

FIRE PROTECTION PUBLICATIONS



PHOTOGRAPHY GUIDE



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FPP Photographic Needs

FPP personnel and our photographers strive to shoot, select, and otherwise provide images for our products that are current, technically accurate, and represent the broadest possible spectrum of the best practices followed by the Fire Service.

During the 75 year history of Fire Protection Publications, numerous members of the fire service, fire departments, and many other individuals have played an integral role in taking and/or acquiring photographs for use in our manuals. FPP does not have a warehouse full of fire service apparatus, tools, equipment, protective clothing, hose, and other items that we can use as props for our photo shoots. We are dependent on the fire service and others to help us by providing us with the means to shoot or otherwise acquire the images we need. Some folks take the photographs themselves and submit them to us while others provide us with a location, equipment, and talented people to help us conduct our photo shoots.

We thank you for helping us with our photographic needs. This guide has been compiled to help you with this process. If you have any questions regarding our Photo Policies, please feel free to discuss them with your Project Manager or the individual responsible for photography on your project.

Photographic Support

As stated before some folks provide us with photos taken at their location while others host us at their location and allow us to conduct photo shoots there. There are three basic opportunities for taking photos:

- At actual emergencies.
- During classes, drills, and exercises.
- At photo shoots specifically staged to shoot pictures for a given project.

There are pros and cons to each of these opportunities. The best opportunity to gather the largest number of technically accurate images designed to specifically meet needs of an IFSTA project are at staged events. The next best is during classes, drills, and exercises. While extremely realistic, photos taken at actual emergencies often pose problems of technical accuracy, safety questions, and applicability to a specific project.

Basic Photographic Policies

The following are FPP's basic policies relating to conducting photography for our various projects. These policies include:

- Use of Color vs. Black and White Photos
- 90% New Images in each project
- Technical Accuracy
- Style and Composition
- Images from the Internet

Color vs. Black And White

Our use of illustrations and photographs has evolved over the years. FPP's current policy is to use full color photographs throughout each of our IFSTA and FPP products. An occasional black and white image may be used, if the image is historical in nature and no corresponding color image is available.

90% New Images

Because our manuals have a shelf-life of 5-plus years, we try to avoid using images that give a dated appearance. Historically, we used direct pulls of images from existing manuals to augment the photo selection process for new/revised manuals. This has occasionally contributed to a dated appearance in some publications. We endeavor to have at least 90% NEW photographs in our new/revised manuals to show the newest equipment, apparatus, and procedures.

Technical Accuracy

Images to be used in our manuals MUST be technically accurate. The following are some of the guidelines to follow to ensure this accuracy:

- 1) All appropriate protective clothing and equipment MUST be worn properly by participants. This includes helmet, flash hoods, gloves, coats, trousers, boots, and such that are appropriate to the scene being photographed. Coats and trousers will be properly sealed. Helmet visors and flaps will be down to protect the participant's eyes and necks respectively. Flash hoods will be properly positioned around SCBA facepieces when appropriate. PPE and SCBA

should be clean and soot free. Damaged equipment should not be shown unless the damage is being illustrated.

- 2) The appropriate tool or tools must be used to demonstrate specific tasks. The tools will be in fully functional and safe condition and will be operated appropriately.
- 3) All appropriate safety equipment and procedures must be demonstrated in the images. For example, appropriate safety glasses may be worn during vehicle extrication operations with faceshields down. Ground ladders will be properly footed or secured during laddering operations, and so on.
- 4) Parked apparatus should be chocked, as appropriate.
- 5) Firefighters and other participants must NOT demonstrate unsafe practices.
- 6) Ground ladders must NOT be positioned in front of doors or over in ground grates or elevators.
- 7) Aerial apparatus should NOT be shown extending ladders/booms into overhead wires.
- 8) Avoid taking pictures of the NO-NO variety...the type that use the red circle and slash that mean DON'T DO THIS!
- 9) And so on...

The following pages provide some examples of technical errors found in photos taken at two different training drills. These photos demonstrate how easy it can be to miss potential safety related issues during a photo shoot.



