

Visuals

What to Look for in a Picture:

- Expression
- High resolution (300 dots per inch)
- People
- Context
- Color
- Variety



Tips:

- Focus on one person, or a small group at most
- Show, don't tell: pictures should tell the story without a verbal description
- Tell a story that is simple and specific



Useful Links:

[Taking great photos](#)

[How to make a high-quality video](#)

[Past video project winners](#)

