![RESEARCH PROGRAM ON Grain Legumes and Dryland Cereals | CGIAR](logo)
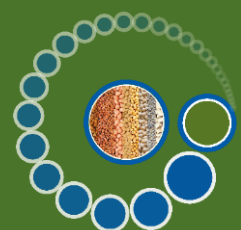
CGIAR Research Program
Grain Legumes & Dryland Cereals (GLDC)

Photography & Video Handbook

Version 1 | 2020

CONTENTS

*The CGIAR Research Program on Grain Legumes and Dryland Cereals (GLDC) brings together research on seven legumes (chickpea, cowpea, pigeonpea, groundnut, lentil, soybean, and common bean) and three cereals (pearl millet, finger millet and sorghum) to deliver improved livelihoods and nutrition by prioritizing demand driven innovations to increase production and market opportunities along value chains.*
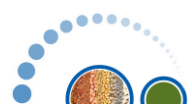
What is a GLDC Image?

Photography and video are core to our brand. Our images speak to our areas of focus: farmers, and herders who depend upon grain legumes and cereal crops within the dryland farming systems.

This is achieved by focusing on:

✓ images of the farmers and community members with whom we work.

✓ images of farming grain legumes and cereal crops within the dryland farming systems.

✓ close-up imagery of the priority crops within the scope of GLDC: chickpea, cowpea, pigeonpea, groundnut, lentil, soybean, common bean, sorghum, pearl millet and finger millet.

These images should be used to portray a positive image of the millions of farmers with whom we (GLDC) work with in the semi-arid and sub-humid dryland agroecologies, and the rich textures and colors of their environments and their livelihoods.

Code of Conduct

The code is a set of principles to help communicators develop consistent and ethical imagery.

We will strive to:

• Choose images and messages that respect the dignity of the people involved. Remember, people are active partners in development and not just recipients of aid.

• Accurately represent images and messages so as to improve public understanding of the realities and complexity of development.

• Avoid images and messages that stereotype, sensationalize or discriminate against people, situations or places. Avoid contradictory messages and clichés.

• Use images and messages with the understanding, participation and permission of the subject (or guardians).

• Ensure those whose situation is being represented have given consent and have the chance to communicate their own story.

• Conform to the highest standard in human rights and the protection of vulnerable people.

Attempts should be made where possible to identify and quote people who appear in photographs. If they wish to not be featured, this should be respected. Wherever possible, try to communicate the views and experience of the people featured.

The way a photograph is treated in the production process may caricature or diminish the subject and cause offence. Images must not be cropped or edited in a way that distorts the accurate situation.

Images should be used in context, and matched with text that portrays the situation accurately.

Photographing People

Requesting Permission from People Featured in Photography and Videos

It is important that people appearing in our photographs and videos are informed that their images will be made available under a Creative Commons Attribution (CC BY-SA) license that allows others to reuse, redistribute, translate, and make an adaptation to the work subject to the publication being fully attributed. It is important that people appearing in our photographs and videos have consented to our use of the images in this way. For more details on Creative Commons licensing, please visit the website at creativecommons.org.

Purposes of the photographs and videos may include promoting organizations, causes, or publications that focus on positive stories, poverty alleviation, food security or other social good. The subjects in the photographs or videos must give their permission to have their image used. When possible, **please complete a consent and release form** (available on page 5) which you can use when uploading the images on MEL to save the consent form.

The consent and release form can be brought to the field as a printed document or as a recorded audio file containing the same information.

Each photographer or videographer should refer to the Ethics policy of her or his organization on informed consent and in absence of that to the Ethics policy from the Lead Center of GLDC.
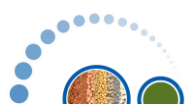
It is recognized that signing a consent and release form is not always possible in the context in which we work. It is permissible to acquire verbal permission if the subject:

- is not literate or
- does not understand the language in which the release form is written, although it is recommended that before the trip, the forms should be translated into local languages to the extent possible.

When obtaining verbal consent through an audio recorder or on video, please clearly identify:

- the name of our organization, which due to the collaborative nature of the CGIAR research programs may include one or more of the following:
  o GLDC, a CGIAR Research Program
  o name of CGIAR center involved
  o name of other organization partners involved

- to the extent possible the purpose of GLDC (*increase the productivity, profitability, resilience and marketability of critical and nutritious grain legumes and cereals within the semi-arid and sub-humid dryland agroecologies of sub-Saharan Africa and South Asia*) as well as the purpose of involved CGIAR or partners where appropriate, and

- where their images may be seen (online, in publications, in local publications like posters, handouts and calendars, on the news).

