

Visuals - What makes a good picture?

A good picture shows the technology cleaning up an EM site. Pictures allow readers to visualize the technology. Casual readers will form an opinion about the technology based on the pictures and skimming the textual information. More serious readers will use the picture to help visualize the technology in action.

When composing pictures for technologies, here are some guidelines:

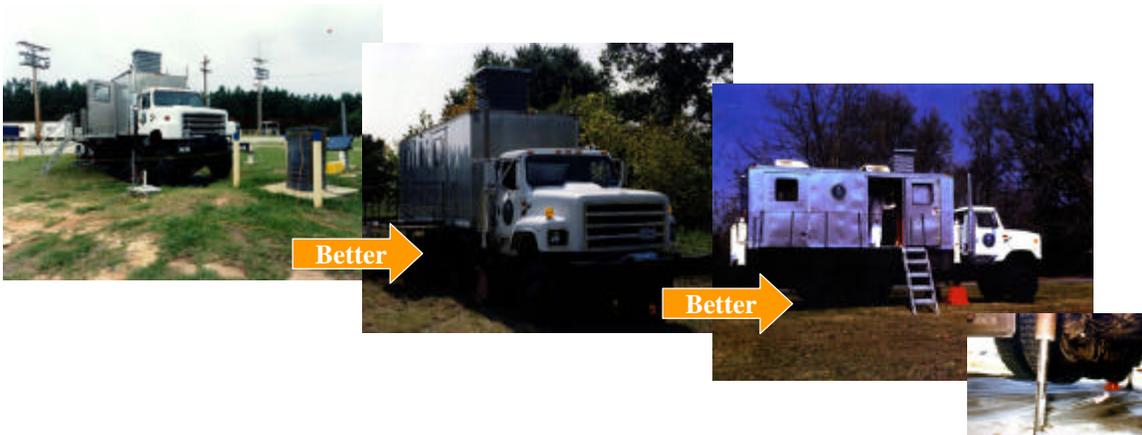
- ❑ Focus on the technology in use
- ❑ Show the overall system and specific aspects
- ❑ Include workers and context
- ❑ Combine photos and graphics

The following sections provide specific examples.

1. Focus on what's important, the technology and its use.

- ❑ Fill the screen with the technology unless the environment around the unit is important to the story.
- ❑ To create more interesting photos, shoot at an angle rather than straight on. You can shoot from a ladder to add perspective.

The photos below show a progression towards a better visual. The photo on the left shows unnecessary background distracting the reader. The middle photo shows a better visual with the technology filling the screen. The photos on the right show an even better visual with a worker using the technology. The second smaller photo highlights what the technology does.

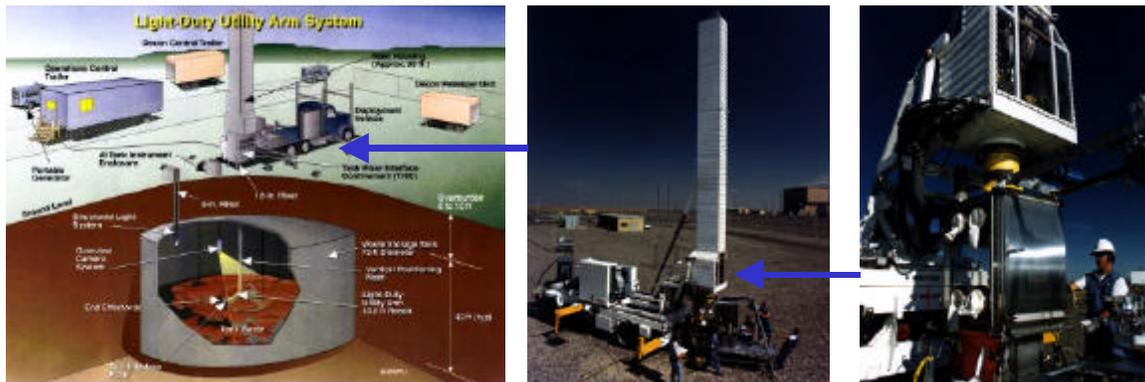


Photos show the Cone Penetrometer Vehicle associated with OST/TMS ID 243, Cone Penetrometer Support: Operation, Maintenance, and R&D Activity Conducted on the OTD Cone Penetrometer Vehicle. From left to right, the photos are Library ID 2748, 2705, 2749, and 2741.

