



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF AGRICULTURE
BUREAU OF AGRICULTURAL RESEARCH

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MEMORANDUM FROM THE DIRECTOR

TO: ALL DA-BAR STAFF

SUBJECT: SUBMISSION OF PHOTO RELEASES FOR DA-BAR FACEBOOK AND INSTAGRAM ACCOUNTS

To increase the publicity of the research for development (R4D) activities, events, and initiatives conducted by the Department of Agriculture-Bureau of Agricultural Research (DA-BAR) and partner R4D implementing agencies, all staff who are on official travel and are not accompanied by any staff from the bureau's Knowledge Management and Information Systems Division-Applied Communication Section (KMISD-ACS) are hereby directed to submit photos and other relevant information (eg. event or activity program, speech recordings) to the said section immediately after the conduct of the activity.

Please submit these to KMISD-ACS through email ikm@bar.gov.ph or acs@bar.gov.ph with subject line, PHOTO RELEASE - [ACTIVITY/EVENT TITLE]. Photos should be uploaded to Google Drive, while other details (ie. 5Ws, 1H) should be typed in Google Docs. Submitting through Facebook Messenger and other similar messaging apps is highly discouraged. For your reference, you may access the guidelines for the photo release via bit.ly/DABARPhotoRelease.

You may direct your queries and clarifications to **Ms. Mara Shyn M. Valdeabella-Pacunana** or **Ms. Ma. Eloisa H. Aquino** of KMISD-ACS through the aforementioned email addresses.

For strict compliance.


JUNEL B. SORIANO, PhD



GUIDELINES FOR PHOTO RELEASE

Photo release is a series of photographs that tells a story, usually arranged chronologically. This almost always comprises of the following:

1. **Talking head of the VIPs.** This includes the DA-BAR and implementing agencies officials and partner-farmers and fisherfolk. Complete names (First Name MI. Last Name) and positions should be submitted for identification.
2. **Crowd shot of the activity or event.** Depending on the focus of the activity, this can either be taken from the back where the speaker is seen or taken from the front where the participants are seen.
3. **Action photos.** These photos are the most preferred ones, as it shows the dynamics of the people involved. Depending on the type of event of activity, this may include ribbon cutting, ground breaking, ongoing meeting or forum setup, and discussion during monitoring and evaluation (M&E) activities and reviews.
4. **Group photos or photo opportunities.** Use of these photos is highly discouraged, unless the purpose of the event justifies its use (eg. Farmers Field Day, capacity-building activities).

Depending on the activity or events, other photos needed are:

1. Exhibit or farm setup,
2. Products or facilities,
3. Project signage,
4. Staged ribbon cutting, groundbreaking, or turnover ceremonies, and
5. Panel discussion setup.

To establish a similar style to photos taken for the bureau, please refer to the photo composition notes and reminders below.

- Be specific with your subject. Ensure that your subject is in focus, clear, and well lit. When using phone cameras, you can usually pick the subject and focus on it by touching your screen.
- Always use a low angle for photos with farmers and fisherfolk as subjects. This will give the implicit meaning that our partner farmers and fisherfolk have the authority in this field, which they really do.
- Use 16:9 or 16:10 ratio. Landscape photos are always preferred over portrait ones. You can change the ratio in your phone camera settings.
- Follow the rule of thirds. Avoid placing your subjects at the dead center. Give more space for the line of sight or action. Enable the grid lines on your smartphones to help you with this.
- For talking head photos, use medium or close up shots taken at a normal angle. This will put emphasis on the person's face rather than its surroundings.
- Avoid taking photos that are taken from a high angle, especially if it involves people as subjects.



- Refrain from using the digital zoom in your smartphones. Digital zoom often results in distorted and grainy photos, making it unusable. If optical zoom is available, keep it to a minimum.
- Watch the background. Unless you are going for a silhouette, it is advisable to make sure that your subject is clear in contrast to its background.

You may refer to these online open resources for more information.

[5 Easy Composition Guidelines | Nikon USA](#)

[Want to Take Better Smartphone Photos? Try These 10 Tips From Pro Photographers | Time](#)

Format

Photos should be in either .jpeg, and .heic format.

Sample photo releases

M&E activity

[OA project on improved feeds for dairy goat monitored - 13 Jul 2023](#)

[USM, Nestlé Phl, DA-HVCDP project on Robusta coffee monitored - 11 Jul 2023](#)

[Monitoring of 10 BAR-Funded Projects in Bicol - 12 Mar 2018](#)

[M&E of BAR-funded projects under the Organic, HVCD, & CC programs - 17 Mar 2017](#)

Other activities and events

[International Professorial Lecture on Agrivoltaics with Dr. Randle-Boggis - 18 Oct 2022](#)

[Inauguration of 4 facilities funded by DA-BAR under Bayanihan 2 - 19 Oct 2021](#)

[4th National CPAR Farmers & Fisherfolk Congress - 28 Oct 2019](#)

[CPAR Cacao Farmers' Field Day and Turnover Ceremony - 28 Nov 2018](#)

[Groundbreaking Ceremony of DARUARS Multipurpose R&D Facility - 4 Dec 2017](#)