

Submission – Photographic Technical Requirements

- Provide photos in the highest available resolution (please submit both)
 - Adobe RGB TIFF (minimum 8.5 x 11 at 300 dpi)
 - AND uncompressed JPG (saved at maximum quality)

- Include RAW image files in DNG format (if possible)

- File names should include original camera number AND location of photograph

- Include description of all photos (location information, photo credit)
 - Include info as metadata using XMP standard (if possible)

- Signed model releases required for all identifiable people

- Provide a Photoshop contact sheet of the final photo selects
 - Maximum 9 images per contact sheet (3 rows across & 3 columns down)
 - 200 dpi
 - Images grouped by subjects or locations (if applicable)
 - Include the original camera file name & the series of contact sheet pages in the file names (if there are more than one per subject/location)
 - Include reference to the location or subject of the photos
 - Save contact sheets as JPG

What is the overall business objective?

To increase frequency of visits, particularly overnight or longer, within and to Ontario

Who are we talking to?

- Families (35-54+ adults) with children (9-13)
- Older couples with or without children

What do we want them to do?

We want our audience to feel interested in and surprised by Ontario, enough to want to come and see more. People travel for emotional experiences that they can't have at home, that will transform their lives even if only for a short while.

What is the key idea we want to convey?

When you travel in Ontario, you will flourish.

What are we looking for?

We are looking for images that evoke one of the four ways that you can flourish in Ontario. Each image should celebrate one emotion. The same location can be shot differently to evoke a different emotion.

1. Inspired: Change the way you see yourself and the world. Be inspired with a sense of wonder and awe.
2. Embraced: Find your place, feel safe and welcome just as you are. Feel accepted whatever your beliefs, ethnicity or lifestyle.
3. Rooted: Feel connected to what matters, to the fundamentals of life – to the land, the water and to each other. Unwrinkle your soul.
4. Broadened: Broaden your horizons. Be connected into the nooks and crannies of the world. Experience the exotic, the vibrant, the best the world has to offer.

What is our personality?

Fun, Dynamic, Diverse and Easy

What is our style?

Our photographic style is “fly on the wall at the moment of discovery.” By this we mean:

The subjects in the image don't know the camera is there;
The story is told through an emotional experience, not a destination;
This image captures the turning point of the story.

There are four components to how we believe a fly on the wall at the moment of discovery sees things:

Scale: A sense of scale. Small and large in juxtaposition. No middleness.

Asymmetrical: Unusual perspectives and unconventional framing.

Emotive body language: Use the whole body to speak to express the emotion – maybe not showing faces at all.

Flow: Hear the music in the image. Imagine a story with a beginning, middle and end – forward motion, not still.

The antithesis of this is looking posed or staged.

Creative Considerations: The shots will be used in OTMP marketing programs for a wide variety of advertising and communication purposes. They must feature a tourism experience. The images will be used in advertising (magazine, newspaper, posters, on-line) tourism magazines, inserts and websites. For shots used in advertising or magazine covers, space is needed for headlines/titles. Diversity of types of people is important.

Tech requirements: Photos need to be in the highest available resolution either as Adobe RGB TIFF (minimum 8.5 x 11 at 300 dpi) or uncompressed JPG files (saved at maximum quality). Include RAW image

files in DNG format. All image files must include a photo description (location information and photo credit). Whenever possible, this info should be attached to the image as metadata using XMP standard. Signed model releases are required for all identifiable people.

In order to speed up the process of producing a visual reference of images before posting to our image bank, the photographers should provide a Photoshop Contact sheet of the final selects submitted. There should be no more than 9 images with three rows across and three down in 200 dpi and with the images grouped by subjects or locations shot if the shoot was multi-location oriented. The file names should contain the original camera file and the series of contact sheet pages (if there is more than one per subject or location) and a reference that relates to that location or subject. The contact sheet should be saved as a JPEG or PDF file.