At first glance, the image on the left looks fine however...with his helmet flap pulled back, it's apparent he doesn't have his flash hood on and his ear is exposed.



Something isn't quite right here.



His Tyvek® suit is open.



This shot was taken during a mock-disaster drill. The tanker in the background reportedly released a “poisonous” cloud of “highly flammable” vapors. The law enforcement members entered the “hazardous” environment without PPE/SCBA, one firefighter’s visor is up, and the handline isn’t even charged. Also the videographer is visible on the tanker above the bus?

Style And Composition

Modern students are used to a variety of media struggling to attract and keep their attention. When shooting photographs for IFSTA/FPP manuals, photographers should try for action shots. This may include but is not limited to:

- 1) Showing firefighters or other personnel performing a task.
- 2) Apparatus and personnel performing training evolutions.
- 3) Agent being sprayed from extinguishers or apparatus and contacting a fire.
- 4) Personnel holding, displaying, or operating an apparatus, a tool, or a piece of equipment.

Whenever possible, photographers should avoid static shots such as apparatus by themselves, personnel posed in front of apparatus or stations, equipment/other items by themselves, etc...

General photography rules include are not limited to:

- 1) Use sunlight to your advantage. Avoid shooting into or towards the sun.

- 2) Try to center the action in the frame.
- 3) Avoid cluttered backgrounds (too much equipment, too many people, junk, debris, etc...).
- 4) Shoot a variety of portrait (vertical) AND landscape (horizontal) shots.
- 5) Watch for reflections in apparatus trim, windows, and paint.
- 6) Our Graphics personnel can lighten a darker image but cannot darken a washed out image.
- 7) And so on...

While shooting photographs for a specific manual, try to take several shots for each figure reference using different angles and with differing camera orientations, portrait (vertical) or landscape (horizontal). This gives the project manager a larger pool of images to select from and increases the likelihood that the project manager gets exactly the shot needed for the project.

Images from the Internet

Because of copyright restrictions and generally lower image resolutions, we **CANNOT** accept images downloaded from the Internet. The fact that an individual or agency has posted these on the Internet grants them copyright protection. Additionally, to save space on web page servers, many images are uploaded in lower resolutions (commonly 72 or 96 ppi/dpi) and thus are unusable for our manuals.

Working With Photo Shoot Lists

To assist our photographers in shooting specific images for a project, we use photo shoot lists to describe each image we are seeking for that project. The following are some guidelines for working with our photo shoot lists:

- 1) We will send out photo shoot lists for each chapter of a project to those who wish to help us with the photography for a project
- 2) The shoot list identifies the figure reference #: 2.3, 2.4, 2.5, etc...
- 3) It contains a short description of the picture and...
- 4) It also contains a 2 to 4 sentence section of the text around the figure reference to give you the context of what we're looking for in that image.
- 5) If a description is not clear enough, the photographer should contact the Project Manager for clarification. This reduces the possibility of shooting something that may not get used.

SAMPLE PHOTO SHOOT LIST

Chapter 1

Div Pg Firefighters fighting fire.

- 1.1 Many modern fire departments take an all-hazard concept approach and provide such services as (Figure 1.1 Collage of photos reflecting the following):
 - Community risk reduction (fire prevention and public education)
 - Fire suppression
 - Emergency medical services (EMS)
 - Technical rescue services
 - Hazardous materials mitigation
 - Airport and/or seaport protection
 - Fire cause determination
- 1.5 Volunteer departments. A volunteer department may be overseen by the local government, or it may be independent and governed by an elected board of directors. Many of these departments are not continuously staffed with firefighters. Instead volunteer firefighters respond to emergencies when necessary (Figure 1.5 Photo of volunteer firefighters in training or on the job!).
- 1.6 Fire apparatus driver/operator — Personnel trained to drive fire apparatus to and from fires and other emergencies (Figure 1.6 Photo of apparatus driver/operator behind the wheel).
- 1.7 Emergency medical services personnel — Departments that provide emergency medical services may employ trained medical responders on engine, truck, or rescue companies, or department operated ambulances (Figure 1.7 Photo of EMS personnel working on a patient).
- 1.8 Fire prevention officers/inspectors — Personnel who perform periodic inspections, enforce building and fire codes, and interact with the public (Figure 1.8 Photo of fire inspector in a building).
- 1.9 Fire and arson investigators — Personnel who investigate fires and explosions to determine their origin and cause (Figure 1.9 Photo of arson investigator in a building).

