



CULTURE

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PRESERVATION 4CULTURE LANDMARK FUNDING PROGRAMS

PHOTO DOCUMENTATION GUIDELINES

Awardees of both the **Landmark Rehabilitation** program and the **Landmark Challenge Grants** program are required to submit project photos as a final contract “deliverable.” These documentation photos are a critical part of your grant-funded project. They **MUST** be submitted in accordance with these guidelines in order to receive your final reimbursement.

Each contract requires the submittal of **a total of at least nine (9)** good digital images showing **BEFORE, DURING, and AFTER** phases of the project.

Images Help 4Culture Do its Job

- Project photos make a compelling visual case for the value of historic preservation in our communities.
- Images allow 4Culture to communicate and market our services to constituents via our Web site, PowerPoint programs, publicity materials, etc.
- Images are one of the *public benefit requirements* that awardees must provide in exchange for the public funds they receive.

Technical Aspects

- Required images must be submitted in electronic format! Preservation 4Culture no longer accepts photographic prints, color copy prints, or slides as project deliverables.
- Please send your digital images in .jpg format. We prefer files between 2 and 5 megabytes in size.
- The 4Culture email system cannot handle large incoming attachments. Therefore, images must be submitted to us on CD or DVD only.

Appealing Content & Publishable Quality

- “BEFORE” photos should be taken just prior to the beginning of work, and should show the overall landmark, the feature which the project will address, and a detail of the condition of that feature. For instance - a wide view of a barn, a closer view of its roof, and a tight detail of the deteriorated roofing material.
- “DURING” photos are critical! Images of the work in progress, action shots with construction underway, close-ups of workers at work are absolutely necessary. Be sure to arrange to be present on the construction site long enough to get good shots.
- “AFTER” photos should repeat the same views as the “before” shots. Try to illustrate the change, and to show the improvement to your property. Take one shot of you and the project team in front of the landmark, with the 4Culture project banner in view.

- Images submitted should be in-focus and have appealing content.
- Images should be taken in good weather if at all possible – blue skies and bright colors are much more appealing than gray skies and rain!

Images MUST be Accompanied by:

- Photographer's name
- Captions if content is not evident, and
- Permission (a simple statement granting 4Culture permission to use the images in promoting its programs, PowerPoint presentations, Web site, reports, exhibits and other media.)
- This information can be supplied in a separate Word document, and included on the submitted disk.

If for any reason you are unable to comply with these image guidelines, please contact Flo Lentz at 206-296-8682 prior to beginning your project, to make alternative arrangements.