2. Capture the technology in action to show how it solves EM problems.

- Show the unit in action and in the environment in which it is supposed to be used.
- If it is hard to see or understand the internal process, provide a cutaway drawing or an illustrated flow diagram. Do not show only diagrams, readers want to see the technology being used.

The photos below are an example of using several pictures to show what technology does and the technology in action. When it is hard to see or understand the internal process, provide a cutaway drawing or an illustrated flow diagram, but supplement the drawing with pictures of the technology in use.



Photos show OST/TMS ID 85, Light Duty Utility Arm. From left to right, the photos show a diagram of the Light Duty Utility Arm System and an underground tank (Library ID 1740), tank farm simulation area for training operators (Library ID 3385), and a remote test prior to the arm's maiden voyage (Library ID 1948).

3. Take several pictures to show the overall system and specific aspects.

- Shoot several parts and angles so there can be a montage of images to illustrate the technology, such as a close-up of the control panel and the part that touches the waste.
- If you compose a picture for special visual impact using techniques like dramatic lighting, color filters, or unusual angles, be sure to take some "standard" photos at the same session. What looks good on the cover of an eye-catching publication may not fit in with other photos in a technical status report.

The photos below are an example of showing several aspects of a complex technology. The caption should explain to the readers the story that the pictures illustrate. Captions used in this document are limited. Better captions should be used in products describing the technologies.

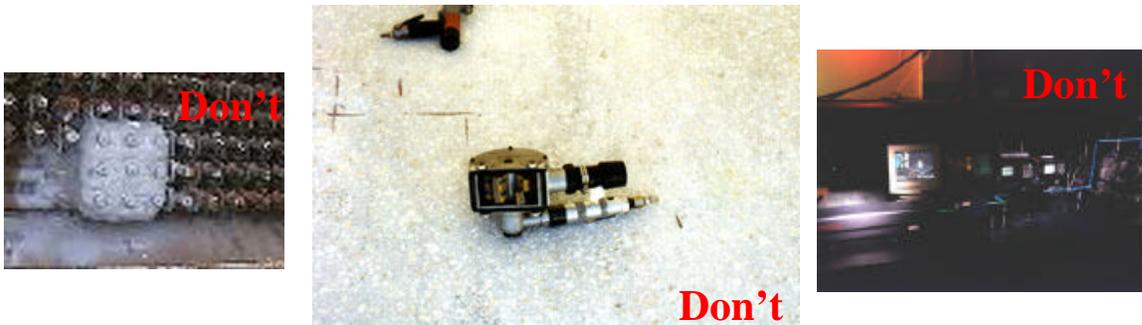


Photos show OST/TMS ID 157, Solution Mining. From left to right, the photos show a worker at the soil feed (Library ID 2844), the technology's vibrating screen deck (Library ID 2846), and initial particle size separation accomplished in the trommel (Library ID 2845).

4. Create quality photos the reader can quickly understand.

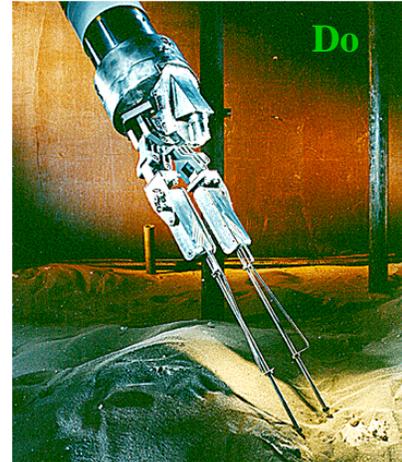
- ❑ Avoid showing items without perspective. Photo should immediately show readers if the item is 3 inches long or 3 feet long.
- ❑ If needed, use a flash or special lighting to create a quality photo.