Color Print Requirements

While many photographers and agencies have switched to digital photo, FPP still accepts photographs in the traditional color print format. The following items reflect our current policies on color print photographs.

Acceptable Formats

FPP will accept color print photographs in the following formats:

- 35 mm color slides
- 3” by 5” glossy color prints
- 5” by 7” glossy color prints

8" by 10" glossy color prints

NOTE: Textured prints will be rejected as unusable.

It is very important that photographers do NOT write on the back of the photographs. This can leave raised markings on the front of the photograph that our scanner might pick up when the photo is scanned. Such markings could render an image unusable. Please write any notes on a separate piece of paper or a sticky note and then attach it to the back of the photo.

Sending Color Prints To FPP

Please send your color print photographs to FPP in a mailing envelope or box that is sufficiently rigid to protect the photographs from damage that might be incurred during shipping. Even minor impressions in the surface of a photo or minor creases can create problems when the image is scanned into a digital format. Color prints should be shipped to the project manager or to the editor responsible for photography.

Our mailing address is:

Fire Protection Publications

930 N. Willis

Stillwater, OK 74078

Attn: *(appropriate recipients name)*

Digital Photo Requirements

Digital photos for reproduction carry many of the same requirements as conventional photos/slides in that they should be well-composed, properly focused, and have good color values. Further, the subject matter must be technically accurate.

Formats

FPP can accept digital photos in any of the following formats, either for Macintosh or Windows computers. (Windows formats are in parentheses) The formats are listed in their order of preference.

JPEG (.jpg) – Joint Photographic Experts Group format (*WIN/MAC*)

TIFF (.tif) – Tagged Image File Format (*WIN/MAC*)

EPS (.eps) – Encapsulated PostScript (*WIN/MAC*)

PSD (.psd) – Photoshop native file format (*WIN/MAC*)

PCD (.pcd) – Kodak photo-CD (*WIN/MAC*)

NOTE: BMP (.bmp) – Windows bitmap format *are NOT recommended*

Resolution

In order to have a good quality image when the photo is printed in one of our manuals, it must be of sufficient resolution. We need a minimum of 300 pixels per inch (ppi) resolution at the final size the photo is to be used.

Modern digital cameras can be programmed to shoot at different resolution settings. Older digital cameras in the 1 or 2 megapixel range do not provide sufficient resolution for use in our manuals. Some of the most common resolutions are listed in the table that follows.

Megapixels vs. Maximum Print Size Chart

Megapixels	Pixel Resolution	Print Size @ 300ppi	Print size @ 200ppi	Print size @ 150ppi
3	2048 x 1536	6.82" x 5.12"	10.24" x 7.68"	13.65" x 10.24"
4	2464 x 1632	8.21" x 5.44"	12.32" x 8.16"	16.42" x 10.88"
6	3008 x 2000	10.02" x 6.67"	15.04" x 10.00"	20.05" x 13.34"
8	3264 x 2448	10.88" x 8.16"	16.32" x 12.24"	21.76" x 16.32"
10	3872 x 2592	12.91" x 8.64"	19.36" x 12.96"	25.81" x 17.28"
12	4290 x 2800	14.30" x 9.34"	21.45" x 14.00"	28.60" x 18.67"
16	4920 x 3264	16.40" x 10.88"	24.60" x 16.32"	32.80" x 21.76"
35mm film, scanned	5380 x 3620	17.93" x 12.06"	26.90" x 18.10"	35.87" x 24.13"

