



# Photography



**Ending GBVF**

**100-Day Challenges**



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The Power of

# DOCUMENTING ACTION AND IMPACT

Photography does not only serve the purpose of content. In a 100-Day Challenge, strong visuals help us show **evidence of action**, they become a **tool for learning**, and a way of building public trust. Photography therefore needs to be intentional, ethical, and consistent.

# What should you capture?



## THE WORK IN ACTION

Capture people doing the work by photographing meetings, outreach, site visits, training sessions, door-to-door campaigns and other service drives.



## PEOPLE AND PARTNERSHIPS

Capture stakeholders in the room by documenting officials, community leaders and civil society partners working together. These images should **show collaboration** that **looks purposeful** with **visible participation** and decision-making rather than staged or ceremonial moments.



## PLACES AND CONTEXT

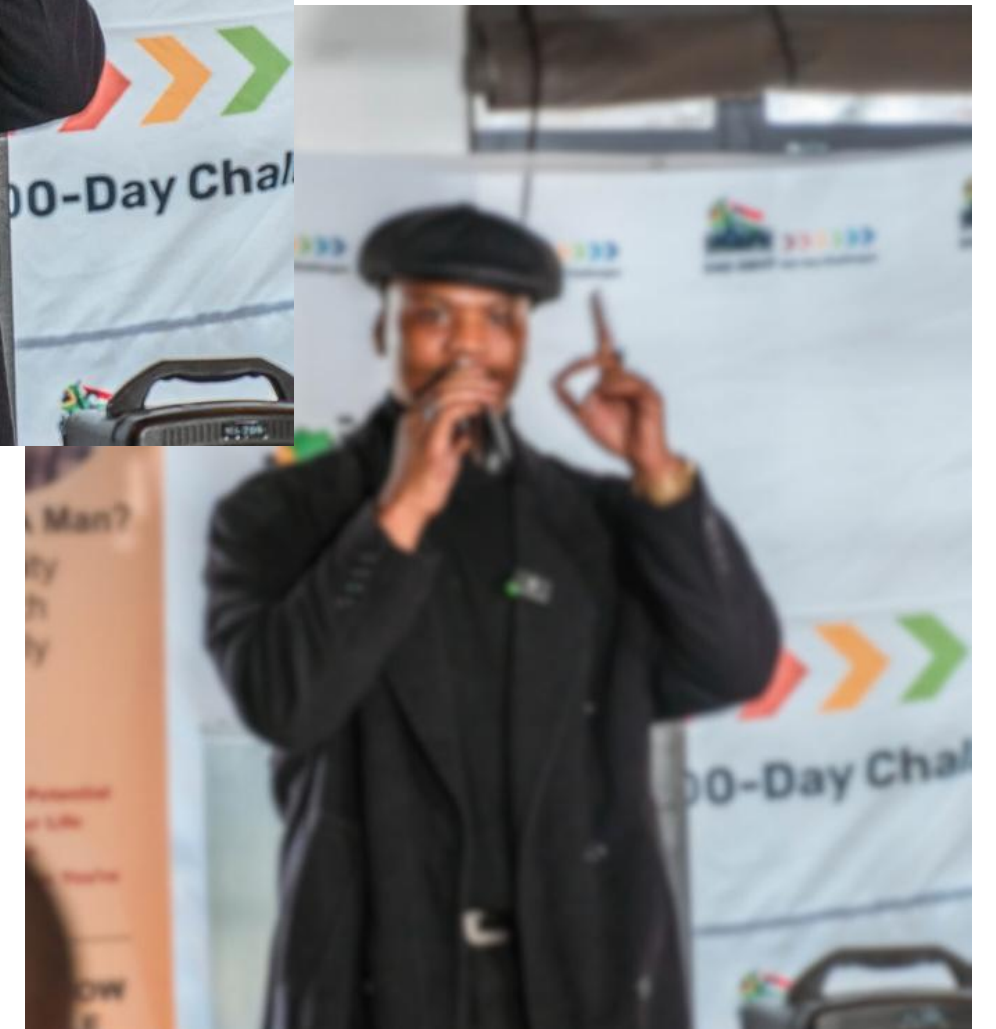
Show the people doing the work and the **environment where the work is happening** by photographing portraits, clinics, courts and community spaces. These images provide context and help people understand the people behind the work and the conditions that shape it.

# What makes a photo usable?

**Clarity:** Faces or key details must be sharp, not blurry.

### Tips:

- Clean your camera/phone lens before you start,
- Keep the device stable, then
- Tap to focus and take 2–3 frames of the same moment to secure a sharp shot.



## PHOTO QUALITY STANDARDS

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**Lighting:** Photos must be bright and clear enough to use. Lighting affects not only quality, but also tone, since overly dark or harsh flash images can make spaces feel unsafe or dramatic in ways that misrepresent the work.

### Tips:

- Use natural light where possible by standing near windows or open doors.
- Keep the light source behind the camera, not behind the subject, so faces are clear and to avoid



## PHOTO QUALITY STANDARDS

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**Context and Meaning:** The setting must show where the work is happening and what is happening without having to take a deep guess. The photo must also match the activity being reported.

### Tip:

- Photograph the action in progress and choose an angle that shows the activity.
- After capturing the image, label it while details are still fresh so the images do not get misrepresented later.



