



Heart Gallery East Texas(HGET) Image Requirements

Because photos are shared across regions/the state, uniformity in image quality is important. Photographers should be fun, flexible, engaging, and have experience photographing children, as sometimes it takes our kids a bit to warm up! Some tips for capturing high-quality images:

- Aim for a clear picture of the child’s face – please encourage a smile or kind expression and a natural, relaxed pose.
- If taking a full-body shot, please ensure the post is age-appropriate and the photo captures space above the child’s head/below their feet.
- While some venues are indoors, aim for natural lighting whenever possible, so please take additional photos outside the venue.
- The Heart Gallery uses a 1:2:1 Aspect Ratio (6:5 Equivalent Ratio) for a 20” X 24” print. If possible, please adhere to this ratio. **NOTE: This ratio is specific to 20x24 portrait printing, adjust as needed based on the size of the portrait printed.**
- Please share final photos as unedited jpg or RAW files. (We have a photo editor who will be applying final edit to all photos to ensure uniformity.)
- Please retain unedited versions of all images for 7 days following the shoot.
- For photos used in news segments, a same-day turnaround time for image files may be necessary, depending on production schedule.

DO’s	DON’Ts
Natural/outdoor lighting whenever possible	Studio shots
Fun, natural poses	Stiff, formal “school photo” shots
Emphasizes/creates connection to child	Distracting elements in background, lack of eye contact, child out of focus, no difference in depth between child and background
Illuminate to avoid shadows and glare	Shadows across face, glare on glasses
As natural as possible	Heavily edited/filtered, over-stylized angles, added framing, etc.

Tidy, age-appropriate, neutral attire

Distracting graphic shirts, identifying school or other logos, stained/torn clothing

Examples of Opportunities for Improvement



Example of competing background vs edit to make it less so



Glare on glasses v fixed



Shadows, distracting background, competing shirt



Distracting background/no depth/sunglasses



studio/school pose