



Wikimedia photo library

October 2023

Topics we'll cover today

1. Hellos + introductions
2. Why we created a Wikimedia photo library
3. How to find the brand-aligned media on Commons
4. What makes a good Wikimedia image
5. How to contribute to the photo library
6. Tips and tricks from a Wikimedian photographer
7. Q&A



Hellos + Introduction



1. Find a photo from the city where you live now or the city where you grew up.
2. Post a link to it in the chat.
3. Share your your name, what you do in the Wikimedia movement and something about the picture you shared.



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What we have learned

By looking at the current photo library



Most photos are taken at hackathons, conferences and editing events

Not always showcasing the diversity of people, devices, and situations our reading/editing communities already holds.

A photograph of two young girls in a rural setting, possibly a village, looking at a tablet together. The girl on the left is wearing a pink shirt and a white headscarf with a black headband and large black headphones. She is smiling broadly. The girl on the right is wearing a white headscarf with red and black floral patterns and a white top. She is also smiling and looking at the tablet. The background is a rustic wall made of woven sticks or straw. The image has a semi-transparent dark overlay at the top and bottom containing text.

While other similar nonprofits are using photography to showcase their brand values

This example from the UNICEF speaks loudly that Knowledge is power and empowerment brings happiness. Also a core value of the Wiki movement.

CC by - UNICEF/UNI232328/Noorani

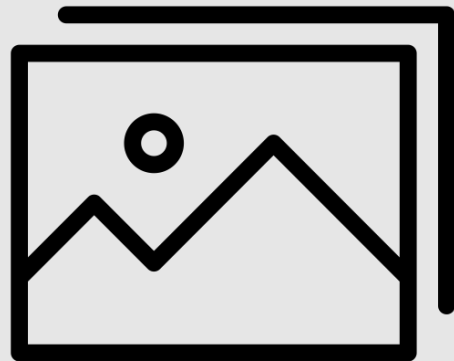
And we came out with a set of recommendations

Element	Keep	Add more	Have less
Readers at actual situation, at home, watching TV, traveling, studying		✓	
Mobile devices		✓	
Desktops/Laptops			✗
Student photos		✓	
Device with a clear brand asset (e.g. mobile phone with a Wikipedia logo)	●		

Element	Keep	Add more	Have less
Photos showing the movement values		✓	
Children/teens using WP (if legal agrees)		✓	
Swag items/New swag items in use		✓	
Gender diversity	●		
Ethnicity diversity	●		

We're starting with a small collection

[Find them on Wikimedia Commons](#)



What makes a good Wikimedia image?

Images are powerful storytelling tools

- They set a **mood** and reveal a brand's **personality and values**.
- Images can also help to **explain complex ideas** where words alone may come up short.
- Using images that have a similar emotional and visual style, will help make our communication **distinctly Wikimedian**.
- By **visually linking the stories** told by volunteers, staff and partners, we **build trust and love for the movement**.



