

Quick Guide to Developing an Exposure Photo Essay

Intro

Exposure is a tool to create beautiful photo narratives. It's also a community of passionate photographers and storytellers. Exposure is a great place to tell the story of your project using a narrative illustrated by images. These Photo Essays have proven to be a very effective and popular means to get important messages across. Within UNDP, we are increasingly using such Photo Essays as an integral part of a larger suite of knowledge and communications products to promote and share information about project implementation and results.

Exposure encourages a narrative-driven approach to sharing photos. Once you sign up, you are presented with an ultra-minimal workflow for dragging and dropping your images into sets or full-width spreads, separated by blocks of text where you can enter titles and descriptions of what's going on. The layout is seductively straightforward, with very few customization options.

You can access the Exposure Photo Essay site here: [Exposure Photo Essays](#)

While you can create a free account for developing up to three photo essays (then you have to pay for a subscription), we encourage you to use one of UNDP's existing accounts in order to ensure it is coordinated with other UNDP Photo Essays and to help promote your Essay to existing communities.

Existing Accounts:

- [UNDP Photo Essays](#) (The UNDP corporate account is only available to UNDP Comms staff – but if you develop the content you can share the folder – including photos and the narrative text, with them (through CCAF or your CO) & they can upload it.)
- [UNDP Rwanda](#)
- [UNDP India](#)
- [UNDP Bhutan](#)
- [Climate Adaptation UNDP](#)
- [UNDP Innovates](#)
- [UNDP Asia Pacific](#)
- [UNDP Kenya](#)

There is a new account that has been created for adaptation projects [Climate Adaptation UNDP](#). To submit your photo essay, use the login details below. However, please do not publish what you post until you have received approval from CCAF or the UNDP-GEF team.

- Username: UNDP-Adaptation.exposure.co
- Password: AdaptationUNDP#1

Specific Photo Essay examples from the CCAF:

- [Coasts at Risk \(Haiti\)](#)
- [No Water, No Life \(Cambodia\)](#)

Step-by-Step Process for Creating a Photo Essay

This list below gives you two options for how to create your Photo Essay, based on your selected starting point. Check it off as you go!

<p>OPTION 1: Story > Photos Drafting the story and then shooting the photos to illustrate the essay</p> <p>01 – Draft your story. 02 - Brainstorm and create bullet points for the desired shots you would need to tell the story. 03 - Create a shotlist from your bullet points. 04 - Shoot your Photographs (and modify the story as needed – e.g. add quotes from the field along with corresponding photos) 05 – Save the photos and text in a OneDrive or Teamworks folder and share with CO FP, RTA and CCAF (if relevant) for review, inputs (Step 2 of the Workflow process below). 06 - Assemble your Photo Essay using the Exposure account provided (Climate Adaptation UNDP).</p>	<p>OPTION 2: Photos > Story Collecting your best photos and crafting a narrative based on the photos</p> <p>01 – Collect the most interesting and informative photos. 02 - Summarise each photo into a bullet point. 03 – Draft your story. 04 – Capture or find photos that may be missing from your script. 05 – Save the photos and text in a OneDrive or Teamworks folder and share with CO FP, RTA and CCAF (if relevant) for review, inputs (Step 2 of the Workflow process below). 06 - Assemble your Photo Essay using the Exposure account provided (Climate Adaptation UNDP).</p>
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Guide to Outlining the Photo Essay text

A good story should tell someone how people’s lives have been changed by UNDP’s work. [The Guidance on Generating Content: Capturing and Creating Stories, Photos and Films](#), has information to support drafting stories (based on the UNDP Storytelling Guidelines).

The basic technical information required includes: the context, the factual background to the story, and the basic journalistic questions of *Who, What, Where, When, How* and most importantly, *Why*. The facts are best reflected when they are *clear* and *jargon-free*.

For example, journalistic questions to ask could include:

- What is the project doing?
- Why is this project in existence? (To improve participation of women, to enable sustainable livelihoods, to strengthen resilience of vulnerable communities, etc.)
- Where is the project? (country, sub-region, ecosystem: urban, rural, desert, coastal, forest, etc.)
- Who benefits from the project? (Number of women, children, ex-combatants, IDPs, etc.)
- Who are the project’s partners? (Donors, government counterparts, NGOs, other UN agencies, private sector, etc.)
- How is the project being implemented? (Training to farmers on agricultural practices, guidance on mainstreaming climate change into local policies, access to resources and tools for strengthening livelihoods, etc.)

