

# Study Session: film guidelines

# 1. Introduction

For the upcoming European Testing Week happening **15 – 22 May**, we would like to highlight **people** with interesting touching and even funny **anecdotes** related to HIV+ and the **importance of getting tested**.

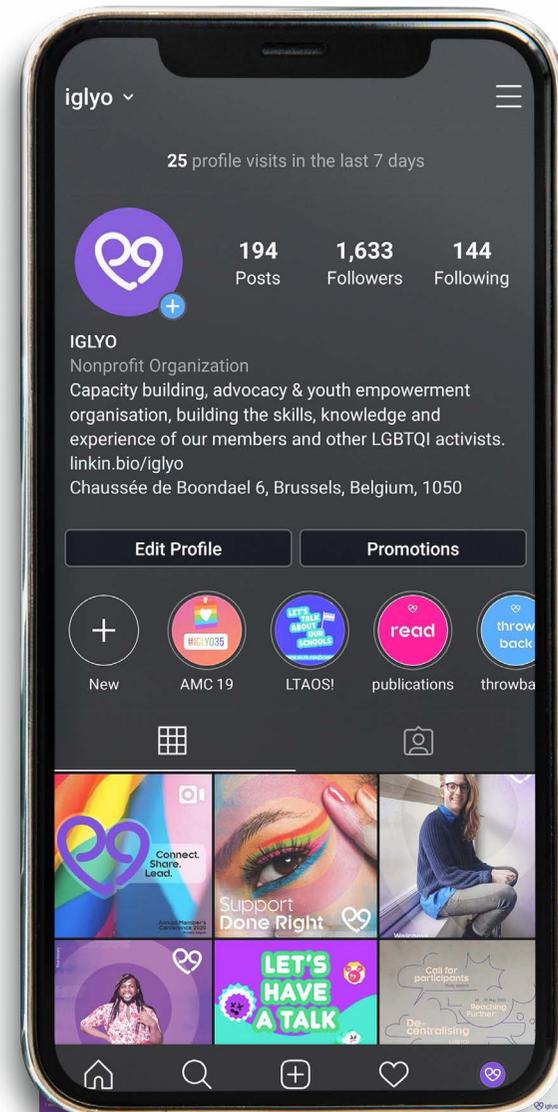
The **goal** is to **raise awareness** and to give a reasoning to why people think getting tested regularly is important.

Do you have **a few minutes** to take a photo of yourself and to provide us with a **one-sentence statement**?

# 2. One-sentence statement

To help you out, you could **answer one of these questions** to find your one-sentence statement that will be paired with your photo submission. **Feel free to diverge** from these questions and to submit any sentence related to HIV+ if none of these questions speak to you.

- Why is/was HIV testing important for you?
- Why is/was it important to know your HIV status?
- What would make testing easier for you?
- How has being tested (regularly) had an impact on you?
- How did finding out about your HIV status helped with your (sexual) health?
- What helped you overcome your fears of getting tested?
- What advice would you give to someone who was apprehensive about getting tested?



### 3. Handling the camera

Taking photos is easy, however, not all photos are usable for this campaign. Here are some tips on setting up your camera, along with a few good and bad examples.

#### Rules of thumb

- Handheld selfies? Mirrors? Not today, Satan. We swear by **stabilised phones** and **self-timers**.

#### ✓ Do's

- Open the **front facing camera**.
- Place your phone **upright** (portrait position) on a **stable surface** such as a bookcase to the **height of your eyes**.
- Make sure the phone **doesn't move**. Do you have a **tripod** for your phone? Use that instead!
- Get in position and use **self-timer**. Freeze, look cute and wait for the camera to take a photo. Done!

#### ✗ How not to:

- Do not hold the camera in your hand when taking a photo.
- Do not use the back facing camera.
- Do not use mirrors.
- Do not place the phone in a landscape position.
- Do not take a photo of your face from a low angle.
- Do not move when taking a photo.
- Do not cover your face completely, e.g. by wearing sunglasses.
- Do not do any crazy poses or silly/fun hand gestures. **Natural poses are encouraged** though!

\* If you have a friend who can handle the camera for you, please ignore all technicalities and let them take your photos! Just make sure they focus on the eyes to make them sharp.

### 3. Handling the camera: examples



Do not hold the camera in your hand.

Do not use hand gestures.

Do not cover your eyes completely.



Do not hide your face.

Do not use the back facing camera.

Do not use a mirror.



Do not take a picture with someone else in it. Not even if you think you look more fabulous taking on a pose.



Do not take a photo from a low angle. It's rarely ever flattering.



Natural poses are encouraged. It really doesn't have to be more than that!



Partially covering your face is fine if it fits your personality. It also makes for an artistic photo.



Feeling uneasy posing? Just do something natural like drinking water, tugging your shirt collar or putting one hand on your hip while staring into the distance.



Natural looking photos, including you looking away from the camera are great too! Unleash your inner model.

## 4. Setting the mood

Where do you take a photo? Anything goes, as long as you keep the background simple.

### Rules of thumb

- The background should be **neutral** and **non-distracting**. You are the star of the photo, don't let the background take over.
- We love **single-coloured walls**, **natural brick** or **nature** (trees/plants).
- Use **natural light** if possible. Did you miss the beautiful golden glow of the sunset? You can always plan to take the photo the next day.

### ✓ How-to:

- Stand in front of a **neutral non-distracting background**. A blank wall works, but so does the park, your garden or your exposed brick wall.
- Can't find a wall big enough? Take a photo closer to your face (cropped) or clear out a corner of the room that is the most neutral looking.

### ✗ How not to:

- Do not place any distracting objects in the background. We do not need to see your kitchen, bed or cat.

## 4. Setting the mood: examples

✗



Too many distracting elements: picture frame, mirror, sink, light switches, etc.

✗



Too many distracting elements: bottles, showerhead, ceiling, etc.

✗



Good neutral background, but the angle is weird due to the camera being handheld when the photo was taken. Place the camera on a stable surface and use self-timer instead!

✗



Too many distracting elements to name them all. **Tip:** keep your body upright (standing or sitting) when taking a photo on your own.

✓



We love the wall and natural light. This is simple but we love it.

✓



Single-coloured background? Great!

✓



There is a lot going on in the background (different colours and textures), but it does not distract from the person.

✓



How artistic! We love that you found a painted wall that isn't white or ivory.

✓



We love nature. Go hug a tree and have a friend take a picture of you while you're in the park.

✓



A simple but **effective trick:** just hang a curtain and stand in front of it. If you're working with your bedroom curtains, don't close them fully or there won't be any light.

✓



Do you have a big neutral wall? We love full body shots! Be creative!

✓



A tiny piece of neutral background is all you need.

## 5. Next steps

You've made it! You managed to take the perfect photo of yourself in which you look natural and the background looks calm and neutral. The lighting is perfect as well and hits your face in all the right places. Now what?

### ✓ How-to:

- Send the original photo(s) to [yuri@iglyo.com](mailto:yuri@iglyo.com) (with [michaelchin@iglyo.com](mailto:michaelchin@iglyo.com) in CC).
- Leave us your Instagram handle if you want us to tag you. :-)

### ✗ How not to:

- Do not edit the photo in any way. That means **no cropping or editing colours!**

## ... That's it?

Yes! We'll take it from here and work our magic. Keep an eye out for your photo on our social media. Cheers!

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