

Image Guidelines



Purpose

Guidelines for creating compelling images for marketing materials, editorial or opinion-piece articles that portray strong, positive and diverse images of older people.

To make it easy for photographers to take memorable photos enabling marketing and media colleagues/journalists to use them without the need to rely on stock photos.

To make it easier to select the right stock images to purchase (when it is not possible to take your own or hire a photographer).

View all
age positive
communication
tools

[www.sahealth.sa.gov.au/
AgePositiveCommunicationToolkit](http://www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit)



Audience

Internal communication teams, external media agencies.

Promotional photos

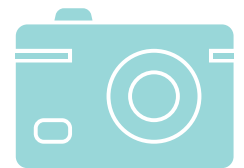
- Photographs should be taken by a professional photographer if the budget allows.
- Prepare a brief for the professional photographer to follow.
- Explain why the photo is being taken and how it is going to be used.
- Find the right person/people for the message you are trying to convey.
- Seek written permission to take the photo and explain in what mediums (print, video or social media) the photo will be used and for how long the image will be used for. Respect their response.

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- Provide information about how a person or family member can ask that their image no longer be used.
- Never ask people to pose in a way that makes them feel uncomfortable.
- Portray someone in their best light - positively.
- Ensure that the composition (pose) of the older person/people is active, not passive.
- Ensure you have considered all relevant cultural practices and sought permission.

If you don't have budget for a professional photographer, then:

- Identify someone who is outgoing with a creative eye to take the photo
- Make sure that the background doesn't distract from the subject
- Ensure that there is adequate natural lighting and avoid direct bright sunlight
- Ensure that people are not overly posed, it needs to look as natural as possible
- Direct people to look at what they are doing or to another person rather than looking directly at the photographer



Alternatively, you can purchase professional stock images. Ensure these are sourced (and purchased as required) from reputable places and credit given as directed. Graphic designers may assume that you have secured permission to use all images you provide, even images sourced from Google.

Some useful sources include:

- [Unsplash](https://unsplash.com/) (https://unsplash.com/): free high quality images from independent photographers around the world.
- Getty Images '[Disrupt Ageing](https://gettyimages.com.au/collections/disrupt-aging)' (https://gettyimages.com.au/collections/disrupt-aging) collection: This collection is a partnership with the American Association of Retired Persons (AARP). Photos incur a charge and in some cases do not look and feel Australian; however, they may be a good source of inspiration.
- The Centre for Ageing Better [Image Library](https://ageingbetter.resourcespace.com/) (https://ageingbetter.resourcespace.com/): a free UK-based photo library.
- The Catalyst Foundation [Wellness Gallery](https://wellnessgallery.com.au) (https://wellnessgallery.com.au): is a free online gallery of images taken by older South Australians as part of an online photography competition.