Key elements of a Photo Essay: The following provides guidance on each element of the Photo Essay, with examples from the CCAF Haiti Essay

Main Title: Try to make the main title quick and catchy. This will also become your url so keep it short.
e.g. *Coasts at Risk*

Sub-title: It is helpful to include the name of the country in the sub-title, to help inform the reader.
e.g. *Improving the climate-resilience of low-elevation coastal zones in Haiti*

FOOTNOTES: You can use specific names (including your own), or reference the team that supporting the story, or both. Also make sure to list the names of the photographers for all of the photos.
e.g. *Story: UNDP Country Team / Photos: UNDP Country Team and Photographers*

Location caption: It is good to keep this as specific as possible
e.g. *South and South-East, Haiti*

The following “Slides” outline the different sections of the Photo Essay content. They are referred to slides, since they each will be associated with a set of photos.

Slide 1

Intro paragraph: This is the Hook-quickly describing: who, what, where, when in first paragraph, and then articulating the problem, anticipated climate change issues, and other considerations to set up the story.

Slide 2

Title: provide a general title for the section

e.g. *Strengthening Adaptive Capacities of Coastal Communities*

Intro to the project, Include the title of the project here, as well as a link to the ALM or other website

e.g. “Strengthening Adaptive Capacities to Address Climate Change Threats on Sustainable Development Strategies for Coastal Communities in Haiti” <http://www.undp-alm.org/projects/lcdf2-haiti>, was designed to implement these vital measures.

Institutional arrangements: Highlight the partners here, including the Government and UNDP. Try not to make the sentences too long or complicated. You can use the text below from the Haiti case for other CCAF projects, which are a bit more complex.

e.g. *Championed by the Government of Haiti and supported by UNDP, this project focuses on the south and southeast regions of the country. With funding from the Global Environmental Facility’s Least Developed Countries Fund, the government of Canada has provided additional funds to scale up and replicate successful approaches in the south.*

Slides 3-5 – repeat for the following sections, which describe the content of the essay (refer to guidance above on questions which could be answered here).

Title:

E.g. of content: *Solution and objectives of the project, specific activities*

Slide 6

Final Slide – Outro this section should link the project to an associated regional/global programme or the broader portfolio that the project relates to.

Title: Describe the portfolio or programme

e.g. *Climate Change Adaptation Facility*

Description: Includes a bit more context for the broader portfolio. CCAF projects, can use the text here:

e.g. *As part of the Canada-UNDP Climate Change Adaptation Facility (CCAF), the project is aligned with the CCAF’s aims to strengthen climate-resilient approaches to agriculture and water management, with an emphasis on gender-sensitive approaches. The Facility, supported by the Government of Canada, works to document results and share experiences between the Canada-UNDP portfolio of projects in Cambodia, Cape Verde, Haiti, Mali, Niger and Sudan, which all scale up or extend projects previously supported by the Global Environment Facility’s Least Developed Countries Fund.*

Where to find additional information: Make sure to include a link to more information on the project or the global/regional programme or portfolio

e.g. For more information on the Haiti project, please visit the project profile: [Strengthening Adaptive Capacities to Address Climate Change Threats on Sustainable Development Strategies for Coastal Communities in Haiti](#) or visit the [Climate Change Adaptation Facility \(CCAF\) profile](#).

Logos: At a minimum, try to include the donor logos here. Most projects use only the project logo, if any logo at all. However, sensitivity and thoughtfulness in use, or absence, of logos is important.

For CCAF Projects, include the following logos (in this order): GEF, Canada, CCAF

You can find the logos in the CCAF Logos DropBox folder. There are [Exposure Logos](#) that have been resized and formatted to fit in this format. This is specific to CCAF projects, but others could include donor logos here if necessary.

NOTE: Additional info on ‘Applying the Right Logos’ can be found in the [Guidance on Generating Content: Capturing and Creating Stories, Photos and Films](#).

Posting the Exposure Photo Essay

ADDING PHOTOS AND TEXT TO YOUR POST – follow this link for support from the exposure site

You can add new photo groups using the drop zone at the bottom of a post. Drag one or more photos (at the same time) to the box on the left to create a new photo set. Drag a single photo to the box on the right to make it full-width in your post.