Photographing Children

Some children, particularly older children but still under 18 years old, may want their stories known. However, this is not possible unless a **signed release form** (available on page 5) is obtained from their **legal guardian**: parent(s), caregiver(s) or appropriate responsible adult. As with all consent, the purpose and intended use of the photographs should be carefully explained to the child and legal guardian before the release is signed.

GLDC follows UNICEF's 'Guidelines for journalists reporting on children' which can be accessed at unicef.org/eca/media/ethical-guidelines. The guidelines listed below are adapted for GLDC photographs featuring children from the 'Six guidelines for interviewing children' in the UNICEF guidelines.

- Do no harm to any child; avoid photographs that are judgmental, insensitive to cultural values, that place a child in danger or expose a child to humiliation, or that reactivate the pain of traumatic events.

- Do not discriminate in choosing children to photograph because of their sex, race, age, religion, status, educational background or physical abilities.

- No staging: do not ask children to tell a story or take an action that is not part of their own history.

- Ensure that the child or guardian knows they are being photographed by a photographer. Explain the purpose of the photograph and its intended use.

- Obtain permission from the child's guardian for all photographs and videos taken. When possible and appropriate, this permission should be in writing. Permission must be obtained in circumstances that ensure that the child and guardian are not coerced in any way and that they understand that they are part of a story that might be disseminated locally and globally. This is usually only ensured if the permission is obtained in the child's language and if the decision is made in consultation with an adult the child trusts.

- Pay attention to where and how the child is photographed. Limit the number of photographers. Try to make certain that children are comfortable and able to tell their story without outside pressure, including from the photographer. In film, video and radio interviews, consider what the choice of visual or audio background might imply about the child and her or his life and story. Ensure that the child would not be endangered or adversely affected by showing their home, community or general whereabouts.

Hiring Photographers and Videographers

From time to time, GLDC will hire photographers or videographers. It is important that all photographers or videographers prior to commencing work sign the approved contract with the center employing the photographer or videographer and in absence of that with the Lead Center of GLDC.

Photographs and videos taken by photographers and videographers employed by a center belong to the center in accordance with the center's HR policies. In absence of that, photographs and videos belong to the Lead Center of GLDC.
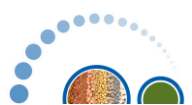
Additionally, all photographers and videographers should be provided with digital format and caption requirements as provided in the next sections.

Photography Requirement

Digital Formats

- Please shoot at the highest resolution possible. The minimum accepted resolution is 2000 x 3000 pixels or 6 megapixels; Preferred resolution is 3000 x 4000 pixels or above.

- Please shoot RAW or JPEG formats (if a choice is available).

- Do not compress JPEGs when transmitting to GLDC.

- Maintain images in the sequence in which they were shot and do not rename or renumber images, so the shoot logic can be easily traced.

- Do not manipulate any original image files as they will be cleaned up on final selection.

- Only use a smartphone if better equipment is unavailable. If a smartphone is used, make sure that the images fulfill all other requirements listed above.

Captions Requirements

- There should be a quick explanation of what is happening and activities of all subjects should be identified.

- It is not necessary to collect all the names of the subjects but it is useful to have them, especially the main subjects, if they are available.

- Names of places are essential, including whether the location is a village, town, district, etc.

Video Requirements

Digital formats

Many video formats are acceptable. Professional videographers should use digibeta cameras and provide CV, DVCAM, or HDV formats. Nonprofessional videographers should provide HDV formats.

All video files should ideally be delivered in .mov, .avi or .wav formats.

All video files should be clearly labeled to indicate date, location, and subject.

Crediting Photos

Unless otherwise specified, all photos must be credited in the following format:

[Photographer name]/[Name of CGIAR Center or Name of Organization or Name of Employer]

i.e. John Smith/ICRISAT, Ben Smith/PhotoFilm

Archiving

Photos

Photographs taken by individuals working under GLDC activities are the property of GLDC participating centers. It is very important that these photographs be available for use by others. All GLDC photographs available for use by CGIAR Open Access policy must carry a Creative Commons license (see Creative Commons description in section 'Photographing People').

Currently, all GLDC photos are deposited to Flickr, a photo sharing site, after their upload in MEL as long as consent is provided or the uploader marked that s/he received verbal consent.

When submitting the picture in MEL you will be asked to specify:

1. Name of photographer
2. Location of photograph
3. Title and Caption
4. Date taken
5. CRPs other than GLDC
6. Most relevant keywords.
7. Proof of consent if containing images of people

Videos

Currently, only final, produced videos for external audiences are archived on our YouTube and Vimeo channels. All final, produced videos should be submitted via MEL and providing the same metadata.

