

Documenting your revitalization successes photographically is an important component of your GAMSA application. The visual impression your community makes on the judges can play a key role in your application's success. Here are a few tips for submitting images:

#### **Format:**

- All images should be provided in the JPG format.
- Images should be 1600 x 1200 pixels or larger; a 1600 x 1200 pixel image translates to a 5x4 photo at 300 dots per inch (dpi), which is essential for use in print publications. Photographs taken for the web (800 by 600 pixels or smaller) are unacceptable because the quality is too low for use in print.
- If your digital camera has quality settings, choose "Fine."
- If you need to scan slides, choose a 300 dpi setting on the scanner.

#### **Information:**

- Brief description of each image – 25 words or less.
- Appropriate photo credit.
- Approximate date photo was taken.

#### **Photo Composition and Content tips:**

- Streetscapes:
  - Take photos of streetscapes in sunlight; avoid times of day with heavy shadows that obscure building features;
  - Take photos of busy streetscapes; don't take photos of empty streets;
  - Take photos of people walking toward you, not away from you.
- Building Improvements
  - Include before and after images; if possible, take "after" image from same angle as "before" image.
  - If possible, include "work in progress" shots, showing people working on the building.
  - If there is distinctive exterior or interior work, include photos of those elements.
- Businesses
  - When taking an exterior photo of a store or restaurant, ask the business owner to be in the picture.
  - Take interior photos of shops and restaurants showing owner or employees interacting with customers/diners. Outdoor dining photos can depict the vibrancy of your commercial district
- Events
  - Take photos of crowds facing the camera; try to focus on small groups of people engaged in an interesting activity.
  - Take photos of entertainment, food and craft booths, Main Street promotional booths, and volunteer activity.