



Country newsletters: image guide

Human Connection - Creating empathy with birds and wildlife

This photography shows birds and wildlife in moments where they display familiar human characteristics and make eye contact.

Good examples



Good eye contact with the bird.



Amusing and relatable.



Relatable and shows love/relationships.



Good eye contact with the bird, even in flight.

Bad examples



No connection. Just a bird in a field.



Eye contact here, but too much detail and things in the way in the environment.



No connection.



Good photograph in flight, but no connection or eye contact.

Micro photography - Delivered with a Bird's Eye View

Looking at the bigger picture grounded in the detail from ground level.

Good examples



Close up detail.



Close up detail.



Close up detail.



Close up detail.

Bad examples



Not close enough.



Good photo, but not close enough.



Lacks detail and focus.



Good photo, but not close enough.

Macro photography - Delivered with a Bird's Eye View

Looking at the bigger picture grounded in the detail from above.

Good examples



Bird's eye view.



Bird's eye view with detail and distinguishable features.



Bird's eye view with detail and distinguishable features.



Correct angle.

Bad examples



Wrong angle.



Wrong angle.



Not enough detail.



Wrong angle.

Critical intervention photography - Bringing our work and our people to life

Celebrating our people and saving species.



Good examples



Shows intervention clearly.



No eye contact, shows volunteers working.



Shows intervention clearly.



Shows intervention clearly.

Bad examples



Unclear what's happening.



Eye contact and posed shot.



Not enough detail, awkward angles.



Posed photo.

Connecting to nature photography - Bringing nature to life

Celebrating members, volunteers, staff and partners. Focusing on discovering nature, enjoying the world of nature and campaigning for nature.

Good examples



Enjoying nature without eye contact.



Campaigning without being posed.



Enjoying nature without eye contact.



Enjoying nature without eye contact.

Bad examples



Posed shot. Looking at the camera.



Posed shot. Looking at the camera.



Posed shot. Looking at the camera.



Posed shot. Looking at the camera.