Photos at 300 PPI and at 70 PPI



300 PPI - Clear

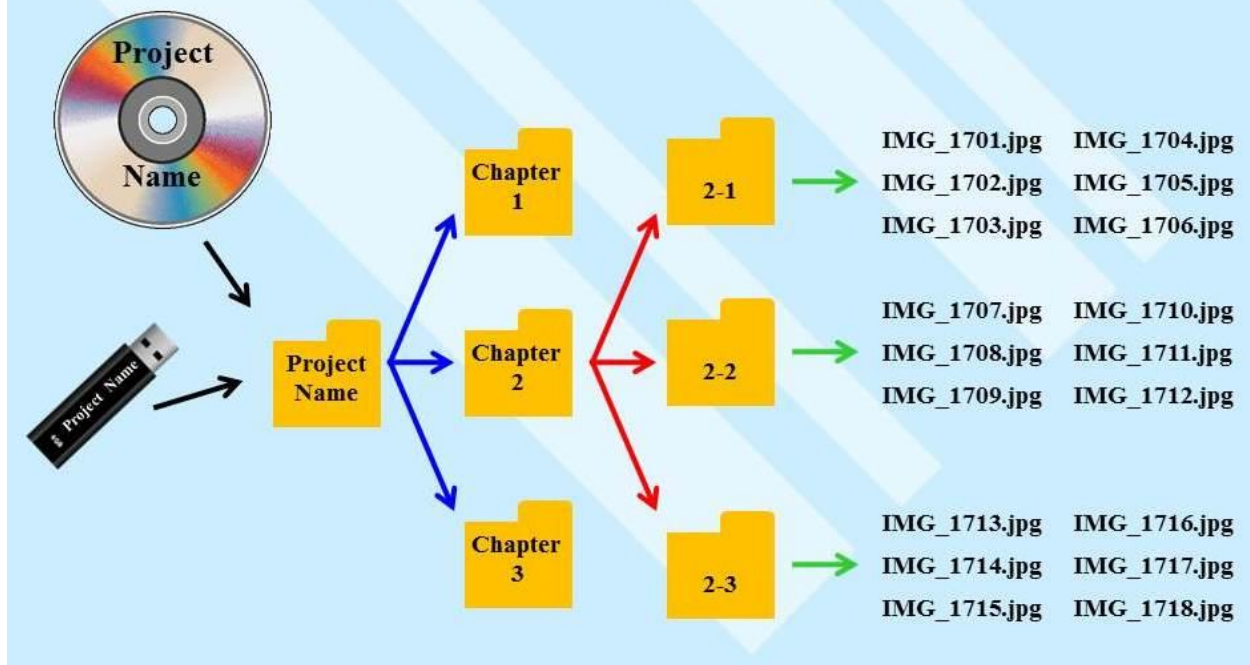
70 PPI - Pixilated

Sending Digital Image Files To FPP

Large numbers of digital photos should be sent to us on a CD-ROM, DVD, or thumbdrive (preferably in JPG format), if at all possible. Our e-mail has a size filter (approximately 10 megabytes) which restricts the size of incoming messages, so it is only possible to e-mail one or two smaller photos at a time. When sending us digital image files by disc/thumbdrive (particularly photos shot for a specific project), please use the following system:

- 1) Do not individually label or rename image files
- 2) Create a series of folders and subfolders on your computer for the project
- 3) Label the primary folder with the project's name.
- 4) Label 1st level of subfolders with "Chapter #s"
- 5) Label the 2nd level of subfolders with the figure reference #s: for 2.3 use 2-3, for 5.9 use 5-9, etc...
- 6) Insert the photo files into the appropriate subfolders in the appropriate chapter folder.
- 7) We have a renamer program that will allow us to rename large numbers of images at one time with an identifier for the photographer.

Sample Media Format



Please be sure the files you send us are not security locked or password protected. This creates difficulties in accessing, color correcting, cropping, saving, and eventually cleaning our servers.

We can accept files on PC (preferred) or Mac disks, CD-ROMs, Win/Mac Zip Disks, DVDs, or flash/thumbdrives. Our mailing address is:

Fire Protection Publications
930 N. Willis
Stillwater, OK 74078
Attn: *(appropriate recipients name)*

An alternate means to send your images is to a Google Drive or Dropbox account folder. Check with the FPP project manager to see if that individual has set up such a folder.

