

Photography guidelines

Share your world...real people in construction



Photography guidelines

We're seeking images that will help Go Construct to present an authentic vision of what it's like to work in the construction sector, showcasing the excitement and drama of construction projects and the diversity that exists in our modern workforce.

Some ideas for photo subjects include:

- Portraits of people working in construction
- Profiles of groups traditionally under-represented in the construction industry
- Images that support awareness days/weeks (e.g. World Environment Day)
- Five pictures that sum up a typical day of a job role
- Images of a project at key stages
- An employee alongside a project they're particularly proud of
- Celebrate workplace culture/community spirit
- Images of events which celebrate innovation or diversity
- Images of different areas of a single workplace/site
- Capture a demonstration of a skill or craft
- Present the range of roles involved in a single project
- Showcase the flexibility of construction working/work-life balance

Photography guidelines

The following slides provide some tips for taking photographs that will help your content stand out on social media:

Be safe!

Check your environment to ensure you are adhering to all safety measures, especially if you are taking photographs on site!

Consider your audience

Photographs should be suitable for young people considering their first step into a career – focus on what is most exciting and relatable to inspire this audience.

Consider orientation

For social media use, such as Instagram and Tik Tok, photographs shot in portrait works best to maximise the amount of space these mobile-native apps provide. If you're planning for your photos to be used on a website, a mix of portrait and landscape is appropriate.

Taking photographs is simple

A lack of access to expensive equipment needn't prevent you from getting involved. Some of the best images come from using the same tool that our audience uses: your mobile phone.

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Types of photograph

'Selfies' are a great way of creating authentic people-focused shots of construction. Alternatively you could ask a colleague to photograph you performing tasks or try holding the camera in front of your face to capture your point of view (if it's safe to do so).

Think about how the point of view can add drama to your photograph – whether that's high up scaffolding, using high-spec machinery, or even at your desk working on a computer, these are all things that our audience would love to see through your eyes. If you have access to a drone, this can provide some truly epic high up shots of a construction site.

Getting quality footage

When you are setting up your shot, check that what you're shooting is visible, in frame and with good lighting.

Thank you

Any questions?

Get in touch by emailing: info@goconstruct.org

Using the subject "Go Construct content"

