

Image Guidelines



For Partner Gardens

Formats

Images should ideally be a file size of at least 1MB (and no less than 8mpx), uncropped and not sharpened. Please send them either as the highest quality JPGs or as TIF files.

If you have just one or two images please send them via email, as separate attachments rather than within the body of an email. If you are supplying several images, please do so via file sharing tool <http://www.wetransfer.com/> – it's free to use and you will receive confirmation that we have downloaded them.

Please send in the most recent images possible, showing the garden in the relevant month (the month of your event or when they will be published).

We prefer to have images that give a sense of garden context, rather than close-up plant portraits.

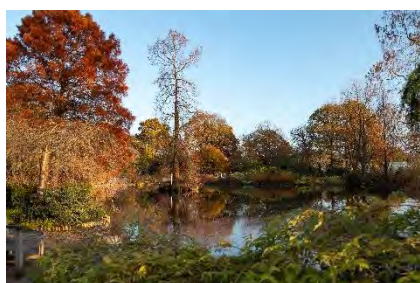


Figure 1 Winter Walk at RHS Wisley, Autumn



Figure 2 Fritillaria meleagris at RHS Garden Hyde Hall in Spring.

Supporting information

When you send images, please complete and return to us an RHS Image Rights Agreement so that we can properly credit the photographer and have the information we'll need to caption any image we use (include full plant names where relevant).

The RHS Image Rights Agreement asks you to confirm that you are the copyright holder for any images you send, OR that you have been granted permission by the copyright holder (e.g. professional photographer) to share the images with a third party for promotional purposes.

If one person or a few people are the obvious focus of an image, please make sure they have given written permission for us to use their image in printed materials. If any child is identifiable in an image, you must supply us with written permission from their parent or guardian giving details of how and where the photo may be used.

Composition tips

People at work/practical subjects: images showing people at work in a garden are visually interesting and can help capture the topic of an event. Try to avoid posed, static portraits; instead aim for active shots and zoom in so you can actually see what the person is doing.



Avoid posed, static portraits such as this example.



Take an active shot that illustrates the event topic – in this case pear tree pruning.

Photographing gardens: try to build your image around a focal point such as a border, or a feature such as a fountain, bench or path. Good garden views can be achieved by having a distinct foreground, middle ground and background – this creates depth and perspective, leading the eye through the image.



Avoid taking pictures at midday as bright sun bleaches out colour – instead, try to shoot early in the morning or late in the afternoon when you can achieve richer colours. If you want a brighter shot and blue skies, take the image with your back to the sun. Consider using a tripod to help achieve sharp, in-focus images. Check what's in the shot – don't include anything distracting or negative, such as discoloured leaves, bare patches of earth or discarded tools.

Photographing plants: for close-ups of plants, the best weather is usually bright and hazy, as this will prevent glare and high contrast on leaves and petals. Remember to match the orientation of your photo to the plant: tall plants (kniphofias, salvias) suit portrait/upright photos; groups of flat heads (achilleas, sedums) are often best photographed in landscape format.



Investing in good quality images

Being able to supply high-quality images will increase the likelihood of your garden receiving media coverage.

To get the best possible shots, you might like to invest in a photography short course or consider using a professional photographer to take images of your garden. This may not be as costly as you think –if you are in close proximity to other gardens, for example, it may be possible to negotiate a special rate. The RHS may be able to provide contact details of professional photographers (although this does not imply endorsement).

Please email imagerequest@rhs.org.uk if you would like more information on any of the above