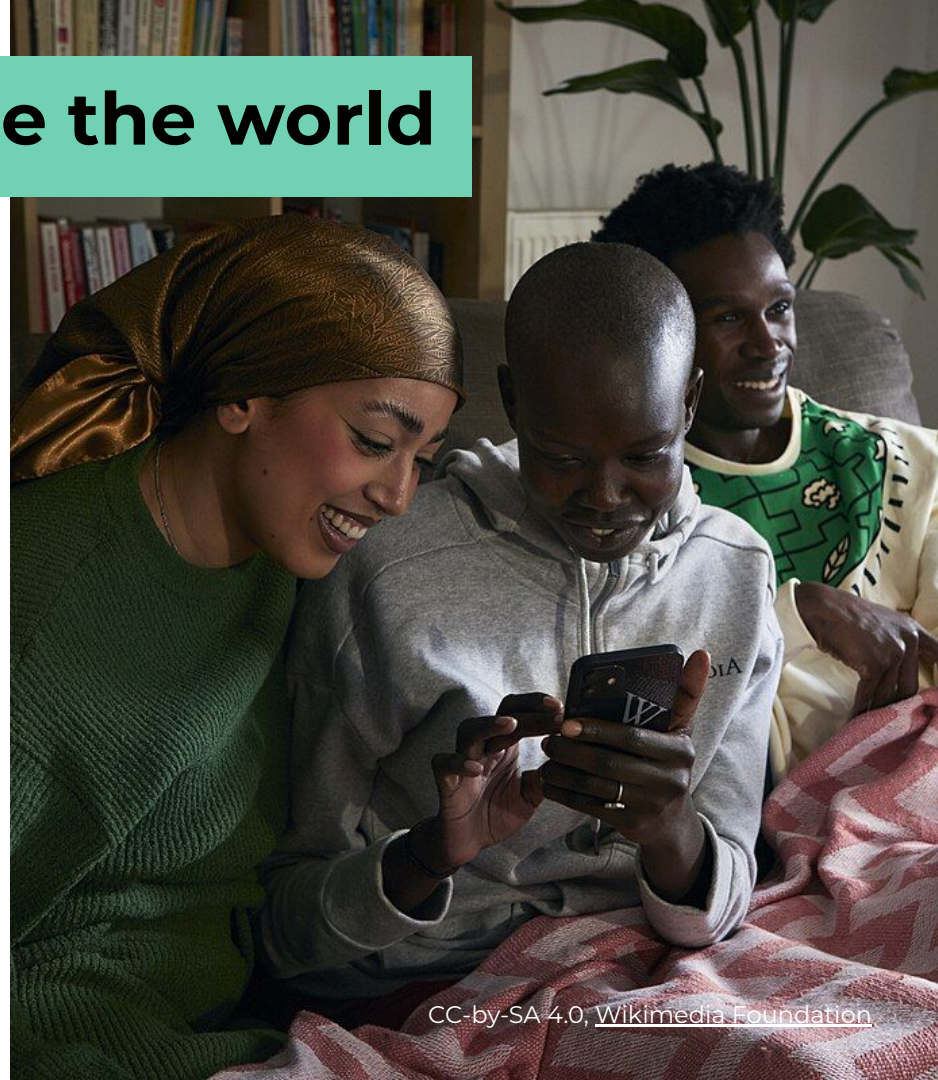
Subject: What is the photo of?