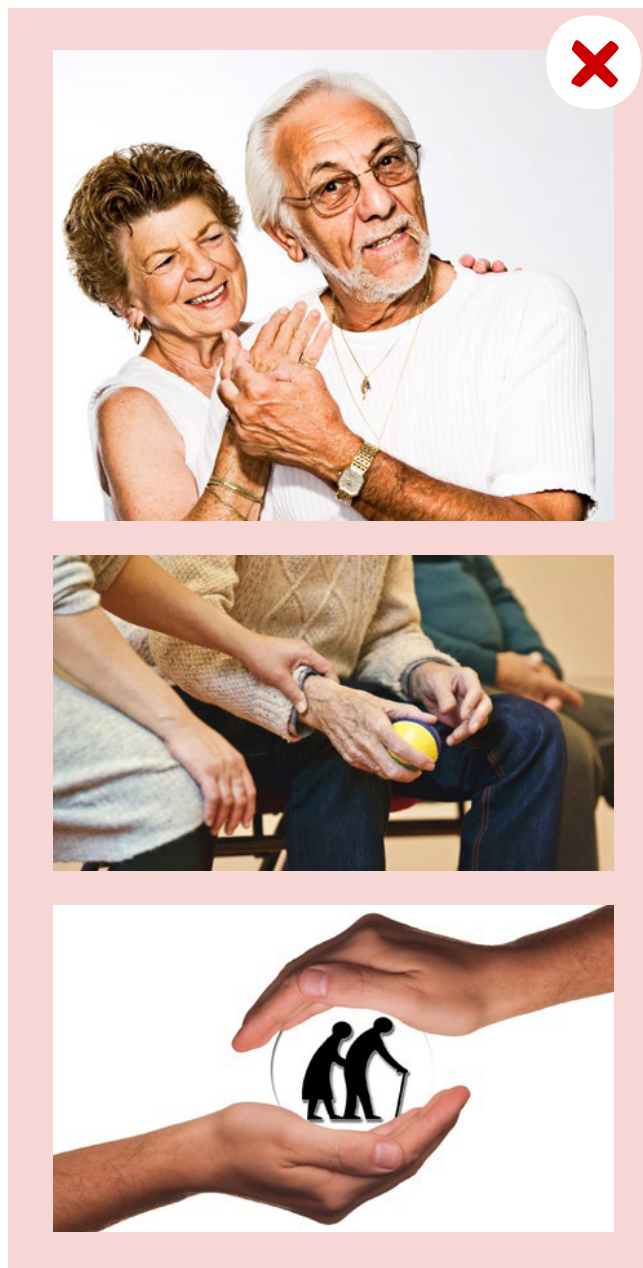
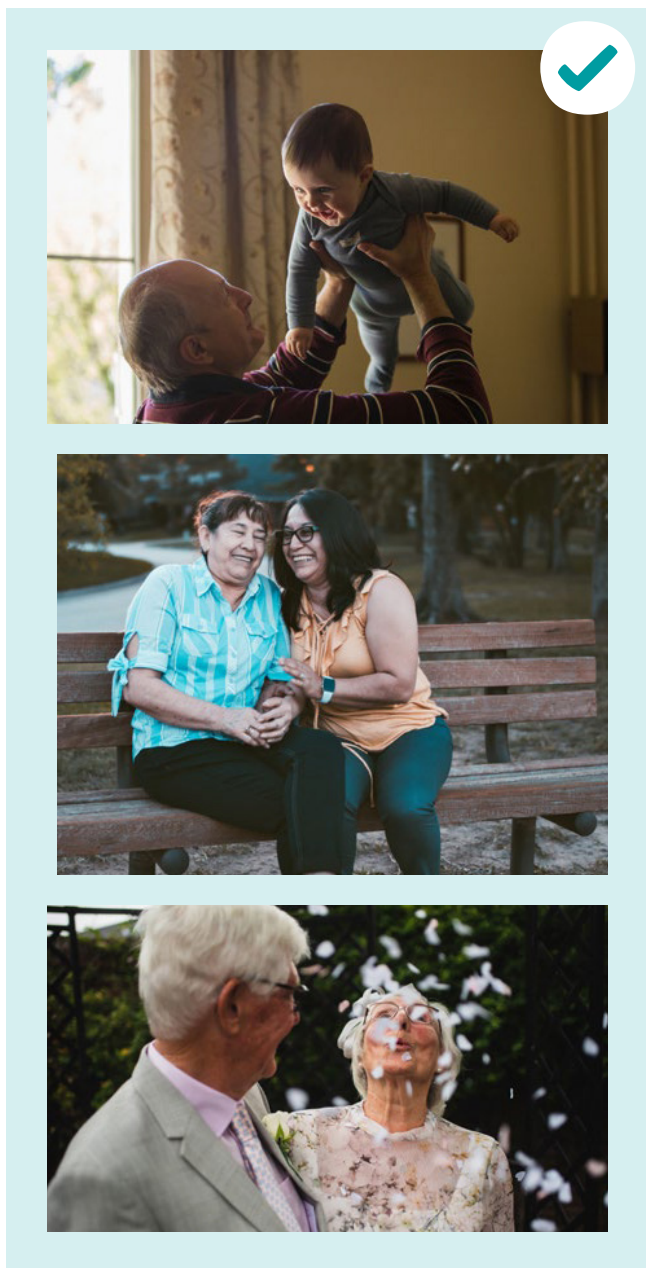
DO

- Include diversity of gender, cultural background, sexuality, life stage, abilities and interests in images
- Focus on everyday positive, active, normal images that people can relate to
- Consider everyday activities that bring generations together
- Consider the power dynamics that are represented in the images and ensure older people are portrayed as equal to others
- Ensure that the image reinforces the message it accompanies
- Show the diversity of real South Australians and their unique ways of life
- Show older people in normal, everyday contexts and relationships, ensuring that people are 'at the same level' - literally and figuratively (e.g. service staff and a person receiving services are alongside each other, not one standing over the other)
- Show older people actively participating in a range of everyday activities that give them a sense of fulfilment and purpose
- Incorporate other visual/images (icons, symbols, illustrations) to reinforce your message
- Always take a selection of horizontal and vertical pictures to suit multiple layout options
- Do a quick visual check of participants' clothing, jewellery, hair etc. prior to taking the shot and respectfully ask them to make any adjustments to ensure they are portrayed in the best light
- Challenge the assumption that older people only want to be associated with other older people
- If announcing or acknowledging someone's death (where culturally appropriate) include images of their contributions (e.g. art, physical item, program logo) or interactions with others, not just a static photo of them
- If you are unsure if an image is appropriate with respect to cultural considerations, always check with a cultural advisor before using
- Acknowledge the photographer and/or artist

DON'T USE

- Only white, older and able couples
- Images that reinforce negative stereotypes of older people - passive, vulnerable and weak
- Staged (fake, unnatural, awkward) images
- Images that suggest service providers or carers are in control or in a position of dominance e.g. hand on shoulders
- Stock images that do not relate to accompanying words/messages
- Images that show older people being patronised or belittled
- Images that reinforce retirement stereotypes
- Images that could be perceived as ableist, racist, sexist or otherwise discriminatory

Examples of good and bad images



For more information contact

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[View all age positive communication tools](http://www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit)
(www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit)

[Visit the Tackling Ageism website](https://www.sahealth.sa.gov.au/tacklingageism)
(<https://www.sahealth.sa.gov.au/tacklingageism>)



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