OTMPC Photography Style

EMOTIONAL PROMISE

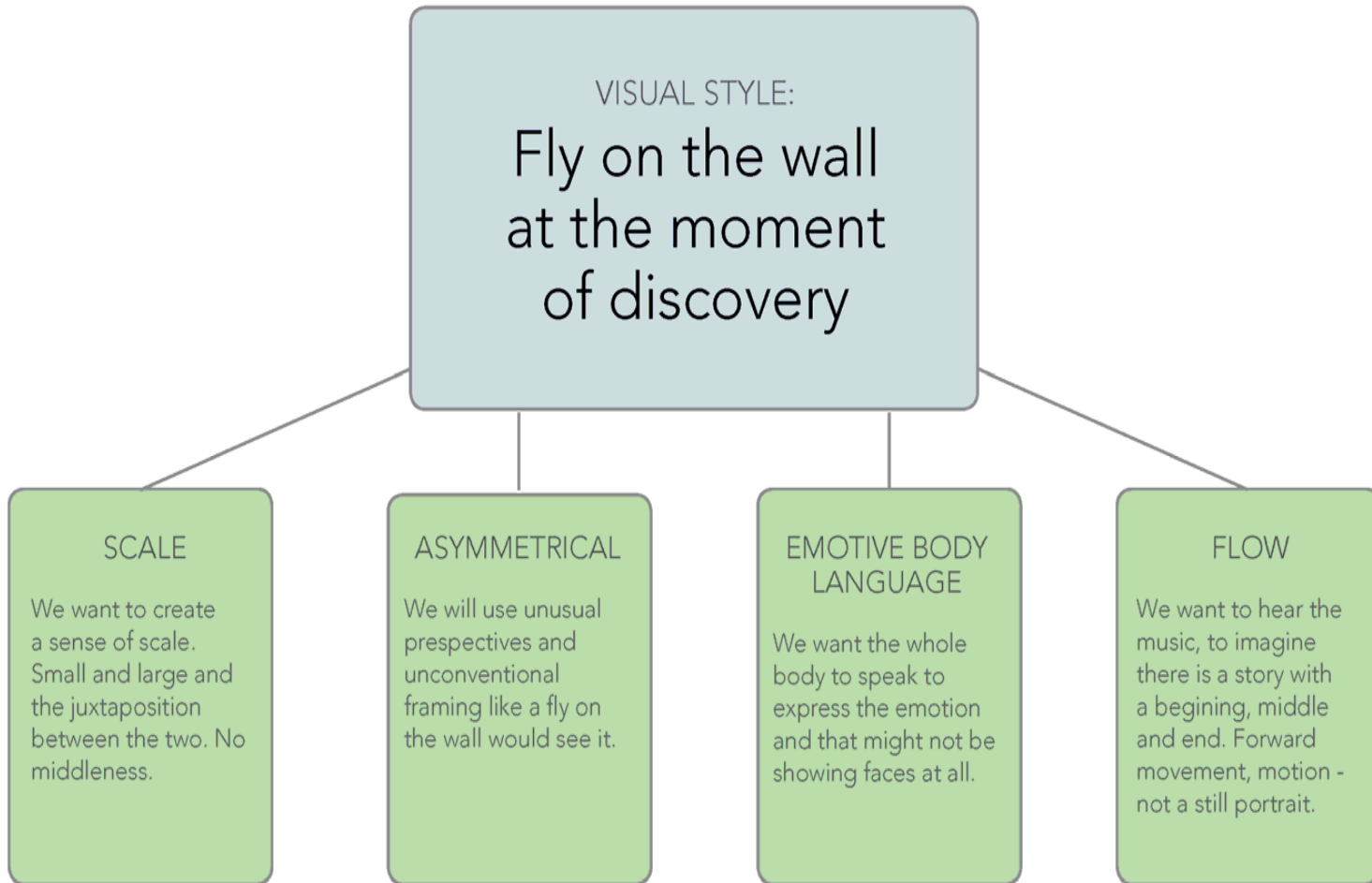
When you travel in Ontario,
you will flourish

- You and those you are with will thrive.
- You will be changed and renewed by your experiences; you will feel you have moved ahead.
- You can be the you that you would want to be.

Fly on the wall at the moment of discovery

- The subjects in the image don't know the camera is there
- If every picture tells a story, this is the turning point in the story
- The story is told through emotional benefit, not the destination or activity

VISUAL PRINCIPLES



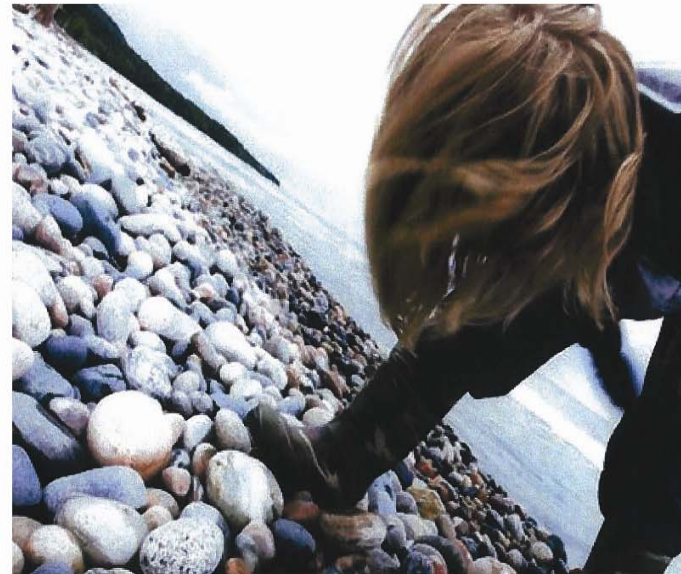
VISUAL PRINCIPLES

Scale



VISUAL PRINCIPLES

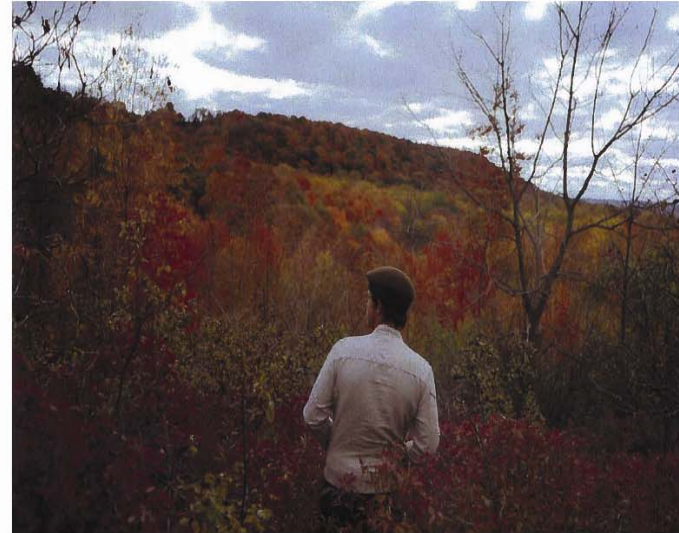
Asymmetrical



VISUAL PRINCIPLES

ONTARIO
Yours to discover.

Emotive Body Language



VISUAL PRINCIPLES

Flow

