

- facilitators guide to

# DEVELOPING POSTERS



Through a partnership project Michelle Maloney (SNAICC) and Craig Hammond from (The Family Action Centre Engaging Father's Program) worked with a number of communities around the country to develop a series of 5 National Posters and a number of Local Posters. The objective of the project was to depict positive images of Aboriginal and Torres Strait Islanders Fathers with their babies 0-6 years old, through the posters.

Fathers play an important role in the development and nurturing of young children but there are very few images of indigenous men carrying out this important role.

How Michelle and Craig went about that was to first establish through SNAICC constituents, communities that would be interested in participating in this project. Once this was established they set about undertaking the task.

The following is a set of tools they used to ensure that the community was involved in developing the posters with photos, artwork and messages all having input from the community.



# MAKING YOUR OWN POSTERS

## STEPS FOR MAKING INDIGENOUS FATHERS POSTERS

- 1** Get together other community members and Indigenous Services for a discussion about the idea for your posters. It is important to discuss how the posters will be used and distributed in order to determine the number of posters you would like to be produced.
- 2** Work out the message that you want to promote, remembering that you can use traditional language or English. If you are using traditional language provide the English translation to SNAICC.  
**Keep the language positive.**  
**Keep the messages short.**
- 3** Make a list of the photos that show dad and child/baby interacting in a variety of ways. For example Dad with baby playing, dads holding baby, dads feeding baby, dad with child doing activity.
- 4** Figure out which dads you want to be represented on the posters and think about where you would find them. For example, childcare centres hospital, men's group, etc.
- 5** Get the appropriate dads and pops or uncles and their kids together for photos.
- 6** Print out the templates that you want to use that will depict your communities' image. If you don't have a printer draw up the template and place the photos or drawings of photos on the page.
- 7** Use these draft posters to give you some ideas of how you see the posters developing.

- 8** Play around with the ideas for a while to figure which of the images or photos go best with the message.
- 9** Show the draft posters to other workers, clients, and community members ask, "What do you think of the words?" "What do you think of the photos?" Is this the image we would like for our community?
- 10** You need Permission notes signed by the dads so that their photos and the photo of their child can be used for the publication of the posters (see example).
- 11** For taking photos – read the "steps to taking quality photos" Attachment.
- 12** Put photos on disc and send to SNAICC with the words/messages and your choice of design and colour background.
- 13** You have the option of providing SNAICC with your logo to put on the poster. This will need to be provided as a digital file or a good quality paper reproduction.
- 14** Tell SNAICC how many sets of your posters are required.
- 15** SNAICC will produce the posters for your community and send them to you.



# MAKING YOUR OWN POSTERS

## OTHER IDEAS TO HELP THE PROCESS

### **Deciding Which Photos**

You'll see from the template spaces for the photos are few. You need to choose what images will be used, so the community should keep in mind why they are producing the posters. Who is selected for the photos is always determined on that basis.

### **Where to find Dads with their kids?**

#### **Getting the Dads together**

Invite Dads and kids to a BBQ and have a list of ideas or photos that you want taken for the photographer.

#### **Use your own contacts**

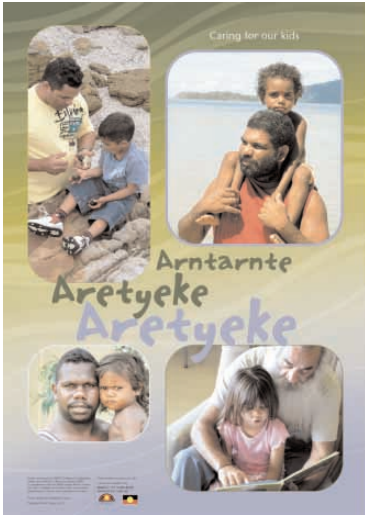
Use the childcare service to gain information about when fathers pick up their kids and organise the person taking the photos to be around when they come to the pre-school.

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# TEMPLATES



There are 3 template styles to choose from.



## CHOOSING YOUR TEMPLATE

- 1 Choose a style best suited for your purposes
  - 1 — 4 areas for photos
  - 2 — 4 areas for photos with white for information
  - 3 — 3 areas for photos
- 2 Choose a colour background [ie: to represent your country]
  - A — land
  - B — coast
  - C — bush

for example:

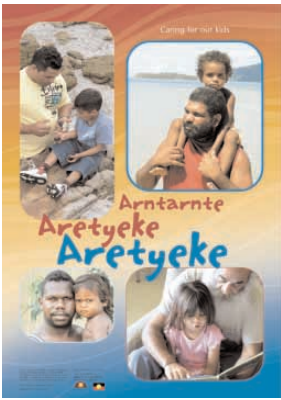
I work for a local community agency within the Riverina area. I want to place my posters around the regions local pre/primary schools — to advertise upcoming father/child events. I choose 2C as it has an area of white space where information can be written/placed and it represents the bush region.

or

I am a nurse working in a small city hospital. I want to place the posters within the hospital to liven up the area. I choose 3A as I like the pattern and colours.

- 3 Deliver your choice of poster/s, photos and words/messages to SNAICC





1A



2A



3A



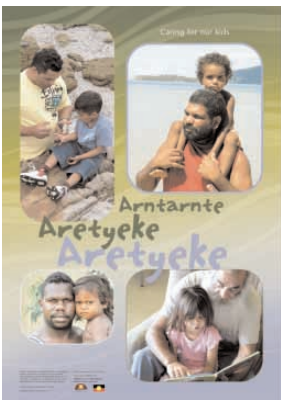
1B



2B



3B



1C



2C



3C



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# IMAGES and ARTWORK



The following is some guidelines that will help you attain good quality images for your posters



## PHOTOS

- show interaction between adult and child
- tell a story that fits with the words chosen
- focus on actions
- use a variety of
  - distances
  - people
- refer to hints, tips and specs [following]  
for image quality

## IMAGE QUALITY

### Choose your subject carefully

Decide what you're really interested in, and work on getting the best photo of this subject, whether it is a person, animal, mood, culture, etc. Keep things which will distract attention from the subject out of the picture.

