



SELAVIP

SERVICIO LATINOAMERICANO, AFRICANO
Y ASIÁTICO DE VIVIENDA POPULAR

PHOTOGRAPHIC GUIDELINES



Photographic guidelines

01 ○ Project Kick-off

02 ○ Execution

03 ○ Project Closure

01

Project kick - off

Project kick off



- Wide shot showing the building, its context, and people.
- High contrast and appropriate lighting.
- Sharp image.



- Wide shot showing the surrounding context.
- High contrast and appropriate lighting.

Project kick off



- Inadequate framing proportion, showing more ground surface than materials.
- Backlighting and low sharpness.



- Vertical photograph does not provide sufficient context.
- Backlighting creates a light flare that prevents clear visibility of material details.

Project kick off



- Backlighting creates a light flare that distracts attention.
- Low image sharpness.



- Photograph taken with a tilted camera.
- The vertical lines in the image are not parallel to the frame.



02

Execution

Execution



- Wide shot showing the building, the project context, and people.
- Image shows the building centered and people fully visible (not cropped).



- Adequate lighting.
- Wide framing allows appreciation of material details and the construction process.

Execution



- Appropriate framing.
- Proper lighting allows clear visibility of construction details and materiality.



- Wide shot allows appreciation of the context, construction, and people.
- Adequate contrast.

Execution



- Selfie-style photograph distracts attention from the project under implementation.
- Framing does not allow the project to be appreciated in detail.



- Low sharpness along the edges of the photograph.
- Image caption distracts attention from the project.

Execution



- Inadequate framing crops people at mid-body.
- Inadequate framing does not allow the construction to be seen.



- The building is not parallel to the photographic frame.

03

Project closure

Project closure



- The photograph allows the construction to be seen in detail.
- People are fully visible.
- The context is clearly appreciated.



- Wide shot allows appreciation of the context, construction, and people.
- Adequate contrast.
- Good framing.

Project closure



- Foreground objects obstruct the view of the construction.
- The person is not fully visible.
- The construction is not fully visible.



- Light flare distracts the focus of the photograph.
- The corner-angle shot distorts the building.



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