



Best Practice

Title: Images for Publication
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Introduction

Photographs of CSDA members at work are often used in magazines, brochures, websites and promotional materials. When a company submits photographs for publication, the recipient has unrestricted rights to use, reproduce and/or alter them. Therefore, it is important that the photographs are of good quality and show safe working practices. In addition, the person responsible for submitting the photographs should be knowledgeable about how to maintain their size and quality when transferring.

To insure the successful publication of company images, and to maintain the reputation of the company, the tips and considerations contained in this document should be followed. By adhering to the information provided in this Best Practice, a library of good quality photographs can be established that shows not only a company's range of skills or products, but also that its employees work to a high standard of safety and professionalism. Such photographs have a greater chance of being used in industry publications and other print and web-based material.

1. Photo Tips

- **Digital camera:** Must be high resolution; dots per inch (dpi) at least 300 or 4 megapixels. Save as high resolution jpeg files.
- **Make sure subjects in photos are following all safety precautions (see section 2).**
- Show equipment while it is in operation, not while it is idle.
- Take before, during and after shots that show the work as it progresses.
- Show operators when they are working, **not standing watching someone else work.**
- Take close-up shots of employees and equipment as well as pictures of the work site from a distance.
- Take a combination of portrait and landscape photos, or take one photo in each orientation for a particularly interesting shot.
- Use different positions like crouching, lying at floor level or from above or below the work area where safe to do so. Do not always take photos from a standing position.
- Where lighting is dim, or the job is indoors, turn the flash function of the camera on and off to see which image looks best.
- Where possible, use natural light and position the sun behind the camera
- Focus on workers, not others.
- Take non-job photos that help tell the story. For a job at a shopping center, take a photo of the entrance with center's name prominently displayed. For highway jobs, take a shot of the interstate sign. For a job at a location such as Fenway Park or Disney World, a photo of the main entrance or other distinguishing feature would add interest to your story.
- **Do not submit photos unless they meet the safety requirements discussed below.**

2. Safety Considerations for Photos

2.1 Make sure all persons are wearing appropriate clothing and safety equipment:

- Hard hats on correctly (DO NOT send photos if hard hats are on backwards, even if the lining has been reversed)
- Safety glasses, wrap-around or face shield
- Ear protection – ear plugs, muffs or both (on the ears, not around the head)
- Gloves where applicable
- Boots – leather or rubber, steel-toed; no tennis shoes or sandals
- Respirator where applicable
- Long pants, coveralls and coat if cold weather; preferably not torn
- Short or long-sleeved shirt but no tank tops; t-shirts okay if not torn

2.2 When photographing work on elevated areas or vertical surfaces, show:

- Proper scaffolding with safety railings and tie-off supports
- No ladder work over 8 feet high
- Fall protection harnesses and lanyards (where required); employees working in the proper equipment, not putting it on
- High lifts / scissors lifts with proper cages and fall protection
- Proper safety railing next to open holes or holes covered with proper cover

2.3 For photos showing equipment in action, be sure to include:

- Blade guards of proper size on all saws, installed per manufacturer's specs
- Wire saws with protective shields
- Saw blades for slab saws or wall saws 30 inches in diameter and over:
 - Show blade cut if running
- Proper handling of equipment with oversized blades and bits
 - Saws large enough to handle blade out of cut without lifting front end off the ground to clear the blade
- Shoring or strapping of all live openings
 - Show steel straps anchored into wall and opening to support section
 - No wedges, blocks or temporary shoring not bolted into place
 - Show channel iron or underneath shoring for slab openings unless being supported by crane or lift
- Proper lifting of equipment, slabs or sections with equipment or cranes
 - Make sure supports or strongbacks are in place
 - Cables only; no chains or ropes
 - No persons riding on equipment or sections being lifted or removed
 - No lifting over operators or others

3. Electronic File Information

- 1,000 Kilobytes (Kb) = 1 Megabyte (Mb)
- 1,000mb = 1 Gigabyte (Gb)
- 1,000gb = 1 Terabyte (Tb)
- Average email message (without attachments) = 10 to 100Kb
- Average cell phone photo = 20 to 1,500Kb (or 1.5Mb)
- Average digital camera photo = 2 to 5Mb
- A 1gb memory card can hold around 400 photos (based on 2.5Mb per image)

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4. Submission or Transfer of Images

Once all photographs have been taken (using the tips from Section 1), the image files need to be saved to a secure location ready for submission. Depending on the size and quantity of the files, images can be sent by email. However, this is also dependant on the allowable size limits for both the sender's and recipient's email accounts. This can lead to splitting the images up into several separate email messages. To send multiple image files at once, there are a few options available.

4.1 CD, DVD and USB Device Transfer – Images can be “burned” to a writeable CD or DVD, or copied to a USB flash drive and sent by mail. A writeable CD can hold 700mb of information, while a DVD can hold up to 4.7gb. The storage capacity of USB flash drives can vary from 128mb to 128gb.

4.2 Electronic Storage and Transfer Services – Files can be uploaded to an electronic transfer service like Dropbox or YouSendIt, and a notification sent to the recipient for download. This requires the setting up of a user account for the service, with free and paying versions available. Some web-based email accounts (Microsoft Hotmail/Outlook or Google Gmail, for example) have free file storage and transfer services, where the contents can be viewed or downloaded by others through the sharing of a link.

Regardless of how they are submitted, it is important to maintain the original size and resolution of photos during transfer. Some image uploading software packages, particularly on devices like mobile phones, tend to “compress” files for transfer. This compression means the size and resolution is reduced to allow the photo to be transferred quicker and easier. It is recommended to connect the phone directly to a computer via a USB cable (usually supplied with the phone) and move the files from the device to the hard drive, or take the memory card from the phone and insert into the appropriate slot on the computer (if applicable).

5. Use of Camera Phones

The quality and capabilities of cameras integrated into mobile phones is continually improving. Some current models have the ability to capture images up to 8 megapixels in resolution. However, it is still recommended that a “true” digital camera is used to take jobsite photographs instead of camera phones. This is because:

- Higher resolution images can be achieved with products primarily designed for taking photos
- Some camera phone auto-focus features are not as advanced or reliable
- Flash functions for indoor/dark areas are not as good on camera phones; sometimes no flash function is available
- Camera phone software may compress/reduce images when transferring (see Section 4)

Mobile phone cameras are useful for capturing things “in the moment” and sharing a photo with someone quickly, but can often produce an out-of-focus, dark or unflattering image rather than a composed, sharp image that compliments the subject.

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