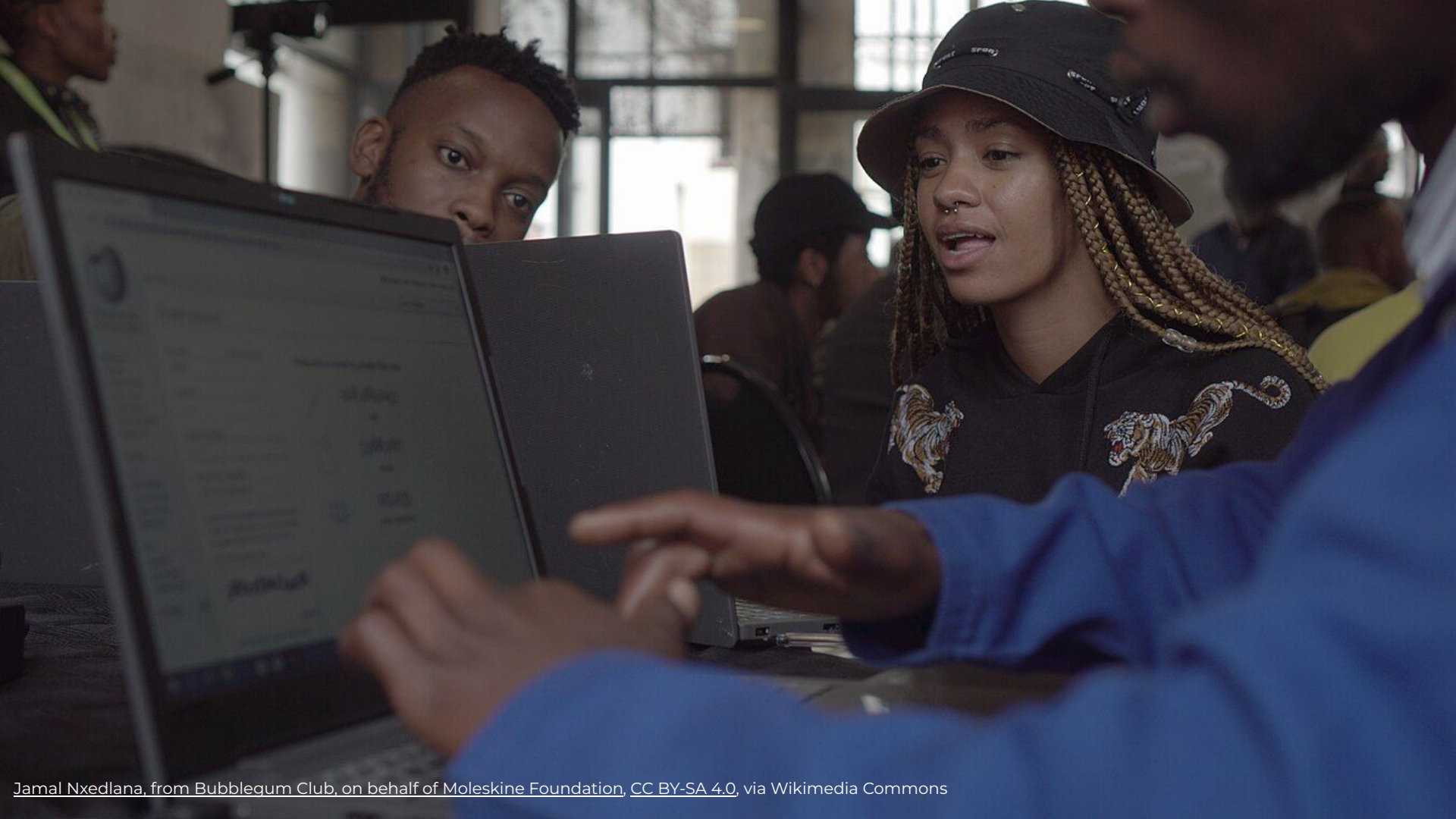
- Think about how the photo can communicate **'knowledge', 'equity' and 'community'**.
- Images that capture a **shared moment between people** are always a good option.
- The images don't have to feel too polished or posed, **our movement embraces imperfection** and your choice of images can reflect that.
- Photos of **people** tend to grab attention and evoke emotions.
- **Cityscapes and nature photography** can set a mood and context for your message



Perspective: How we see the world

- Photos that feel like they could only have been **taken by an insider** work really well.
- It gives the viewer a sense of being right in the middle of it, **sharing in the moment being documented**.
- Images do not always have to be perfectly framed or cropped to be a good choice.
- Take close-up photos to get this sense of intimacy.
- Works particularly well when people seem unaware of the photographer. They are not looking at the camera, but are **engaged with each other**.





Colour & lighting

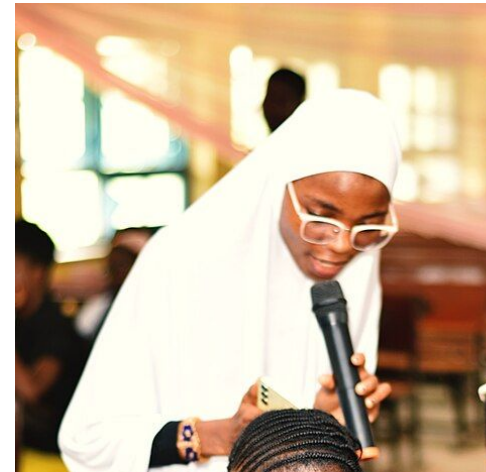
- Bright colours, a saturated grade and natural light help to make a photo stand out.
- The Creative Palette offers a range of vibrant colours that work well together. Try to **highlight brand colours in complementary combinations** to elevate images and create a cohesive look.
- Images taken with a flashlight are often over-exposed and harshly lit, whereas **natural light create warm, welcoming lush tones** – especially on people's skin.





