**Inspiration**

The examples shown on this page demonstrate the kind of photographic qualities — and the range of subject matters — that we are looking for. Although some of these photos do show surgery, the focus is on the surgeons and the procedure itself is not visible.

**General description of the brand concept**

The child as the focus of the physician’s eye and the inspiration for the corporate identity. The imagery of children/physicians and children in daily activities combined with the elements from the icons emphasises the influence of the medical work and creates an optimistic colorful future.

**Key words to keep in mind while taking a photo**

Optimistic | Non-formal | Playful | Natural | Colours | Unstaged | Spontaneous

**Themes and ambience in the photography**

1. **General pictures of children in daily play and leisure activities** -
   | **Where** | Indoors or outdoors in a daily environment. Not in a hospital environment.
   | **What to shoot** | Happy children playing in a natural situation, as spontaneous as possible. The photographs should feel natural and unstaged. Up to 3 people.
   | **What not to shoot** | No wounds, no bandages, no tubes, not looking directly to the camera.
   | **Camera angle** | Wide angle. No close-ups. At least bust and torso in the picture. This is for the other elements from the branding to be incorporated in the images.
   | **Picture colour** | Natural light, saturated colors. No filters or monochromatic manipulation. Not black and white.
   | **Picture background** | Create photos with depth but keep the focus on the subject. Do not shoot on a very busy background or on the other hand too white. Bright background is OK as long as it is not burned.

![Photo of a child playing](image1)

2. **Child and physician theme**
   | **Where** | Indoors.
   | **What to shoot** | Non-formal physician-child interaction. Playful & pleasant. As spontaneous as possible. The photographs should feel natural and unstaged. Up to 3 people.
   | **What not to shoot** | No wounds, no bandages, no tubes, not looking directly to the camera.
   | **Camera angle** | Wide angle. No close-ups. At least bust and torso in the picture. This is for the other elements from the branding to be incorporated in the images.
   | **Picture colors** | Natural light, saturated colors. No filters or monochromatic manipulation. Not black and white.

![Photo of a child and physician](image2)
3. Children in a specific situation for a specific message
| Where | Indoors / outdoors
| What to shoot | Children in a playful situation in a specific activity to complete a written message (example below the message is about the guide to neurosurgery and the girl is pictured with a book). The situation should be as spontaneous as possible. The photographs should feel natural and unstaged. Up to 3 people.
| What not to shoot | No wounds, no bandages, no tubes, not looking directly to the camera.
| Camera angle | Wide angle. No close-ups. At least bust and torso in the picture. This is for the other elements from the branding to be incorporated in the images.
| Picture colours | Natural light, saturated colours. No filters or monochromatic manipulation.
| Picture background | Create photos with depth but keep the focus on the subject. Do not shoot on a very busy background or on the other hand too white. Bright background is OK as long as it is not burned.

4. Medical routines*
| What to shoot | Physicians/other professionals in a daily routine at work. As spontaneous as possible. The photographs should feel natural and unstaged. Focus on the work and the professional. Up to 3 people.
| What not to shoot | No wounds, no bandages, no tubes, not looking directly to the camera.
| Camera angle | Wide angle. No close-ups. At least bust and torso in the picture. This is for the other elements from the branding to be incorporated in the images.
| Picture colours | Natural light, saturated colours. No filters or monochromatic manipulation.
| Picture background | Create photos with depth but keep the focus on the subject. Do not shoot on a very busy background or on the other hand too white. Bright background is OK as long as it is not burned.
Examples of photos that aren’t right
Even if a photograph has an interesting subject matter, is beautifully composed and nicely lit – it may still not be quite right for the homepage. Please bear in mind that the ISPN website can be seen by the general public and that imagery that might not seem unusual to our members, might be distressing for others. These are examples of pictures for your reference that fulfil most other criteria except for that one.

This is a very dramatic photo, with great lighting. But too much of the procedure is visible (e.g. there is blood visible on the surgeon’s hands). However, cropping it so that just the face and top of the hands are visible may yield better results.

Another dramatic photo, but some members of the public, without knowing what’s happening here, might find this scene a little distressing.

Although nicely taken, with a shallow depth of field, this photo does not adequately convey the sense of optimism that we might hope for in a photograph of a child.