- Add main title
- Add Footnotes
- Add Location
- Add Photo Group
- Add text
- Add captions
- Save draft ** In it important to save your draft very often, since the site sometimes logs out due to overload of file sizes

Workflow

1. Work with your project team to draft photo essay
2. Share with UNDP Country Office focal points, RTA and CCAF (as relevant) for review and inputs
3. Finalize and post (if using the www.undp-adaptation.exposure.co site, make sure to wait to publish until informing the CCAF or UNDP-GEF team).
4. Share the posted Photo Essay and folder with the photos and text (via DropBox, OneDrive, Teamworks, or any other file sharing service) with your Country Office Communications focal point, RSC/HQ Communications team (through CCAF, if needed) and CCAF for further dissemination. Sharing the raw data will allow for translation and duplication on other sites – and or possibly converting to banners or other printable materials.

Tips

- Tell a story about how people overcome challenges and show how positive, quantifiable transformation or impact for lives/livelihoods has been achieved with the support of UNDP.
- The stories should target the following audiences: global; national/local, including the general public media, donors, academics and other partners.
- They cover global, regional, or country-level achievements (or local-level with a global or scalable dimension), putting people or communities at their core.
- Use plain language based on principles of timeliness, relevance and accuracy.
- Be accurate – ensure all information is from reliable sources, check facts.
- Use active verbs (e.g. "teach" not "are taught").
- Have short, descriptive headlines in present tense, active voice.
- Include quotes from people affected by event/situation, also from authorities.
- Avoid mentioning UN/ UNDP in the headline or first paragraph. When mentioning UN/ UNDP avoid "Thanks to UNDP...", prefer "with UNDP support..."
- Include current data and statistics to support story.
- Use the official UNDP Style Manual.
- Avoid UN jargon, unnecessary acronyms (See UNDP Style Manual) and technical language (e.g. DO NOT USE "capacity building", "basket fund", "multifunctional platform", "mainstreaming").
- Be short – generally between 500–800 words.

Quick Guide to Developing a Microsoft Photo Story

Intro

Photo Stories are a tool with great potential to communicate project results while also stimulating local innovation processes. It allows people working on the projects day-to-day to document and monitor their projects in an interesting way (from conception, to implementation, to monitoring and evaluation). The process of creating a photo story can serve as a basis for reflection and communication, and offers an opportunity for the creative exchange of ideas. It stimulates community members to “visualise” what they are currently doing and to consider jointly how they can do things better. This process can strengthen links between community members and help them develop consensus. It can also be a powerful way to communicate project progress and results using visual media.

Microsoft Photo Story’s free software lets you select and arrange your photos into a storyline, then provide custom narration, transitions, zooms, pans, audio soundtracks and/or custom auto-generated music to tell your story. You can then export the result into a video file to share. The video files can be watched on your TV, a computer, or a Windows Mobile–based portable device.

[Microsoft Photo Story 3 for Windows XP](#): This is the link to download the free Microsoft Photo Story Software. (N.B. The software is available in English, French and Spanish.)

Example Photo Stories:

- [Canada-UNDP Climate Change Adaptation Facility: Experience from Cambodia & Sudan](#)
- [Canada-UNDP Climate Change Adaptation Facility: Experience from Haiti](#)
- [Canada-UNDP Climate Change Adaptation Facility: Experiences from Mali](#)
- [Canada-UNDP Climate Change Adaptation Facility: Experience from Sudan](#)
- [Completed SGP Photo Stories](#)

Step-by-Step Process for Creating Photo Stories

The lists below give you two options for how to create your Photo Story, based on your starting point. Check it off as you go!

OPTION 1: Story > Photos

Drafting the story as a script and then shooting the photos to illustrate the script

1. Create your outline.
2. Brainstorm each bullet point into a Photography/Shot idea.
3. Create a shotlist from your bullet points.
4. Decide if you wish to narrate (voiceover) your photo-story, or caption it. If you wish to narrate your story, turn your bullet points into a script you can read aloud.
5. Shoot your Photographs.
6. Create photo captions for the selected photos. Photo captions require information, judgment and imagination. The purpose of captions is not only to explain the photo but to gain the interest of the viewer. When writing captions keep in mind the following:
 - Text for captions: 1-2 sentences (max) per slide which briefly explain the photo: what is happening, who is in the picture, why and where.
 - Provide context: Name the people, places and things that appear in the picture.
 - Describe important details in the photo.
7. Assemble your Photo Story using your own images, captions and narration.
Save your Photo Story as a movie. Now you are ready to share!