Quality & Resolution

- Is your subject in focus? Image on top is in focus, the one at the bottom is not.
- A good rule of thumb is that photos intended for screen use should have a resolution of at least 1920 x 1080 pixels (or 1080 x 1920).



Attribution



Attributing Creative Commons Content A guide

What is T.A.S.L?

"TASL" is an acronym that describes the required elements needed to properly attribute Creative Commons works. It stands for:

**Title**

The name of the work

**Author**

Who allows you to use the work?

**Source**

Where can people find the work?

Provide a link.

**License**

Under what terms can you use the work?



This text is too
hard to read



This text is also
legible and clear



Branding



Retouching

WIKIPEDIA



meta.wikimedia.org/wiki/Brand/imagery

Tips & tricks from a Wikimedian photographer

Hi, I'm Zack, and this the worst photo* I've ever taken

* OK, it's one of the worst.
I have taken so many terrible photos.



Not centered, Out of focus, Overexposed

NO, don't worry, I have not uploaded this
to Commons. Because it's terrible



CC-by-SA 4.0 - Zachary McCune

**Anyone can take
good photos**



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**Take many photos
+ follow simple rules**



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01

Get ready!



**Do you have
your camera?**



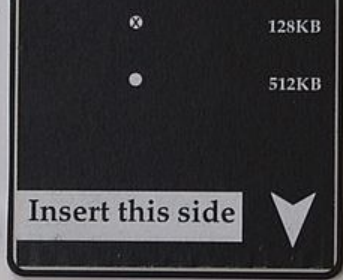
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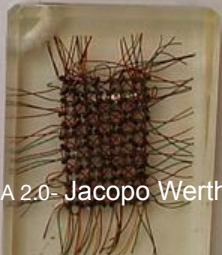
Is it charged?
Do you have
batteries?



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Do you have memory?



FOOT
SNIPER
SEE
COOL
DARK
DARK
BETWEEN
FUZZY
OUT

Do you know what you need to photograph?



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CC-by-SA 3.0 - jmabel

A close-up, macro shot of a camera lens. The lens is dark, possibly black or dark brown, with several glass elements visible. The background is a soft, out-of-focus gradient of warm colors, from yellow to orange. The text "Is your lens clean?" is overlaid in a large, white, sans-serif font, centered horizontally and slightly above the vertical center.

Is your lens clean?



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CC-by-SA 3.0 - Pelz

**Do you know what
app you're using?**



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CC-by-SA 3.0 - Jaccoon



OKTOMAT

Good.
Let's go.



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CC-by-SA 3.0 - Jaccoon

02

Frame your image

Center your subjects

WIKIPEDIA FACT # 2044
The heads have bodies



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WIKIPEDIA FACT # 2044
The heads have bodies



= more cropping



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WIKIPEDIA FACT # 2044
The heads have bodies



Check your background



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Anything distracting?



Good.
Let's go.



