



Photo Submission Guidelines

You do great work. We want to show it off whenever possible. We may feature your event photos on the Seattle Center website, in print ads, in newsletters or reports. Quality counts, so please be selective.

How to Submit

Submit photos to your Program Manager via e-mail or on a CD/DVD via mail addressed to: **Seattle Center Productions, 305 Harrison St., Seattle, WA 98109**. High-resolution digital images are large files so a CD or DVD is preferred.

Photo Information

Photographers expect to be credited for their work. For each photo submitted, we need to know the name of the photographer (or at very least who owns the photo). Including the Photo Information Form with your images will help us to track this information.

Photo Guidelines

Images should be at least 300 dpi (dots/pixels per inch) which requires the original photo not be smaller than 8 inches wide x 10 inches high (2400 x 3000 pixels). Acceptable file formats are Photoshop (PSD), TIFF, and JPG. Low-resolution or smaller digital images may be used on the website, but are insufficient for print materials.

Required Authorization for Use of Your Photos

Individuals and organizations who sign a Seattle Center contract/agreement authorize us to use any images you provide to us and affirm that photos are free and clear of any lien or encumbrance that may interfere with use by the City of Seattle. **Those who submit photographs of children under 18** acknowledge that they have secured all required releases, consents and parental permissions.

What Makes a Good Photo

Think about this from another person's perspective who isn't connected to the event

1. The photo must be in focus
2. The photo must have proper exposure (not too dark or too light)
3. It is easy to recognize who or what is/are the main subject(s) of the photo
4. The subject(s) should be well composed and well framed
5. It is easy to recognize what is going on (if possible, action shots are great)
6. The subject(s) of the photo should draw people in, makes the event/activity look interesting
7. The event is recognizable by looking at the photo



Festival Sundiata



Hmong New Year



The World of Puppetry Exhibit



Pacific Northwest YoYo Championships



Wiener Dog Rally



Torchlight Parade at Seafair

What Makes Not Such Good Photos

While the photos below may be great for your photo album, they do not work well for marketing purposes.

1. Fuzzy photos
2. Photos that are too light or too dark
3. Photos where the main focus isn't obvious
4. Photos that are not well framed or poorly composed
5. Photos that show mostly backs of heads
6. Photos of people just standing and smiling at the camera
7. General crowd shots of unrecognizable people milling around
8. Photos taken at angles where it is hard to see the action or the subject(s) clearly
9. Photos taken too far away
10. Photos that have extra people or body parts that cannot be cropped out



Too fuzzy. What event?



Too dark



What is the focus? What event?



Poor framing or composition



Backs of heads. What event?



People smiling at the camera



Nice crowd. What event?



Bad angle. What event?



Too far away



Extra people in the photo

Photo Information Form

If you are submitting multiple photos for the same event please help us to track and credit them appropriately by completing this form. Use as many copies of this form as needed.

Organization	
Event Title	

Photo # or Name	
Photographer/Owner	
Notes	

Photo # or Name	
Photographer/Owner	
Notes	

Photo # or Name	
Photographer/Owner	
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