OPTION 2: Photos > Story

Collecting your best photos and crafting a script based on the photos

1. Collect the most interesting and informative photos. Gather 10-20 high quality photos and illustrations of the chosen project or the chosen activity within a project, which will serve as the basis of the Photo Story.
 2. Create photo captions for the selected photos (as detailed above).
 3. Based on these captions, draft the script for the Photo Story. You can then record a brief narration for the audio piece of the Photo Story describing the key achievements of the projects from the perspective of the communities themselves. Each Photo Story should be approx. 2-4 minutes long and should include photos and audio narration with a limited amount of caption text (1-2 sentences) per slide.
 4. Capture or find photos that may be missing from your outline/script.
 5. Decide if you wish to narrate (voiceover) your photo-story, or caption it. If you wish to narrate your story, turn your bullet points into a script you can read aloud.
 6. Assemble your Photo Story using your own images, captions and narration.
- Save your Photo Story as a movie. Now you are ready to share!

Guide to Outlining the Photo Story Script

It is recommended to write out the script using word beforehand, with each group of text corresponding to a photo. This will help ease the process of narration or captioning once you arrange the Photo Story. For example, you could use the following template:

Photo	<u>Narrative text (1-2 sentences)</u>
	Least Developed Countries, or LDCs, are particularly vulnerable to impacts of climate change, given their dependence on natural resources for a majority of livelihoods. Climate change is making these resources increasingly unreliable, leading to the threat of water scarcity and food insecurity.
	To address these challenges, six LDCs initiated national projects in 2009 and 2010, including Cambodia, Cape Verde, Haiti, Mali, Niger and Sudan.
	These national initiatives help vulnerable communities to adapt their agricultural and water management systems to climate impacts. This is done by promoting resilient practices, strengthening related infrastructure, diversifying sources of livelihoods, and raising capacities of institutions.

Make sure to save all of the photos you use (indicated in column one above) into one folder, along with the narrative. This will make it more efficient to transfer into the Photo Story software.

The basic Photo Story Outline will include the following information:

- Introduction about the project
- Issues to be addressed
- Actions taken
- Impacts realized

The following divides this information into several parts, which may help structure your story

Part 01 - Contextual Outline

This section should include :

- Project location
- Geographic details
- Population
- Economy
- Topography

Part 01A - Contextual Outline

This section should include:

- What changes have occurred in the natural environment?
- How are these environmental changes affecting local communities?

Part 02 - Project Details

This section should include:

- How are you implementing this project?
- What steps are being taken to mitigate the effects of climate change?
- Tell us about the design of your project?
- Tell us about the logistic of your project.
- Team

Part 02A - Project Details

This section should include:

- How is the local community involved in the project?
- How are they benefitting?

Part 03 - Resolve

This section should include:

- What positive outcomes have been observed since your project started?
- What are your hopes for the future of this project?
- What obstacles did you encounter?
- What lessons are you learning?

Logos: *At a minimum, try to include the donor logos here. You can also include logos of any partners, both Government and other organizations.*

For CCAF Projects, include the following logos (in this order): GEF, Canada, CCAF, plus additional donors and partners if desired. It is important to keep the logos uniformly sized ; sensitivity and thoughtfulness in the use of logos is important.

Additional info on 'Applying the Right Logos' can be found in the [Guidance on Generating Content: Capturing and Creating Stories, Photos and Films.](#)

Developing a Microsoft Photo Story

The following information provides a brief overview of what steps are necessary for creating a photostory. To get more detailed information, including screenshots, please refer to the Photostory Toolkit, which can be found below under "Other Resources."

To begin a new story, open Photo Story from the Start menu.

Open Photo Story:

- Click Start, point to All Programs, and then click Photo Story 3 for Windows
- On the Welcome page, click "Begin a new story," and then click Next.

Import and arrange your pictures

First, add the pictures that you want to use in the story, and then arrange them in the order that they will be viewed.

- On the Import and arrange your pictures page, click Import Pictures.
- In the File Browser dialog box, browse to the folder of your photos
- You can add a group of selected photos (or a folder), or individual photos one at a time.

To add more than one picture at a time, press and hold the CTRL key and click on the pictures you want to add, and then click OK.

All of your pictures should now be present in the **filmstrip**. The filmstrip in Photo Story is a great place to quickly make changes to your pictures and story. For example, you can drag any picture in the filmstrip to change the sequence. You can click a picture in the filmstrip and click Edit to change the appearance of the picture by rotating it, adjusting the colour, fixing red eye or adding effects. You can also right-click a picture in the filmstrip to perform these actions. Try adding an effect to one of the pictures to see what they look like.

When you are finished making changes to your pictures, click Next to continue.

Add titles to your pictures

With Photo Story 3 you can add text to a picture to create a title for your story.