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CC-by-SA 4.0 - Zachary McCune

03

Check the lighting

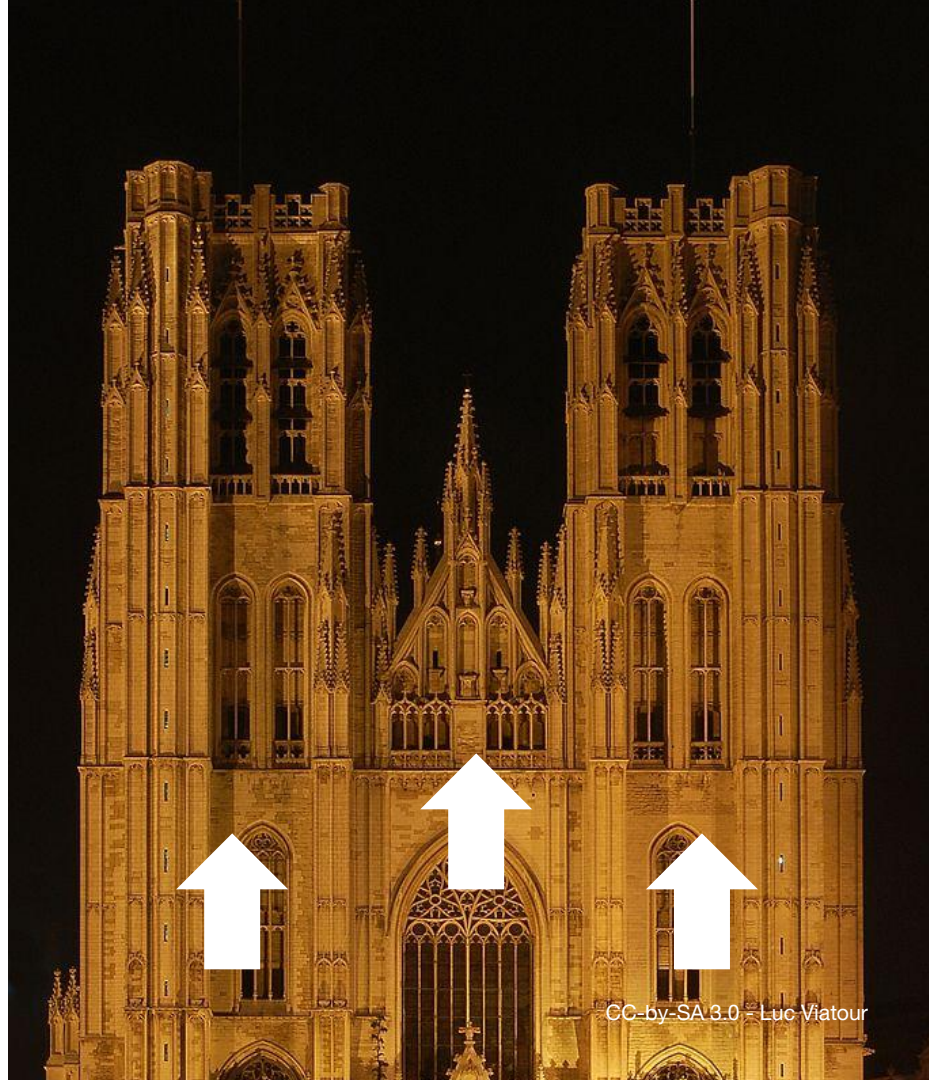
What is your lighting direction?



