



Why imagery matters

Using great photos can encourage people to come along to your upcoming events.

The best way to showcase your events is through engaging imagery.

Photos can also encourage people to attend when they see people 'like them' enjoying cycling.

1



Planning tips

Equipment

Use the best camera you've got. Clean the lens with a soft cloth if it's dirty. Fingerprints on the lens will make the photo blurry.

Skills

Find out who has the most experience taking photos.

Consent

Make sure you have signs up at your event to let people know you are taking photos and how they will be used. Make sure it's easy for people to opt out of being in your photos.

If you take a portrait shot of someone ask them to sign a photographic consent form.



2



Taking the photos

- Visit the area before the event to find the best spots to take your photos.
- Take pictures outside in daylight as much as possible.
- Switch off the flash. Bikes are covered in retro-reflectives causing photos to under-expose.
- When photographing people moving, use the 'sports' setting on your camera or a fast shutter speed (-1000ms or faster if people are whizzing by). Check your photos. If it is blurred then you need a faster shutter speed.
- If people are still, use the 'portrait' setting. This will give a nice, out-of-focus background for a professional-looking photograph.
- 'Fill the frame' with the subject. This may mean zooming in or moving closer, but make sure to leave some room to crop for different applications.

3



Sharing the images

Once you've taken your photos share them with your local CDO so that Cycling UK can use them to promote the Big Bike Revival.



DO

- Take a variety of natural, posed and action shots
- Ask people to smile
- Take photos/videos in landscape for use on websites. Portrait can be used on social media
- Try to take pictures of people with their bikes
- Keep videos under 2 minutes 20 seconds



Not posed



With their bikes



Smiling cyclists



Action shot, head on



DON'T

- Shoot from a large distance
- Shoot backs of heads or bottoms
- Take photos without any people in them
- Shoot videos over 2 minutes 20 seconds for use on Twitter



Taken too far away



Can only see bottoms



Image doesn't fill frame



Only a bike, no people