FPP Photography Forms

FPP is very conscious of the rights of photographers who take photographs for us and the people who appear in those images. We do require copyright releases from photographers and talent releases from participants (in specific instances). Please do NOT submit images if they have appeared in other publications. Also, please provide us with the proper courtesy line information such as the photographer's name and fire department or organization.

Copyright Permission Forms

All photographers submitting images to FPP must complete a copyright release form signifying that they are granting us permission to use the image(s) in our manuals, clip-art CDs, training materials, advertisements, and other productions. A copyright release form is NOT required for each individual image, rather ONE copyright release can be used to cover a series of images submitted simultaneously or for one project. Photographers can grant an "open" or "blanket" copyright release by signifying this in the appropriate location (lower half) on the release form.

SAMPLE COPYRIGHT RELEASE FORM



PERMISSION FORM FOR FIRE PROTECTION PUBLICATIONS USE OF COPYRIGHTED MATERIAL

Name: Joe Smith
(Name of copyright owner or authorized agent)

grants permission to Fire Protection Publications to use, reproduce, publish, perform, display, adapt, modify, distribute, and/or transmit, in whole, or in part, or in composite, in any medium, including, but not limited to, printed, electronic or multi media format, the attached photo(s), illustration(s), figure(s), article(s), text, or other items in and for the worldwide publication and distribution of (specify manual or text) Essentials of Fire Fighting 7th

(Fill in Manual Title [Example: Essentials of Fire Fighting or Pumping Apparatus] or write GENERAL USE)

and any associated products (including multi-media products) and/or teaching materials and for all editions and all future revisions thereof.

Please provide desired courtesy line: Courtesy of Joe Smith.

By signing below, I affirm that I am authorized to grant the permission(s) herein granted for the item(s) described above.

Authorized by: Joe Smith, Training Officer
(Print Name and Title)

Signature: Joe Smith Date: 12/10/15

Organization: Cornville-Page Springs Fire Dept.

Address: 123 Page Springs Road

City: Cornville State: AZ Zip: 86325

Phone: (620) 555-1234 Fax: (620) 555-2345

Email: jsmith@cpsfd.gov

By signing below, I further affirm that the above granted permission shall extend to any other Fire Protection Publication texts, manuals, and/or teaching materials and associated products (including multi media) and all editions and future revisions thereof.

Signature: Joe Smith Date: 12/10/15

Please complete and return this form to: Sam Jones
(Lead Senior Editor or Point of Contact [POC])

Fire Protection Publications
930 N. Willis
Stillwater, OK 74078
(405) 744-4111
POC Phone #: (405) 744-1234
POC E-mail: sjones@osufpp.edu

You may choose to FAX this form to: (405) 744-4112

12/10/2015

Talent Releases

The policy for talent release forms is fairly simple:

- 1) A talent release is NOT needed for anyone appearing in a photo taken at an actual emergency/incident/accident or during post incident activities (equipment pickup, return to station, etc...).
- 2) Talent releases ARE required when photographs are taken at a staged event such as a/an class, exercise, drill, or event specifically staged for photographic intentions. All personnel/performers/talent who will appear in photographs taken at these events must sign a talent release form signifying that they are granting us permission to use their image(s) in our manuals, clip-art CDs, training materials, advertisements, and other productions.
NOTE: There is one exception to this: if news media (newspaper, radio, or television reporters and camera personnel) are covering the event, then they have made it a news event. Shoot pictures of the media personnel interacting with the personnel at the event and include these shots with the other shots being taken!
- 3) The talent release form must be counter-signed by a witness such as the photographer or another participant.
- 4) For minor children who appear in staged photographs to be submitted to FPP, a talent release must be signed by the parent or guardian of the child(ren).
- 5) The title of the project should appear in the blank in the first paragraph. If photos are being taken for general use, print or type in “General Use.”
- 6) The “talent” completes the YELLOW highlighted sections.
- 7) A witness must complete the BLUE highlighted section.
- 8) Note the “talent’s” department or agency affiliation in the Department line at the bottom of the page. For example, *Cornville-Page Springs Fire Department, AZ.*

SAMPLE TALENT RELEASE FORM

GENERAL TALENT RELEASE

Oklahoma State University has requested that I grant, release, and discharge certain rights arising from my appearance, or the appearance of an infant or minor child for whom I execute custody, in any picture, video, advertisement, or other recording or presentation to be used in the products or promotions of either Fire Protection Publications or the International Fire Service Training Association, or both, including any associated products, editions, future revisions, or product advertising.

