



# Photo Guidelines for Instructors

Your photos are very important, so **make sure you show these guidelines to your photographer** to make sure they are shot correctly.

You will need a minimum of 4 well-lit, high resolution photos taken:

1. **Instructor Profile Photo:** A photo of you smiling, looking at the camera (sitting or standing is fine) for your Instructor profile photo
2. **Workshop Photos:**
  - a. 2 Photos of you working on your craft/Workshop
  - b. Photo of JUST the supplies needed for your Workshop (GLOkit supplies)
    - i. NOTE: For this photo, please lay your GLOkits supplies on a flat tabletop.

What you will need:

- Facial expression
  - A genuine smile!
- Background options - ALL MUST HAVE **LITTLE OR NO CLUTTER**
  - An authentic cultural background (should include cultural props)
  - A background that shows off your art or crafts
  - Outdoors (only if good weather)
  - NOTE: If you cannot get any of the above backgrounds, use a natural looking backdrop in a neutral color with a bit of texture.
- Clothing
  - Wear nice clothing that reflects your culture
  - Hair should be brushed and clean
  - Makeup is fine as long as it's subtle (unless makeup is part of your Workshop)
  - DO NOT WEAR JEANS AND A T-SHIRT

- Lighting
  - MUST HAVE PROFESSIONAL LIGHTING
  - As long as the setting is well-lit, your photographer can advise on the type of lighting
  - Outdoor photos are fine as long as the weather is nice; no rainy day photos
- People
  - ONLY the Instructor should be in the photo
  - **NO other people in the photo**
- Additional notes
  - NO stark white backgrounds
  - Make sure the subject matter of the photo is completely within the frame and nothing is cut off.

## Technical specs:

- **Instructor Profile Photo**
  - Minimum resolution: 300 DPI
  - Orientation: landscape
  - Size: 800px wide by 800px tall
  - Delivery format: .JPG file format
  - Medium or wide shot
- **Workshop Photos:**
  - Minimum resolution: 300 DPI
  - Orientation: landscape
  - Size: 900px wide by 619px tall
  - Delivery format: .JPG file format
  - Medium or tight shot
  - **Note:** For the photo of just the workshop supplies, please make sure all supplies fit within the frame and are clearly visible (tight shot).

## Examples of Great Photos:

See below examples which meet all the above criteria. Remember, you are selling yourself and your Workshop to our Learners. Above all else, we want you to look naturally happy and welcoming.

**OVERALL GREAT LIGHTING**

**AUTHENTIC CULTURAL BACKDROP**

**HAPPY facial  
expression**

**Authentic Cultural  
Clothing**



**GREAT LIGHTING**

**BACKGROUND IS NOT CLUTTERED  
BUT STILL DISPLAYS ART**



**GREAT SMILE**

**AUTHENTIC  
PAINTERS OUTFIT**

**GREAT USE OF  
PROPS**

**GREAT LIGHTING**

**SIMPLE BACKGROUND WITH ART;  
CAMERA FOCUS IS ON INSTRUCTOR**

**AUTHENTIC SMILE**

**WORKING ON  
CRAFT BUT STILL  
LOOKING AT CAMERA**



**OVERALL GREAT LIGHTING**

**AUTHENTIC CULTURAL BACKDROP**



**HAPPY expression**

**authentic cultural clothing**

**Working on craft**

**BEAUTIFUL SUNNY DAY; OUTDOOR BACKGROUND WITH FOCUS ON INSTRUCTOR**



**GENUINE SMIRK;  
FOCUSED ON ACTIVITY  
BUT STILL HAPPY**

**CLEAR FOCUS ON  
HER WORKSHOP  
ACTIVITY (MUSIC)**

**NICE CLOTHES;  
NOT TOO CASUAL  
OR TOO FANCY**