Check at the edges of the picture, and recompose if necessary. For example, you might close in on the subject so that they fill up the photo, or you might move so the telegraph pole (or whatever) is kept out of your picture.

### Framing the picture

Your subject needs to be large in relation to the surroundings, otherwise it can get lost in the picture. This is where a zoom feature offers flexibility. There are two types of zoom fitted to digital cameras: optical and digital. An optical zoom works in the same way as a traditional zoom lens, the lens moves so a different image is captured. A digital zoom just enlarges part of the picture, which means the resolution is effectively reduced.

### Composition

When taking a photograph, it's important to consider how the elements that make up the picture work together. Decide which parts of the scene are important, and use the viewfinder to help you position the camera so these elements relate to each other. Make sure you keep the horizon level. Consciously place your subject where you think it will look best. Adjust the perspective so that the lines of the photo show a pattern or lead the eye to the main subject.

### Foreground/background

Think about how you can get the foreground and background of the picture to work together. Remember that you may need to compromise on the focusing—you can't have both the foreground and background in sharp focus.

## Lighting

Take into account the kind of light you're working with. Where are the shadows falling? It's generally best to shoot with the sun behind you (unless you want a silhouette effect). Look at how the light is affecting your subject? Is he or she squinting? Is the light shining brightly on the whole subject or just on parts of it?

## The Weather

The weather will obviously play a large part in how your pictures end up looking. If it's cloudy keep the sky out of your pictures as much as possible. If the day is sunny with blue skies, include it. A bright sunny day is also likely to give you the the most vibrant colours in your photos.

## Stability

It's important to keep the camera stable while taking a photo particularly when there isn't much light, because a longer exposure is required.

Most cameras can be fitted to a tripod, but you can also aim to steady the camera by leaning against something such as a wall or table.

## Solving problems

Although image editing programs can do a lot to correct a problem picture, it's best to try to cure the problem at the source.

**Your pictures are blurred:** This could be because you're taking photos too close to the subject. Your camera's manual should tell you how far away you need to be. If you want to take close-ups, make sure you choose a camera with a macro mode. Blurring problems can also occur because the subject is moving or because you're not holding the camera steady.

**Your pictures are too dark (underexposed):** The conditions may be too dark, and you should be using the flash. You also need to make sure that the subject is within the range of the flash. If the subject is in front of a bright light this can also cause problems. Try moving, so that the light isn't directly behind your subject.

**Your pictures are too light (overexposed):** You may be using too much flash. If you are using forced flash, switch to automatic, or switch it off. Your finger might be covering the camera's light sensor (so the flash is always triggered).

**Colours don't look right:** This may be caused by taking photos in artificial lighting conditions. Some cameras allow you to adjust the "white balance" or have settings for interior lighting conditions.

**Picture quality is poor:** Try cleaning the camera's lens. Use a lint-free cloth.

**Unexpected 'framing':** At times what you see through an optical viewfinder isn't exactly what the lens is picking up. This is particularly likely to happen when taking close-up pictures. Many cameras have offset markings in the viewfinder to help. If there's a built-in screen, this will show you exactly what the picture will include.

**Red lines:** This is caused by glare off shiny surfaces. Try taking the picture from another angle.

taken from

[www.freeaccess.com.au/pcproj/photos/!BETTERS.HTM](http://www.freeaccess.com.au/pcproj/photos/!BETTERS.HTM)

## ADAPTING DIGITAL IMAGES

by Keith Lightbody – ICT Consultant – last updated 7 April 2004

Short notes on how to adjust a digital image to suit different purposes:

	<b>for PRINT</b>	<b>for EMAIL</b>	<b>for WEB</b>
Suitable digital camera setting:	maximum quality	mid range quality	minimum quality
Suitable scan resolution:	300 dpi	150 dpi	72 dpi
Recommended digital camera	> 3 Megapixels	1 – 2 Megapixels	any model
Suitable digital camera setting:	maximum quality	mid range quality	minimum quality
Typical file size:	> 1 MB	100 K to 1 MB	< 100 K
Typical image size:	25 cm x 20 cm	10 cm x 8 cm	5 cm x 4 cm
Typical pixel size:	2000 x 1500 pixels	800 x 600 pixels	400 x 300 pixels

Note: for EMAIL via a 56 K modem (or slower) follow the instructions for WEB



What is the best resolution size to save my image?

The resolution size is subject to how big you want your image to be printed. For instance, if you only require a standard size photo (8 × 4), then you will need to set your image size at the pixel dimension of 1800 × 1200. If your intention is to enlarge your image any bigger than the standard size, then you will need at least 2048 × 1800. Follow the table below to ensure you receive an acceptable quality print.

### DIGITAL IMAGE SIZE (@300dpi) REQUIRED FOR PRINT SIZE

PIXEL DIMENSION	PRINT SIZE
640 X 480	2.1" X 1.6"
1650 X 1200	5.5" X 4"
1800 X 1200	6" X 4" (standard size)
2100 X 1500	7" X 5"
2400 X 1800	8" X 6"
3000 X 2400	10" X 8"
3600 X 2400	12" X 8"
4500 X 3000	15" X 10"
6000 X 4800	20" X 16"
7200 X 6000	24" X 20"
9000 X 6000	30" X 20"

this is the preferred size  
ie: approx. 25cmx20cm

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