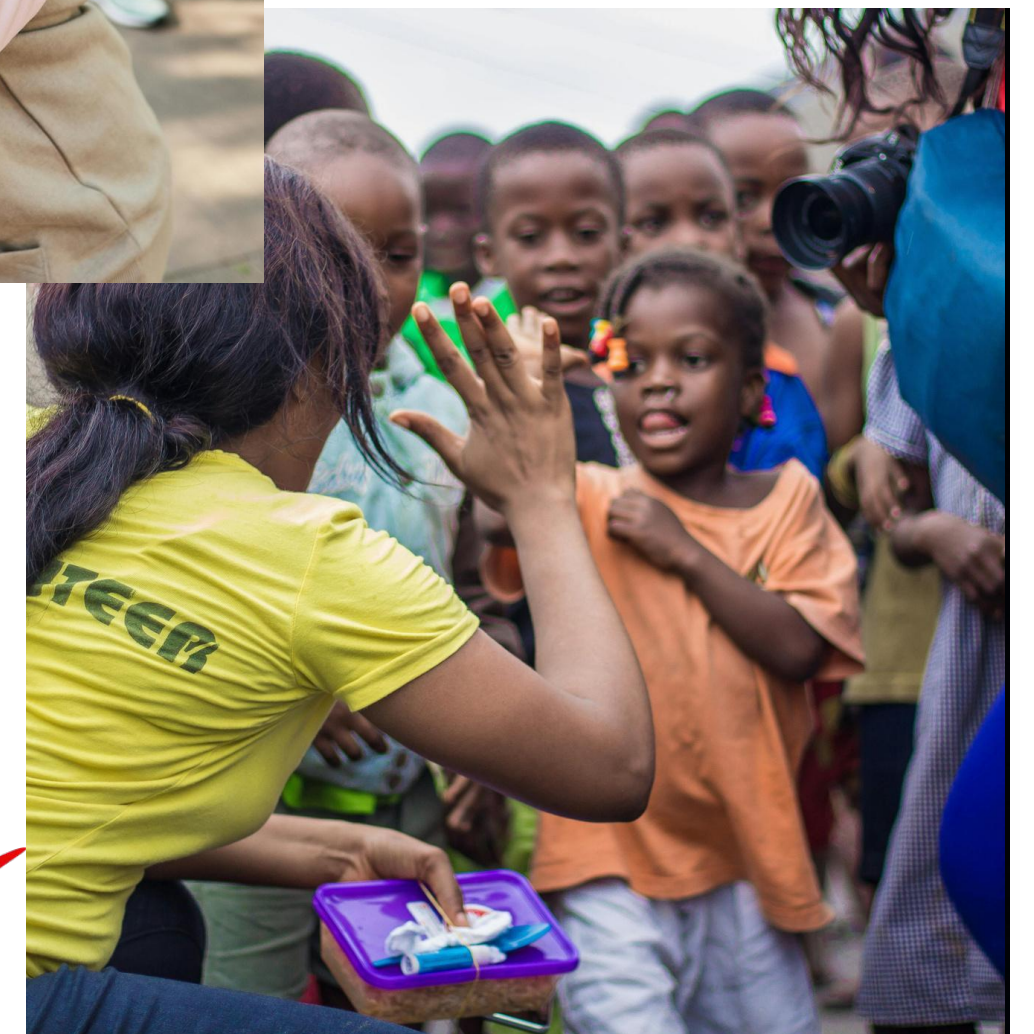
## PHOTO QUALITY STANDARDS

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**Respect and dignity:** Photos must not reinforce harmful stereotypes about poverty, violence or gender. Images should not turn people into symbols of suffering or reduce communities to crisis scenes.

### Tip:

- Choose moments that show people with agency and dignity.
- Do not photograph conditions in ways that sensationalise or confirm biased narratives.



## FRAMING SUGGESTIONS

# Key tips to follow:

### **Avoid over-curating images captured**

Photos where people stand in a straight-line holding papers or smiling at the camera can serve as a simple record, while **images showing interaction and activity carry stronger storytelling value.**

### **Capture:**

- People listening and engaging
- Hands at work



## FRAMING SUGGESTIONS

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### Capture depth

‘Depth’ involves photographing the same activity from different distances so the story shows setting, action and detail. This creates visual variety and strengthens the photo set for reports, social media and presentations.

### Capture:

- Wide shot (shows setting)
- Medium shot (shows activity)
- Close-ups such as hands, notebooks, posters, objects (shows details of the work)



## FRAMING SUGGESTIONS

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### Composition

Composition (level of detail) shapes how a viewer reads a photo. Good composition helps the viewer see what matters, reduces distraction and keeps the image feeling natural.

### Capture with attention to:

- Keep the subject off-centre when possible (rule of thirds)
- Avoid busy and distracting backgrounds
- Don't cut off feet or hands awkwardly
- Show real spaces rather than blank walls



# Ethical Guidelines



Before any photo is taken, teams need to consider safety, dignity and how the image might be interpreted or used later, particularly in GBVF-related work where visibility can affect people's wellbeing.

# Consent is always important

You must have consent before photographing people.

If the setting includes survivors, children, people reporting GBVF, or sensitive services, photography must be handled with care.

# Situations where photography is not

appropriate

Never photograph survivors in a way that makes them identifiable; people receiving services at a GBVF service point; individuals in distress, crying or in trauma; and children without explicit consent from guardians (and only if safe).

# Safer alternatives

When documenting sensitive work, capture:

- hands writing, doors opening, walking shots
- signage (only non-sensitive)
- facilitator, team and collaborators (not service users)

# What to capture at a typical 100DC activity

1. Arrival: venue sign / people arriving / greeting
2. Opening: someone speaking, audience listening
3. Engagement: people discussing, small groups working, action
4. Delivery: training, presentations, facilitation
5. Materials: posters, toolkits, handouts, flipcharts
6. Key stakeholders: natural portraits
7. Closing: informal networking, wrap-up moments

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