Photography Guidelines
SOCIAL MEDIA & WEBSITE

MARYLAND
road trips

PHOTOGRAPHY GUIDELINES *Social Media & Website*

Our readers are seeking an exceptional travel experience with memories that will last a lifetime so our accompanying photography should reinforce Maryland's many picturesque offerings. From adventurous outdoor destinations to culinary mastery, our photography helps put our readers in the same space and provide a sense of connection drawing them to Maryland.

WHAT TO DO:

- Centered subject matter
- Take all photos in a horizontal format. We are unable to use photos taken vertically for website headers, social media content, etc.
- Provide high-resolution images
- Declutter images
- Look out for drinking glasses with lots of fingerprints.
- If taking pictures after dusk, ensure the subject matter is clearly visible.
- When taking close ups that include hands, make sure the fingernails are well groomed, unless picking crabs and then the more Old Bay the better.

WHAT NOT TO DO:

- Do not include distracting background content
- Do not take vertical photos. If using your cell phone, take all photos horizontally holding your phone on its side.
- Do not submit stock imagery that doesn't appear to be in Maryland, consider the following:
  - Plants & Trees
  - Mountains
  - West Coast or European features
- Do not use your zoom feature when taking pictures with your phone (this causes pixelation)
- Do not add obvious filters

WHAT NOT TO DO:
Do not add obvious filters. Opt for natural filters that don't darken the photos.

WHAT TO DO:
Declutter your image before taking the picture. Remove everything but what is necessary to show the experience.

WHAT NOT TO DO:
Do not include features in stock images that make it obviously not Maryland. Note this image has palm trees, Maryland beaches do not have palm trees.

WHAT TO DO:
Center your subject matter. This image places the action right in the center of the frame.

We're a road trip resource.

When taking pictures for Maryland Road Trips remember to include a reference to the fact that it's a road trip.

This could include a car within a picture of the main subject matter. It could include packing the car or interior of the car with the family. The view over the dashboard. Parked car at the destination.

If taking pictures inside the car please do not show any Maryland laws are being violated.

Did you know, in the state of Maryland, cell phones must be used hands free and can not be used at all for people under the age of 18? No earbuds may be worn while driving and seat belts must be buckled if the car is in motion.

Avoid high camera angles and tilting which causes distortion and makes the subject matter less important.

Close ups and crops are okay to show detail and capture emotion. However if submitting a series of images for an article, ensure your primary image is a wider shot with the subject matter centered.

FOOD & DRINK IMAGERY

Brightly lit with natural light. No used utensils or half-eaten food items, unless it's a child enjoying the delicious drips of their melting ice cream cone.

Tips to Successful Photography

1. Wipe off your camera lens

2. Tap on the subject matter when taking the picture to put it in focus

3. Be wary of lighting

4. Shoot from several angles

5. Crop instead of zoom
Zooming will cause pixelation (especially when using a cell phone), instead get closer to your subject matter!

WHAT TO DO:
Declutter your image before taking the picture and center your subject matter.
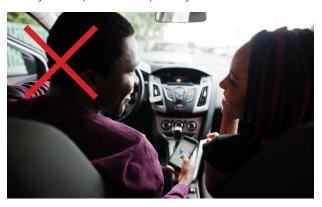
WHAT TO DO:
This image shows the experience of a road trip. No state laws are being broken.

WHAT NOT TO DO:
This photo is breaking a Maryland law by implying the couple is looking at their phone while operating their vehicle.

WHAT TO DO:
The picture on the left centers the subject matter. Contrasted by the picture on the right, which puts nothing in the center.

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