

*Photos are an important part of bringing an article to life. Please provide at least 2 to 3 high resolution photos per article and adhere to these guidelines.*

## Taking photos with a cell phone

1. Adjust the image quality and resolution to the highest setting in your phone's camera settings. You can search for "how to change camera settings" and then type in your brand of phone to find step-by-step guides.
2. Use HDR mode. This adds details in dark and light areas of your photo and balances exposure
3. Avoid digital zoom, which reduces the resolution of an image. Move closer to your subject instead.

## Using a DSLR (digital camera)

1. Set the resolution to the highest value in your camera's settings. This setting should be in "quality" or "resolution" in your camera's menu.
2. Opt for the curved icon (round or fine setting) over the stair-step icon (angular or basic setting) for compression. Compression refers to how much information is lost when you download a photo.
3. Shoot in RAW to preserve image quality. You can always save it as a JPEG later. If you don't have a RAW setting, use JPEG instead of TIFF.
4. Use the lowest ISO available given your lighting. The darker your lighting, the higher your ISO needs to be.

## General Tips

- Center your subject in your photo and do not cut off important details.
- Make sure your subjects are still as the blur of movement will make a photo seem out of focus.
- Use the best lighting possible. If you are indoors consider using flash or asking your subject(s) to move where lighting is good.
- Take both vertical and horizontal shots of your subject. One orientation may work better than another for magazine inclusion.

## Sourcing photos

- If others have lent photos for you to use, please be sure you have permission to publish them and **credit the photographer**. Release forms are available upon request.
- **Please do not download photos from the internet or from social media sites.** Not only are these photos likely to be low resolution, but they may also be copyrighted.
- **Do not send screenshots from your phone or computer.** These will be very low resolution. If the photo is yours send the original. If the photo is not yours get permission from the owner and ask them for the original file.
- **Do not send stock images.** Stock image rights belong to the purchaser and not *Jaguar Journal*.
- *Jaguar Journal* has a contract with Jaguar Land Rover that allows for us of their images and press releases, so please let us know if they are your source.

## Sending in your photos

- Submit 2 to 3 photos per article.
- **Caption your photos.** Tell us where and when the photo was taken. Provide full names of people and year/make/model of autos when possible.
- **Send your photos at the highest resolution possible.** Acceptable file formats: JPEG, TIFF, RAW, HEIC.
- If you are texting or emailing your photos straight from your phone, **do not allow any compression or file size reduction.** Send them at original or highest resolution.
- If you are emailing your photos from your computer, be sure to attach them to the email. Do not drag them into the body of the email as that often compresses a photo.
- Do not compress or ZIP your photos together. Send each photo individually.
- **Please do not place your photos in a Word, PowerPoint, Excel,** or other kind of word processing document, or send photos obtained from these kinds of documents.
- If your email exceeds the file size limit, consider using a free service like WeTransfer or upload your images to a cloud storage service like Google Drive or Dropbox and email the links instead. Be sure to include user name and password if your files are protected.