send a CD, DVD or thumb-drive to:

Kate McKenna

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