SESVA DATA SHEET

SESVA

GUIDE TO TAKING A GREAT WEBSITE PORTRAIT

A practical photography guide for Committee Members and representatives

The SES Volunteers Association of Western Australia (SESVA) wants its website to present Committee Members and representatives in a consistent, professional and approachable way. A clear portrait in the Association polo shirt helps visitors recognise the people representing and supporting SES volunteers across Western Australia.

1. What to wear

Wear your clean, neatly pressed SESVA or Association polo shirt. Make sure the logo is visible and sitting correctly. Wear the collar neatly, with the top button open if appropriate. Avoid jackets, hats, sunglasses and distracting accessories. Check that the shirt fits comfortably and looks tidy.

SESVA recommendation: Use the same Association polo shirt for every Committee Member's photograph to create a consistent appearance across the website.

2. Choosing the right background

Choose a simple, uncluttered background. Suitable options include:

- A plain, light-coloured wall.
- A softly blurred garden or outdoor setting.
- A neutral office background.
- An SES Unit building, provided the background is not distracting.

Avoid busy rooms, vehicles, other people, clutter and strong sunlight behind you.

3. Getting the pose right

1. Stand or sit upright with your shoulders relaxed.
2. Turn your body slightly to one side, approximately 15–20 degrees.
3. Turn your head towards the camera.
4. Look directly into the camera lens.
5. Keep your chin level rather than tilted upwards.
6. Give a natural, friendly smile.

The photograph should show your head, shoulders and upper chest, including the SESVA logo.

4. Taking the photograph with your smartphone

You do not need an expensive camera. A modern smartphone can produce an excellent result.

- If someone else is taking the photograph, use the rear camera rather than a close-up selfie.
- Position the camera approximately at eye level.
- Stand about 1.5–2 metres from the camera.
- Use Portrait mode if it produces a natural result.
- Use natural daylight, preferably facing a window.
- Avoid direct sunlight falling harshly across your face.
- Take several photographs and choose the best one.

5. Recommended photograph specifications

Setting	SESVA recommendation
Image shape	Square (1:1)
Resolution	1200 × 1200 pixels or higher
File format	JPG
Background	Neutral or softly blurred
Lighting	Natural, even lighting
Framing	Head and shoulders, with polo shirt logo visible
Expression	Friendly and professional

6. Displaying portraits on the SESVA website

A consistent Committee Members page could display photographs in a neat grid. Each profile could include:

- Portrait photograph.
- Full name.
- Committee position.
- SES Unit, where appropriate.
- Short biography.
- Years of SES involvement, if the member wishes to include them.

This approach will give the SESVA website a more professional appearance and help volunteers put faces to the people representing them.

7. The SESVA Portrait Photography Standard

SESVA should invite all Committee Members and relevant representatives to submit a photograph that follows these guidelines. Using a consistent shirt, framing and background will help the website look coordinated and professional.

Remember: A friendly, genuine smile is more important than a perfectly posed photograph. We want SES volunteers visiting the website to see people who are approachable, proud of their Association and committed to supporting volunteers.