**Fully Lit
= IDEAL**



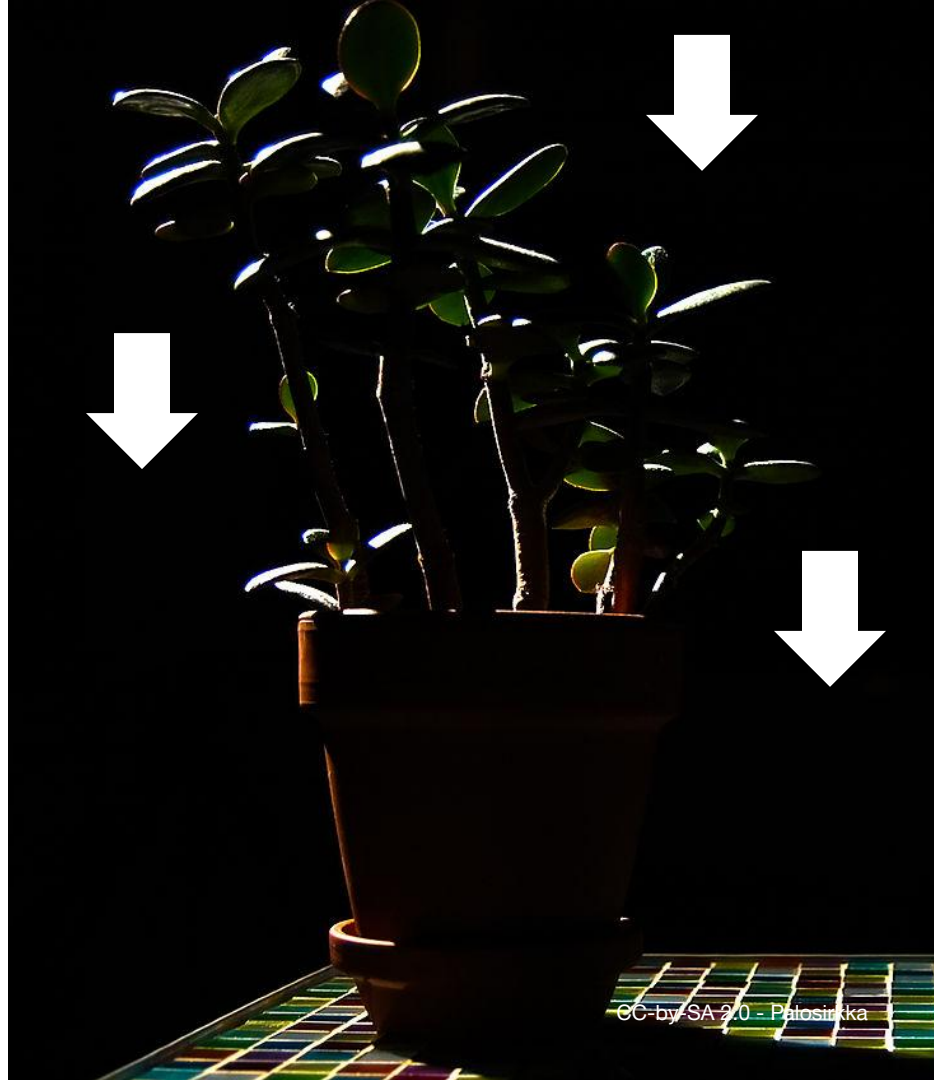
Front Lit = OK



**Side Lit
= NOT GREAT**



Back lit
= BAD



“In correctly exposed images, details in a significant part of image are retained.”