The photos below are examples of poor visuals. The photo on the left shows a technology in action, but that action is unclear to the reader. The middle photo shows a technology, but no point of reference for size or indication of the technology's use. The photo on the right is an example of poor lighting.



The photo on the left shows OST/TMS ID 1839, Library ID 2598, Reactor Surface Contaminant Long-Term. The photo in the middle shows OST/TMS ID 127, Library ID 1812, Laser Ablation/Mass Spectroscopy (LA/MS). The photo on the right shows OST/TMS ID 1943, Library ID 2544, ROTO PEEN Scaler and VAC PAC System.

The photo to the right is an example using special lighting. The photo shows the reader the technology. With other photos or diagrams, this picture provides an effective visual for the reader. The photo shows OST/TMS ID 85, Light Duty Utility Arm.



In-tank waste probes, deployed by the Light-Duty Utility Arm, will measure the depth of waste on the bottom and sides of tanks.

5. Include workers to provide perspective and demonstrate operation.

- ❑ If possible, have people in the picture to help show the size of the unit.
- ❑ People in the picture should look like workers or operators rather than bystanders. Be sure people are wearing appropriate safety equipment.

The photos below show people standing near a technology. The people are wearing street clothes, instead of protective equipment. The people are standing or posing instead of using the technology to solve EM problems.



The photo on the left shows OST/TMS ID 1837, Library ID 2825, Biocube. The photo on the right shows OST/TMS ID 1840, Library ID 2540, Gamma Cam (TM) Radiation Imaging System.

The photo on the left below shows people using the technologies to solve an EM problem. The worker is wearing protective equipment. The photo on the right shows an exception to showing people with the technologies. This technology works remotely, so it is appropriate to show the technology without a worker. The text used with this photo should provide the readers with information on the technology's size.



The photo on the left shows OST/TMS ID 1190, Library ID 2826, Contamination Control Unit. The photo on the right shows OST/TMS ID 2086, Library ID 2622, Remotely Operated Vehicle (ROV) System for Horizontal Tanks.

More Examples

In the visual example below, several pictures show what the technology does and how it works. Some technologies are difficult to show in a single picture. Readers need to look at several pictures showing different perspectives to understand the technology. The caption should explain to the readers what each part of the visual illustrates. Captions used in this document are limited. Better captions should be used in products describing the technologies.



Photos show OST/TMS ID 1742, In Situ Bioremediation for Hanford Carbon Tetra Plumes. From left to right, the photos show in situ anaerobic biodegradation (Library ID 1940), in situ destruction - bioremediation (Library ID 1941), and testing bioremediation rates (Library ID 2948).

The photo below shows an example of combining photos and graphics. For complex technologies, adding text can help the reader understand the photo.



Photos show OST/TMS ID 7, Dynamic Underground Stripping. The photo is Library ID 1339, Vapor Extraction Treatment System

The following table summarizes things to keep in mind when you are taking pictures.

<i>Do</i>	<i>Don't</i>
Do show the technology in use Do show what the technology does	Don't show unnecessary background and other equipment Don't show a confusing picture with many technologies in use, unless you are showing how the technologies work together.
Do show technology in use at EM sites	Don't show only diagrams Don't show only the equipment before use
Do include several photos Do focus on different parts of the technology	Don't expect one picture to show everything
Do show perspective Do use a flash or special lighting, if needed	Don't show items without perspective
Do show workers using the technology Do show workers in protective equipment Exception to the rule: If remote technology, do show technology alone	Don't include bystanders Don't show pictures with violations of safety rules
Do provide meaningful captions	Don't expect the reader to know the context for the photo.
Do ask for help when planning the photograph. Safety engineers can help ensure photo does not include safety violations. Review the completed photo with others to check that your message is communicated.	Don't take pictures of safety violations or inappropriate material.
Do anticipate the need for photo of major events.	Don't miss the chance to photograph a 'first.'