I hereby grant and release to Oklahoma State University the right to use my name, likeness, and personal information, or that of said infant or minor child, in any manner, including but not limited to: photographs, videotapes, motion pictures, or recordings; and to reproduce, duplicate, publish, exhibit, use or transmit the same or any parts thereof, by any means, including social media, in any manner and for any purpose whatsoever; and to do the same perpetually.

This voluntary grant and release will not be made the basis of a future claim of any kind against Oklahoma State University. I release and discharge Oklahoma State University from any cause of action arising from said use and this grant, release, and discharge shall inure to the benefit of Oklahoma State University and its officers, agents, and employees when acting in their official capacities; and to persons, firms or corporations contracting with Oklahoma State University, and their heirs, executors, administrators, successors, or assigns.

TALENT		
TYPED OR PRINTED NAME	SIGNATURE	DATE
DEPARTMENT		

PARENT OR LEGAL GUARDIAN (complete if talent is under 18 yrs. of age)		
TYPED OR PRINTED NAME	SIGNATURE	DATE

WITNESS		
TYPED OR PRINTED NAME	SIGNATURE	DATE

For FPP Internal Use Only
Anticipated Project(s):

Approved: OSU Office of Intellectual Property Management

Always List for Photographers

- 1) Ensure safety is observed and demonstrated at ALL times during a photo shoot. We do not want anyone injured or equipment damaged during the shoot.
 - a. Monitor weather conditions (heat, cold, humidity) carefully
 - b. Ensure personnel stay hydrated
 - c. Allow time for breaks to allow personnel to cool off or warm up, as appropriate
- 2) Recent NFPA 1500 changes which need to be reflected in photos for FPP/IFSTA:
 - a. Helmets will NOT be worn inside apparatus during emergency response
 - b. Reflective safety vests MUST be worn during roadway incidents, apparatus backing operations, night-time operations, hose loading operations in roadways, etc...
 - c. Safety harnesses MUST be worn when on apparatus loading hose
 - d. Humans will NOT be used as “victims” during ladder or rope rescue training evolutions or photo shoots
- 3) Have ALL personnel appearing in the photos (the talent) wear **appropriate** PPE for the operation being shot:
 - a. Structural fires – structural PPE and self-contained breathing apparatus
 - b. Aircraft rescue – structural or proximity PPE and self-contained breathing apparatus
 - c. Automobile extrication – structural PPE or technical rescue PPE (jump suits)
 - d. Hazardous materials – appropriate level of hazmat level A, B, or C ensemble or structural PPE and appropriate breathing apparatus
 - e. Equipment inspection/maintenance/operation – appropriate safety glasses, gloves, hearing protection, and helmet or hard hat (include fiber mask if dusts, particulates, etc... are possible)
- 4) Ensure the talent wears their PPE **properly**:
 - a. All snaps snapped
 - b. All Velcro sealed
 - c. Coat collars up and sealed
 - d. Helmet flaps down
 - e. Helmet chin straps under chin and fastened snugly

- f. Eye protection worn. Helmet visors (if so equipped) down even if wearing safety glasses. Safety glasses on if the helmet has no visor.
 - g. Coat wristlets are used so that no skin is exposed between the coat sleeves and the gloves
- 5) Ensure all PPE is clean and serviceable
 - 6) Manikins used in photo shoots should have some type of clothing on. Minimum of t-shirt, pants, and shoes.
 - 7) Talent Release Forms must be signed by each individual appearing in a staged photography session.

NOTES