For location footage or research footage, project owners should archive footage in the following manner:

1. All footage should be saved on a removable hard disk that is stored in a fire and food safe location

2. All footage should be saved on an office's local area network (LAN).

Imagery Guide and Examples

In adhering to the requirements of a GLDC image, provided here is general guide listing points of considerations for desirable images and images to avoid accompanied by photograph examples.

Desirable Images (Do's)

✓ Fulfills the digital and caption requirements as given on page 3.

✓ Images conveying relevancy of story, emotion, or context.

✓ The activity is clear and can be visibly defined by the viewer.

✓ Convey or portray positive image of the activity or the farmers and communities.

✓ Subject is in focus and can be visibly seen.

✓ Image is sufficiently bright and with appropriate color levels.

Images to avoid (Don'ts)

✗ Relevancy of story, context, or emotion is lacking or not displayed.

✗ The activity in the image is unclear or cannot be defined.

✗ Group or meeting pictures where the people are not the focus, information on the event is lacking, or merely people just standing around.

✗ Main or primary subject of photograph is not in focus.

✗ Blurry images due to absence of image stabilization.

✗ Alignment of photo subject not horizontally straight within the frame.

✗ Subject in photograph not clear or visible due to backlight.

✗ Glare that is highly visible or noticeable when using flash photography such that it interferes with the visibility of the main subject being photographed.

Figure 1

✓

Source: CRP-GLDC

Figure 2

✓

Source: CRP-GLDC

Figure 1 and Figure 2 are desirable images because they prominently feature GLDC focus crops, conveys a clear farming activity, and includes smiling farmers or community members alongside the crop, portraying a positive image of the activity.

Figure 3

✗

Source: CRP-GLDC

Figure 4

✗

Source: CRP-GLDC

Figure 3 and Figure 4 are images to avoid because they do not provide sufficient context to gauge a message from the image. The images feature both a focus crop and farmers or community members but neither is the focus and the activity being documented is unclear.

PHOTOGRAPHY/VIDEO SUBJECT
RELEASE FORM*⁾

CGIAR PHOTOGRAPHY/VIDEO SUBJECT RELEASE FORM
(This is **not** a release for commercial use.)

By signing this release form, I hereby give permission to the CGIAR System Organization and GLDC participating CGIAR and non-CGIAR institutions**⁾, ***⁾, to use my name and to reproduce, display and disseminate worldwide and in perpetuity, in any traditional or electronic media format, my likeness as shown in the photographs/videos described below, for the purposes of reducing rural poverty, increasing food security, improving human health and nutrition, and ensuring more sustainable management of natural resources.

The photographs containing my likeness were taken with my knowledge and consent on (date)_____
in the (location including town/country)_____
by (photographers name)_____

Name of Model_____
Age (if under 18 years)_____
Date_____

_____
Signature

IF MODEL IS A CHILD UNDER 18 YEARS OF AGE:

I, _____, confirm that I am the parent/legal guardian of the child named above and have read this release and grant permission for this subject release on behalf of my child.

Full Name of Parent/Legal Guardian_____
Relationship to Child_____
Date_____

_____
Signature of Parent/Legal Guardian

Contact information for Model/Parent/Guardian (optional): _____
_____
_____

***Please bring this form to the field** as a printed or digital document or as a recorded audio file containing the same information if the field conditions do not support the carrying of printed/digital documents.*

*⁾   Institutions participating in GLDC can use similar consent forms when approved by their management.
**⁾   The GLDC participating institutions are International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), International Institute of Tropical Agriculture (IITA), International Center for Agricultural Research in the Dry Areas (ICARDA), World Agroforestry (ICRAF), International Livestock Research Institute (ILRI), the Alliance of Bioversity International and CIAT (ABC), Institut de Recherche pour le Développement (IRD), Centre de Coopération Internationale en Recherche Agronomique pour le Développement (CIRAD), and Commonwealth Scientific and Industrial Research Organisation (CSIRO).
***⁾ Non-CGIAR GLDC participating centers are required to take the consent of CRP-GLDC before publishing the photographs/videos for their use.

http://gldc.cgiar.org
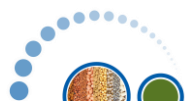
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Contents of this handbook were made following
the WorldFish Photograph and Video Handbook
Version 1 2014, with modifications and additions
where relevant and appropriate.

Front and back cover photo credits:
Finger Millet, Pearl Millet, Soybean, Sorghum,
Lentil, Chickpea, Cowpea, Groundnut,
Pigeonpea, Common Bean: CRP-GLDC