Photographic Ethics: Module 5

Ethical Editing

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GOALS: Editing & Image Ethics

• Understand that different images have different uses and should be edited to fit their intentions, while staying accurate to the situation of their creation

• Learn the basics of what can be altered and what should not be altered in a photograph

• Learn about editing software options

• Learn about image storage basics
How to Select Images for Use

• Determine the goal / use of the photographs
  • Where will they be published?
  • Who will see them?
  • What is the goal of the image (what does it need to say / depict to be successful)?
  • Does the image reflect the situation in which you took it?
  • Is the composition compelling?
  • Is the narrative between subject and context clear?
  • Is the image in line with FETP / TEPHINET ethics and standards?
What to Avoid

• Avoid publication of
  • Non-representative images
    • Photographs that are not accurate or representative of the work done, the population, or the situation. These might be beautiful images, but they might not have a role in the publication
  • Cliché or Stereotypical Images
    • Was the photograph taken because it is recognizable as a stereotypical photograph?
  • Insensitive Images
    • Photographs that are not culturally sensitive regarding gender, age, ability, religion, etc.

*Sometimes what is exciting to the photographer’s eye is not necessarily the best image to provide accurate information about a program, disease, or people to the targeted audience
Ethical Editing

Ethics are not fixed, but rather, subjective. You’ll have to trust your gut. A general rule to follow is to enhance but not to alter what you see.
Ethical Editing: Lighting and Brightness

Color modification are OK so long as the image retains the same narrative and meaning as when it was created.

- Lighting: be aware that making the scene darker can imply a more negative tone, while brightening it up can imply positiveness.
- Increasing contrast, blacks, whites, and slight vibrancy or correcting color tend to make images compelling and professional-looking without changing their meaning.
Subtle Enhancements = OK
Cropping

Trimming the Image = OK
Altering the narrative = Not OK
Over-Cropping = Not OK
Ethical Editing

AVOID Altering the Image via:

• Filters
  • No social media or editing software filters (e.g. those available in Snapchat or Instagram) should be applied. These filters can alter the faces, mood, and meaning of the composition.

• Adding or Removing Elements
  • Certain editing software allows you to add elements or remove them. Leave all the aspects of the image as they are, but feel free to enhance them through lighting and color.
  • While image alteration tends to take a fair amount of skill, it is nonetheless discouraged in relation to the TEPHINET set of images and the general code of photographic ethics. Keep in mind that enhancing an image is great, altering it is ethically questionable.
Editing Software

- Gimp [https://www.gimp.org/](https://www.gimp.org/)
- Google Photos [https://photos.google.com/](https://photos.google.com/)
- Adobe Lightroom / Photoshop [https://www.adobe.com](https://www.adobe.com)
Google Photos: organization & basic editing
Adobe Lightroom: Organization
Adobe Lightroom: Editing
GIMP / Open-source software
Storing & Organizing Images

• Store all images on a secure hard-drive as well as a backup.
  • Options include Google Drive, iCloud, your organization’s server, or a personal hard-drive. Double copies are important to retain the images should anything happen to your phone, computer, camera, SD card etc.
  • Label folders & Images clearly: Date, Organization, topic, location tends to work well
    • “2.1.19__FETP_Vaccination Campaign_ Brazil”

• Entering metadata / writing captions (information that is saved into the image itself) upon import is helpful for staying organized
  • Location
  • Date
  • Program name
  • Individual names & information
  • Any further information
Common Image Storage
Versatile Image Storage
Summary

- **Image Selection**
  - Selecting and images
  - Avoiding sensational images

- **Ethical Editing**
  - Basic Editing = OK
  - Basic Cropping = OK
  - Major alterations = Not OK
  - Altering the Accuracy of the Narrative = Not OK
Up Next

Photographic Ethics: Module 6
Ethics of Image Captions