

Photography brief for Exmoor multi-activity course

Date:

Monday 26 - Friday 30 Jul 2021

Contact – Vicky Watt-Smith – victoria@backuptrust.org.uk

Overview of the project:

Overview of our multi-activity courses

All of our residential activity courses are packed full of exciting indoor and outdoor pursuits that enhance confidence and develop practical skills for daily life. The duration of the course will be spent at the Calvert Trust Centre, whose expert instructors adapt a whole range of outdoor activities so that people with a spinal cord injury can participate as independently as possible, whatever their level of injury. Participants also have the chance to share experiences and learn from other people with a spinal cord injury, and to improve their wheelchair skills with one of our volunteer trainers

The brief - photos

We would like to have some happy and positive photos of the course which really bring to life how fun, exciting and life-affirming these courses can be.

Specifically, we will need photos of:

- Our course participants taking part in a range of activities, which possibly include abseiling, kayaking, pushing up a mountain path, horse riding, archery, wheelchair skills training etc.
- Course participants and volunteers socialising i.e. chatting, laughing and smiling in between and during activities.
- If possible, some portrait photos of course participants and volunteers – a variety of looking at and away from the camera

Image should always be:

- shot in **landscape** and **square** to be usable across our on and offline platforms
- bright and bold
- active with subjects engaged and not looking at the camera – unless otherwise stated.

When photographing people with a spinal cord injury, images should always:

- Show the wheelchair/walking aids in the photo.
- Empower the wheelchair user/person who walks with aids in the photo – avoid downward angles, include smiley faces/good eye contact
- If photographing a person standing and a wheelchair user, the wheelchair user should not be cut off in the middle and around a third of the top of the wheelchair should be visible ideally.

back up

transforming lives after spinal cord injury