https://commons.wikimedia.org/wiki/Commons:Image_guidelines



CC-by-SA 4.0 - Zachary McCune

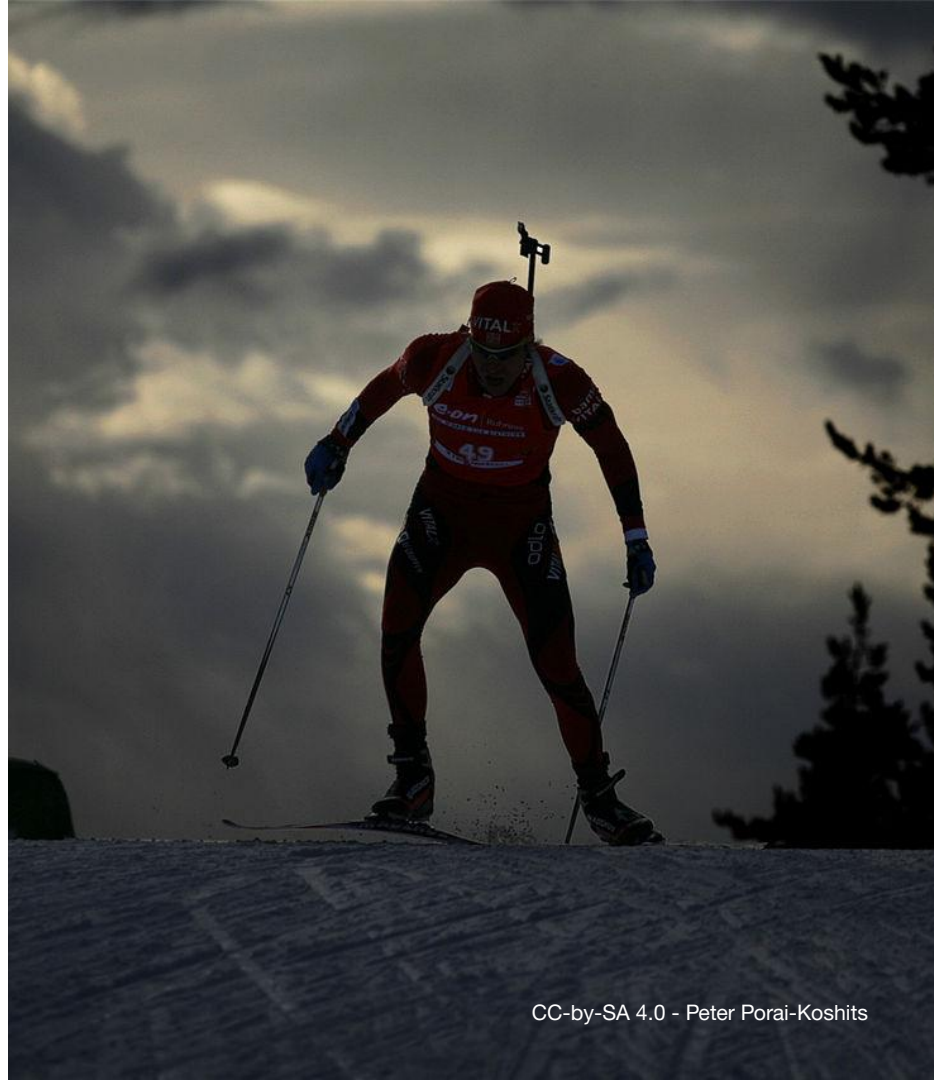
Overexposed:

Too much light.
Image appears blown out.
Details and color lost.



Under exposed:

Too little light to see subject details or actions



CC-by-SA 4.0 - Peter Porai-Koshits

Just right:

Details and colors clear.
Shadows show depth but do not obscure subject.



04

Focus & Shoot!



- Make sure your subject is clear and detailed (“in focus”)
- Background details can be blurry, if desired
- Check framing, lighting, and focus
 - OK: Take a picture!



Let's practice!

PHOTOGRAPHY GUIDE



GET READY

- Do you have a camera?
- Is it charged?
- Do you have memory?
- Do you know what you're going to photograph?
- Is the lens clean?
- Are you **EXCITED?**



PHOTOGRAPHY GUIDE

1. FRAME YOUR IMAGE

- Center your subject
 - Add space around subject to allow future cropping
- Check the background
 - Avoid distracting details
- Zoom in to get more detail

2. CHECK THE LIGHTING

- What is your lighting direction:
 - Fully lit - **IDEAL**
 - Front lit - **OK**
 - Side lit - **NOT GREAT**
 - Back lit - **BAD**
- In correctly exposed images, details in a significant part of image are retained.
- Whenever possible: take photos outside in natural light

3. FOCUS AND SHOOT!

- Make sure your subject is clear & detailed ("in focus")
- Background details can be blurred if desired
- Check framing, lighting, & focus
- **TAKE A PICTURE!**

Guide available:

https://commons.wikimedia.org/wiki/File:TakingBetterPhotographs_Postcard_Guide.pdf



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Learn more

https://commons.wikimedia.org/wiki/Commons:Image_guidelines



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Q&A