

TEQ Photography Guidelines

Style

Queensland's photography guidelines have been aligned to ensure our photography is captivating, accessible and demonstrates the Queensland spirit. The principles of real, optimistic, enchanting and dynamic come to life.

Real: Appealing to the altruists, the photography should also inherently hone into 'humanness'. You should feel as though you could be in, or could have taken the photo yourself. Relatable and accessible, not posed and unnatural. Photography that celebrates diversity.

Optimistic: Confident, honest and assured. Inspired by the 'resilient mindset'. The imagery should hint at the buoyant spirit of the people, who in the face of natural disasters and adversities are unrelentingly positive. Translating into photography that is honest, uplifting and is confident in its own right. Nothing overstylised but rather realistic and genuine.

Enchanting: Despite jaw-dropping beauty we don't take ourselves too seriously. Destinations and experiences to certainly be desired – featuring the inspiring subject matter on offer. Photos should show pops of colour, showcasing the state's diverse landscape and climate.

Dynamic: It's about capturing a candid moment rather than freezing an orchestrated situation. Signs of movement and action or the potential for dynamism. Discovery is the foundation of dynamism, representing the ability for constant new sights and exploration.

Examples we love

Below is a selection of photography that stays true to our key principles of Real, Optimistic, Enchanting and Active. Each shot demonstrates the authentic Queensland experience, via human moments, a grounded perspective and touches movement. They feel authentic, with touches of imperfection to set them apart from the rest.

Overview



TEQ Photography Guidelines

Live Events



Produce, Food & Drink



Top tips

1. Keep our key principles in mind – Real, Optimistic, Enchanting and Dynamic
2. Instead of perfectly posed food, capture shots where people are actively enjoying the dining experience
3. Shots should look like they have been taken by real people
4. Capture images that show movement, dynamic tension (or the possibility of movement)
5. Avoid strong light bursts or obvious filters
6. Actively include imperfections, such as a window frame obstructing a perfect ocean shot
7. Minimise shots taken from an extreme distance or shot using wide-angle/fish-eye lenses
8. Avoid airbrushing any people in the shot
9. Look for ways of incorporating local charm and moments of lightness, e.g. a laundry line with a Santa suit, a local animal in an unexpected place
10. Avoid direct smiles or faces to the camera

TEQ Photography Guidelines

Production

Copyright Agreements

When negotiating with photographers, it's important to have a signed copyright agreement before commencing work. TEQ typically works with photographers on a joint copyright basis. Joint copyright generally means both parties shall have the right to use the images for their own business purposes and to otherwise exercise all copyright entitlements in respect of the images, without any requirement to consult with the other party.

If RTOs or LTOs would like to share images or footage with TEQ to use on our website, social channels or Visual Gallery (public access), Tourism and Events Queensland must be listed as an owner on the joint copyright form. The standard TEQ Joint Copyright Agreement is available for reference if requested.

Talent Release Forms

If talent appear in shots, and are recognisable, you must get a signed Talent Release Form from them. A Talent Release Form is a full buyout of talent by the RTO (and Tourism and Events Queensland) and entitles both parties and persons authorised by them to usage of all images and/or footage for national and international application for an unlimited period. The standard TEQ Talent Release Form is available for reference if requested.

File types

As part of your agreement with photographers, the number of shots to be delivered as well as the file type should be specified. Typically, photographers deliver all raw files plus a retouched/colour-graded selection. The retouched selection need to be high resolution (300dpi) and the file type needs to be .tif and .jpg.

Photographers should also be embedding metadata in all images files. Metadata includes information like photographer, location, description etc.

File delivery (sharing with TEQ)

If you'd like to share your imagery with Tourism and Events Queensland, please follow this process:

1. Make sure all images have been retouched/colour-graded and are high resolution. TEQ accepts .tif and .jpg files
2. Make sure the photographer has embedded metadata in the files.
3. Upload all files (images, signed joint copyright agreement and relevant talent release forms) to a file sharing platform, e.g. Dropbox or Digital Pidgeon
4. Send the download link to TEQ's Asset and Production Specialist at visual.gallery@queensland.com