To add text to your pictures

On the “Add a title to your pictures” page, click the first picture, and then type “My first photo story” in the text box to the right of the picture.

- Click the Select Font button.
- In the Font dialog box, under Font style, click Bold, and then click OK.
- Click the Align Top button to move the title up on the page.

Repeat steps 1 and 2 to add text to another picture, and experiment with different text styles, sizes, and alignments, using different formatting buttons.

When you are finished adding text to your pictures, click Next.

Narrate your pictures

You can add narration and custom pan and zoom effects to your photo story to make it more unique and personal. To add narration to your story you need to have a working microphone attached to your computer and set up correctly. A wizard will help you set up your microphone to record narration. There is also a text input area to create cue cards which can be a helpful memory aid when narrating your pictures.

To add narration to your story, on the “Narrate your pictures and customize motion” page, click the Microphone button. This will launch the Sound Hardware Test Wizard. Complete the wizard by following the onscreen instructions. Once you have completed the wizard, your microphone should be ready to record narration.

- Click a picture in the filmstrip.
- Add any desired text in the cue card area.
- Click the Record Narration button to start recording narration.
- The red dot in the record button will flash indicating recording is taking place. A timer is provided to help you keep track of your narration length.
- When you have finished narrating the picture, click the Stop Recording button.
- Repeat steps 2 thru 4 for each picture for which you want to add narration.

Note: Narration for each picture cannot exceed 5 minutes.

Once you have added narration, click the first picture in the filmstrip, and then click Preview to see how your story looks and sounds.

Close the preview window, and click Next to continue to the next step.

Add Background music

With Photo Story 3 you can add music to your story by using Windows Media Audio (WMA), MP3, or WAV files or by using the Create Music option to create custom music that suits your story and taste. To add pre-recorded music to your story

- On the Add background music page, click the first picture in the filmstrip and then click Select Music.
- On the File Open dialog box, click My Documents from the left menu.
- Browse to My Music\Sample Music, click Beethoven's Symphony No9 (Scherzo).wma, and then click Open.

The music you just added is shown as a colored bar above the picture in the filmstrip, as shown in the following screen shot. This helps you determine which pictures will be shown for each piece of music you add. This is particularly helpful when you add more than one song to your story.

Save your story

When you save your photo story, all the pictures, narrations, and music are compiled into a video file that you can view in Windows Media Player. Since you will play this photo story on your computer, you can use the default options when saving your photo story.

To save your photo story for playback on your computer

- On the Save your story page, verify that Save your story for playback on your computer is selected in the activities list.
- Click Browse to specify the location and file name of your story.
- On the Save As dialog box, browse to My Documents\My Videos.
- In the Filename text box, type My First Story.wmv.
- Click Save, and then click Next.

Other Resources: *For additional support in creating the Photo Stories following these links:*

- [ALM-SGP Photo Story Toolkit](#): This 28-page Toolkit for creating Photo Stories provides detailed guidance and information on how to create a Photo Story. [Examples can be viewed here.](#)
- [Photo Story Tutorial](#): This is a YouTube video taking you through the process of creating a Photo Story.
- [How to Insert a Video Into Photo Story 3](#): include this link, which helped me to incorporate film into the photostory:

Workflow

5. Work with your project team to draft photo story/essay
6. Share with UNDP Country Office focal points, RTA and CCAF (as relevant) for review and inputs
7. Finalize and post
8. Share with CCAF, CO Communications focal point and RSC/HQ Communications team (through CCAF if needed) for further dissemination

Tips

Photos

- Ideally, photos being used for Photo Stories should have as high a resolution as possible.
- Include a variety of different types of photos to tell your story, including extreme close-ups, close-ups, mid shot, long shot, staged shots, and action shots.

Recording a Narrative for your Photo Story

- Find a quiet space and be mindful of background noise
- Speak clearly and not too quickly

Using Text Captions in Your Photo Story

- Stick to one of these fonts for your Photo Story captions, Tahoma, Verdana or Arial. These typefaces are sans-serif, this makes them highly legible when placed over a photograph. Below are some simple tips for using text.

- Don't use ALL CAPITAL LETTERS, capitals are harder to read than regular case.
- If you have the space on your slides use bold, since the thicker letterforms are more legible on a photographic background (note that bold letters take up more space). If you use bold, stick to that for your whole movie to maintain consistency.
- Likewise stick to one font for your whole Photo Story.
- Try to keep text away from people's faces when putting it over a photograph.