

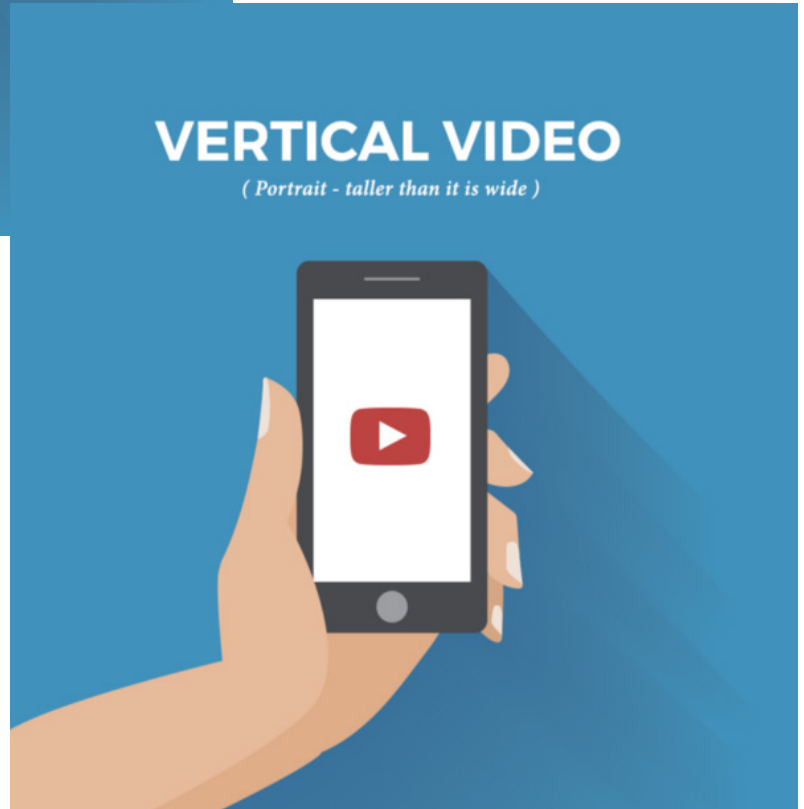


ACCESSOUTDOORS

MEDIA GUIDE

Photo Guidelines

Take four different photos in horizontal and vertical mode for each of the required shots. You should have 8 photos for each (24 images total).



01

Natural/candid image of mapper using the trail



02

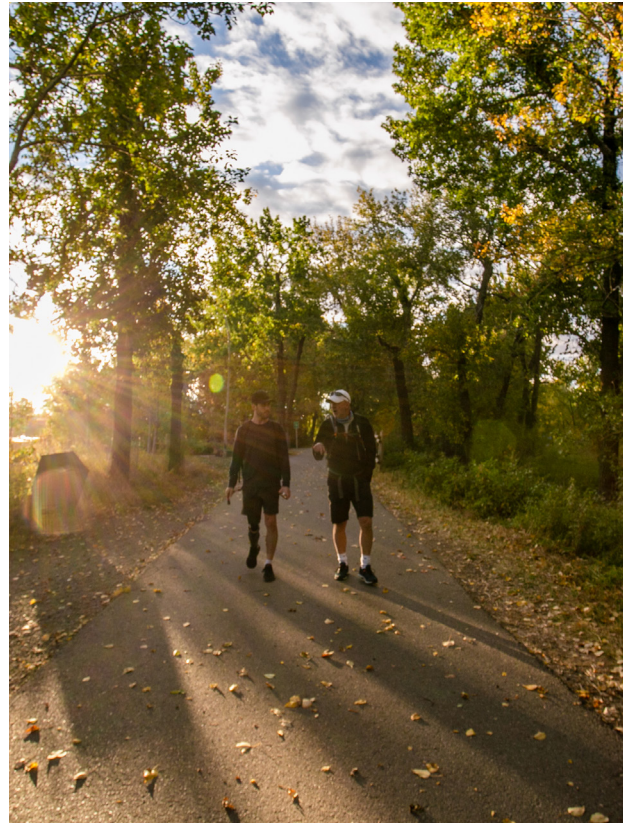
Posed image of mapper using the trail

(Think portrait or hero shot)



03

Mapper and guide on the trail



Video Guidelines

We aim to capture B-Roll video footage during your mapping, that can be used in media stories/videos about the mapping initiative. These are the kind of video images that appear on-screen when a newscaster is sharing details in a voiceover, for example.

Take TWO (2) videos, one in landscape mode and another in vertical mode, both a minimum 15-seconds with the mapper using the trail. (They do not need to be looking at the camera).

