



Move United Photographers' Brief

Thank you for stepping up and offering your photography and videography skills to Move United! Your content helps us bring our brand to life and generate interest in adaptive sports, but before we can use your content, we need to be able to access it.

Move United uses SharePoint to manage our digital assets. If you have experience using SharePoint, you're a step ahead; if not, this brief will guide you through the process of uploading your shots. We'll also share some of our digital asset management conventions, so you can get on the same page before you upload.

What are we looking for?

Final creative control over your content will always remain with you, but here are some tips on what we like to see, that will help you compose your shots:

- *Brand, Brand, and more Brand:* At Move United, we're proud of our brand, and we do our best to ensure that brand is visible from every angle at our events. Help us promote our brand by working it – in the form of signs, banners, tents, awards or clothing – into some of your shots. If our sponsors have brand assets present, include them as you would our own branding. And if the event has a **gifting moment**, please take special care to get as many shots of it as possible – those are big moments, and we want to make sure they get properly recorded!



- *Diverse Populations:* Adaptive sports is a wide field, drawing a diverse population of athletes and support staff, and we want to see that diversity reflected in our content. As you compose your shots, be intentional about capturing diversity across various dimensions – race/ethnicity, sex/gender, age, disability type (wheelchair, ambulatory, prostheses, etc.). It's okay if it isn't candid; feel free to bring people together to get them into single shots.
- *Hero Shots:* Every story needs a hero. Hero shots – frame-filling shots of one or two athletes looking really cool – give us flexibility in how and where we can use your photos. But it's not all about us. You're also taking photos for our athletes, and what better way to empower our athletes than to give them images of themselves, looking like the badasses they are?
- *Non-Action Interaction:* Action shots are super cool and take our breath away, but we need more than just shots of athletes flying through the air or slamming chairs into each other. We want to tell the story of adaptive sports as holistic character-building activities that bring people together. So, turn your lens to the staging area, the bench, or wherever you see athletes interacting with themselves, their parents, and their coaches.



- *Support Staff and Volunteers:* Don't get so fixated on the athletes that you forget the people who make our events happen. Take some time out of your day to get photos of Move United Staff, volunteers, officials, sponsors, and anyone else who is working hard to keep the event running smoothly – we'll need those shots to recruit more support staff in the future!

The Hartford Gifting Moments

“Gifting Moments” are ceremonies at The Hartford Competition Series events during which The Hartford donates adaptive sports equipment to our athletes. To best capture these gifting moments, consider these specific shots in addition to our other recommendations for your shot list:

- Adaptive equipment-focused shots, including The Hartford and Move United logo appliques.
- Shots of athletes with their equipment around brand signage.
- Headshots of The Hartford Human Achievement Award winner and equipment recipients.
- Many, many photos of the presentation of equipment and recipient interactions.

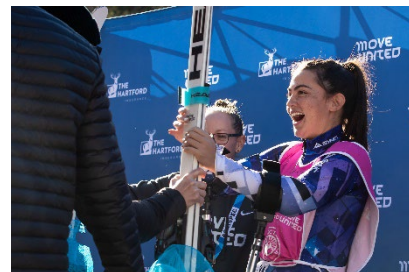


Image file technical expectations

As you format your images for upload, here are some ways you can get your files to mesh with our library:

- **Screen your images for individuals on the Do Not Shoot list.** Red wristbands are normally used to identify these individuals, but in certain cases, bib numbers of those who have not signed media waivers will be shared.
- **Cull your images** prior to uploading them to Photoshelter. We don't need to go through your rejected shots.
- Please **remove timestamps and watermarks** from your photos.
- Export your images in **JPEG format at the highest quality/lowest compression** possible, and at least 220 DPI (preferably 300 DPI).
- Apply a **standard naming convention** to your image files that contains at least the **date created, event name, and your name**. Our file naming standard is 220410_TRG_Track_TBrown_001_Calendar.
- Fill out your metadata! We at least want your **name and contact info**, but the more you fill in, the easier it will be for us to contact you, credit you, and caption your images.
- If you want specific credit for your work, add “credit” to the format modifier section of your image file name, then add any further instructions to the Instructions field in the file's metadata.
- Please **upload 5-10 of your favorite shots each day**, so we will have content to fill our social media, blog, and press needs during the event. Don't stress too much over this – just a few shots that you think will do particularly well on social media, or tell a great story of what happened that day, will suffice – and you can process your full shoot after you're home.
- Please submit full photo galleries directly to Photoshelter **before the relevant reporting guidelines**.

Uploading your images to SharePoint

Please upload your images directly to our SharePoint library.

1. Use the link below to access our SharePoint “Uploads” folder. If you're a regular contributor, you'll see a folder with your name on it; put your photos in that folder. If you don't see a folder with your name on it, create one and save your photos in it.
2. If you have any issues accessing our SharePoint folders, email tbrown@moveunitedsport.org for assistance.

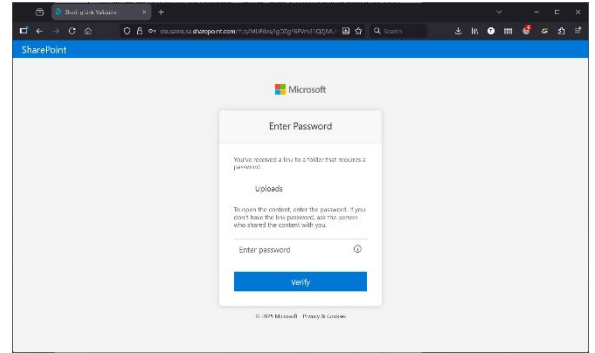
Move United SharePoint Upload Folder

<https://tinyurl.com/muphotoupload>

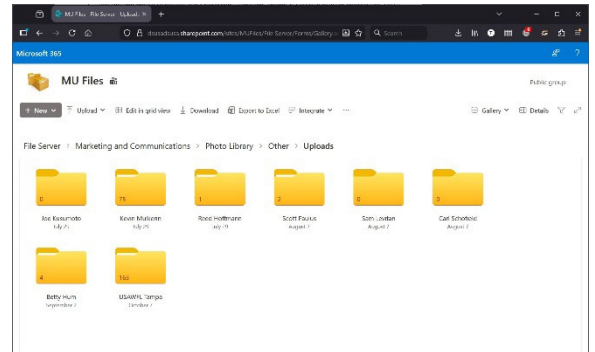
Password: Phot0_Uplo@d

Follow these steps to login and upload your images to Photoshelter:

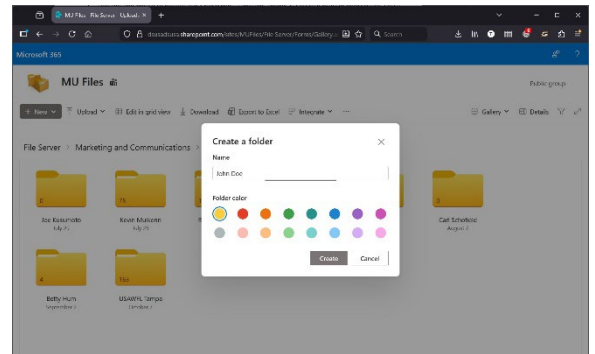
1. Navigate to SharePoint using the link in the box above, then type the password from the box above to gain access to our Uploads folder.



2. If you see a folder with your name on it, upload your photos into that folder.



3. If you don't see a folder with your name on it, select "Folder" from the "New" drop-down menu to create a new folder. Input your name as the folder name.



4. Put your photos in your new named folder.

