



Tips for Taking Photos for a Testimonial

What to Look for When Taking Photos

- Focus the camera on the infant, child, or mother – not the chiropractor
- If you are using pregnancy pillows, make sure the fabric's pattern is neutral. If it's too busy lay a neutral blanket or sheet over top.
- Open eyes are preferred, but if eyes are closed make sure the patient looks relaxed.
- When photographing pregnancy adjustments: avoid face down pictures, don't show your hands on the belly, and avoid side posture pictures
- When photographing infant adjustments: don't show any instrumentation, hands-on photos only. Avoid having the instrument in the picture, even if it's laying on the table. Also avoid taking pictures of rotational adjustments; "finger touch" only.
- Pay attention to the background: too much clutter, distracting artwork/images on walls, and mirrors will take away from the purpose of the image.
- Try to always take images from above, not below.

Resolution and Lighting Tips

Professional photos are great! However, if you or a parent are taking the photos, here are some tips!

- High-resolution photos are needed for print and web use. Make sure the photos that you are submitting are clear.
- Cameras are preferred but if you are using a cell phone consider using portrait mode, if available.
- Avoid using the flash. Instead use natural lighting whenever possible by photographing near windows
- Be mindful of where light is coming from in the room to prevent shadows appearing in the photos.
- Avoid zooming. The more you zoom, the more pixelated an image becomes.

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