



photo + video tips

At the end of Steppin' Out, we love to share all the photos + videos from across all our locations nationwide!

get great shots!

The video and photos you take are really, **really important!** The event may only last a few hours, but your shots will live on long afterward in our photo pack and wrap-up video.

- **Focus on the action.** Capture people hugging, dancing, cheering, and (most importantly) walking! Food, birds, and people filling out paperwork gets boring - fast.
- **Change angles.** Flat on the ground, high above, through a tree - be adventurous! Don't just camp out in one place, try angles of people walking from behind, the side, or towards you wearing Steppin' Out swag.
- **Big smiles.** Prompt people to cheer or say cheese - they'll look better, and thank you later!
- **Get up close.** A few scenic shots can be nice, but don't hang back and fill your camera with far-away photos and video - people are what's important.
- **Good equipment.** Phones have come a long way, but DSLR cameras still capture the best images. If you are shooting video, you may want to consider a stabilizer (for smoothness) and microphone (for crisp audio) as well.

steppinout@inflamedbrain.org

1. Send us lots of big files for free, using **WeTransfer.com** - do this!
2. Or, send us your **Dropbox**, **Google Drive**, or **OneDrive** folder link.
NB. This can be glitchy!

(No Facebook galleries please!)

photo guidelines



1. **Quickly!** So everyone can appreciate and share (ideally before Sept. 28).

2. **High quality.** Please don't resize/recompress! We accept any format, including Camera Raw.



3. **No watermarks/text.** We're happy to credit you! Send your name + site and we'll include them.



4. **Filtered.** We'd be grateful if you can remove duplicate or blurry photos.



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