Guidelines for an article, pictures or a video of a VLIRUOS project

Target group	People involved in VLIRUOS projects who want to elaborate an article, picture or video of the project, by themselves or by a professional journalist, photographer or video creator.
Aim of this document	Offering practical guidelines on how to communicate in an effective way

Pictures

Please make pictures of the event and, even more important, the results of the project. As taking good pictures is an art, we advise you to work with a professional photographer. If you do so, it is important to give clear instructions.

At VLIRUOS we use the following **guidelines for pictures**:

A picture preferably visualizes

- the project activity and the social challenge the project is trying to resolve;
- the cooperation between Flemish and local people involved;
- an active and dynamic approach.

The people on the picture can be professors or other university staff, students, beneficiaries of the project or other stakeholders involved. We prefer a mix of local and Flemish people and men and women.

The people on the picture have to show that they are motivated. We prefer pictures of active people, instead of people posing for the camera.

If possible at the background of the picture we see an environment that is related to the project, e.g. the university campus, a plantation field, a local school, a hydro-electric power station…

Pictures of meetings are rarely attractive, so look for ways to visualize a project activity. E.g. you can invite people to shake hands to show the partnership, or you can show the work in a laboratory… Try to focus on two or three people, instead of large groups.

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sharing minds, changing lives

Video

If possible please film a short interview with the Flemish and the local project promoter. Most basic cameras offer the possibility to film. You do not have to use a professional camera.

Make sure the distance between the camera and the respondent is not too far and that there is no background noise. We prefer a close-up of the respondent. You can ask the following questions:

1. What has been the most important result of the programme according to you?
2. Do you see an impact of the programme in the society or do you still expect an impact?
3. Do you consider that the programme has been innovative? Please explain.
4. Ask the respondent if he has an anecdote or story to tell about the project he is involved in.

Take some images of the environment too, so that we can use them in the video. The VLIRUOS communication officer will edit the different takes and create a video.

How to send your text, pictures and video

Please send your text, pictures and video to the VLIRUOS communication officer: communications@vliruos.be

For large files we suggest you to use www.wetransfer.com, a free and easy to use online service.