



7800 Golden Valley Road • Golden Valley, MN 55427 • www.goldenvalleymn.gov
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Photo Posse Guidelines

Thank you for volunteering your time to take photos for the City of Golden Valley. Your help makes it possible for us to more completely portray community life in City publications and productions. By volunteering, you grant permission for the City to use your submitted photos in a variety of ways (publications, websites, videos, presentations, marketing and educational materials, etc). You will receive a photo credit whenever we use one of your photos.

To ensure submitted photos meet the standards required for publication and City use, we offer the following guidelines.

Photo Standards & Tips

- If you're at a public event, you have the legal right to take pictures, but be sensitive and use common sense, particularly when photographing children or vulnerable adults. Identify yourself and let people know you're taking the photos for City use, and don't take photos of someone who makes it clear that they are uncomfortable.
- Set your camera to raw image format and to save photos at 300 DPI. Any less than that and the photo will be too low-quality for use. More than that, and the photo file will be too big for email. Avoid file compression until after editing.
- Photos must be clear and in focus. Please do not send any blurry or fuzzy photos.
- With few exceptions, photo subjects should be clearly framed and tightly shot. Don't be afraid to move in closer.
- Pay attention to lighting. A photo that's too dark or too bright is as bad as one that's out of focus. The worst place to take a photo (besides a cave) is under florescent lights away from a window. Only use flash if you have to.
- Take photos from as many angles and locations as possible. Take both simple shots and experimental shots. Submitted photos should reflect this variation.
- Capture actions and interactions that naturally occur at an event. Unless you're photographing landscapes, keep your focus on people and activities.
- Be patient. Sometimes it takes 200 photos at a single event to get a few good shots, or sometimes you'll have to wait several minutes in the same spot to capture the perfect one-second moment. Timing is everything.
- Be selective. If you take 200 photos at an event, choose the best to submit to us. Do NOT submit all photos taken.
- Include captions if photos are not self-explanatory.

Contact Information

If you have only a few photos, send them by email. For larger files, send them on a CD or jump drive (jump drives will be returned to you). Please refer all photos and questions to:

Communications Manager
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