



PHOTO GUIDELINES

Season 2021/22

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Objective: In cooperation with the clubs participating in the European club competitions and their photographer, the European Handball Federation strives for improvements of the competitions' photo coverage. The pictures are being used across all EHF channels.

This document provides the photographers with an overview of the quality and quantity requirements, the workflow, the technical information and dos and don'ts while covering the games.

Where to upload the pictures

Every club participating in the EHF club competitions is obliged to deliver a certain number of match photos (as outlined in the respective competition's regulations) to EHF Media from all matches played on home court. Before the start of every season the EHF Media & Communications department distributes a unique Smugmug upload link for every club participating in EHF Champions League, EHF European League and EHF European Cup which their photographers will be using throughout the whole season.

Workflow for the EHF Champions League and EHF European League (starting from the group phase)

- Well in advance before the first home match of the season the club photographer checks whether the upload link works for him/her
- 45 to 10 minutes before throw off – upload 3 pre-match pictures for social media (the teams' arrivals to the arena, full arena, fans flocking to the hall, dressing rooms, warming-up of the players, the entry ceremony, etc.)
- Before the start of the second half – upload 3 action/emotion photographs from the first half (at least one photograph of each team in action)
- No later than 20 min. after the match – upload 20 match photographs (no more than 50 in total)

Workflow for the EHF European Cup and EHF European League qualification rounds

- 10 pictures not later than 20 minutes after the match

Technical requirements

- Photos must be produced by a professional photographer with professional equipment
- ISO < 6400
- Format/resolution: supply a .jpg with a minimum of 7MP (3072x2304 pixels)
- No pictures taken with a mobile phone; no blurred, no under- or overexposed images

Tagging

- Pictures shall be tagged as follows: YYYYMMDD_club1_club2_etc (number or name)
- Example: 20200916_Kiel_Barca_Duvnjak OR 20201022_Veszprem_PSG_Lekai
(In tags do not use special characters such as: é ö ç å etc.)

Content

- Collection of uploaded photos should represent a balanced selection of action (players jumping and shooting, duels between players, etc.) and emotions (players, coaches, fans cheering, high-fiving, shouting, pointing at something, clapping with hands, etc...)
- Both teams must be represented in the attacking positions with the ball and cheering after scoring a goal or recording a save
- Celebration of the winning team (even if it is the guest team)
- Images of goalkeepers
- Images of both coaches, either courtside or during timeouts
- Fans (cheering or dancing on the stands, interacting with the players after the game, taking selfies with the players, kids taking autographs, etc.)
- Non-game content (generic handball pictures such as balls, goals, resine, sponsors' activations, side events, entertainment, cheerleaders, referees, entry ceremony, media professionals, VIPs, players' anniversaries or milestones celebrations, etc.)

DON'Ts – pictures which should not be taken and distributed

- Political or ideological messages or symbols in the crowds
- Fans', players' and coaches' gestures or banners which are abusive or insulting other players, teams, nations or other competition's stakeholders or promoting the unsportsmanlike behaviour
- Painful or awkward grimaces of the players
- Extensive pulling of shirts
- Sequence of two or more consecutive shots from the very same action
- Empty walls in the background or other sports equipment in the picture – basketball baskets, gymnastics bars, etc
- Empty stands in the background (for hints and tricks on how to shoot in empty arenas please see the last section of this document)

Usage of the pictures

These photographs will be used on the official EHF website, social media channels as well as in official on- and offline publications and promotion material. These images shall be provided to EHF/M free of charge and will not be passed on to third parties for commercial use.

BEST PRACTICE EXAMPLES

Match action

These images capture the game. Focus is on the action, toughness, athletic skills and intensity of what happens on the court.

Subjects:

- Jump shots
- Goalkeepers' action
- Close encounters between players
- Breakthroughs
- Fast breaks
- Penalty throws

Photo style:

- Try to capture the subject without too much visual background noise
- Use depth of field to distance the subject from a noisy background
- In the best case a EHF/M sponsor is visible on the LED boards or floor stickers (no disrupted LED boards)

Examples:



Players' emotions

These images focus on the players and the many emotions that play out over the course of a handball match. The images capture both the intense moments where every second counts but also the excitement and friendship that are expressed on the court.

Subject:

- Team gathering at a timeout
- Players shaking hands, high-fiving, encouraging fans, celebrating goals or saves
- Coaches' excitement on the benches, pointing to something, shouting or holding their heads in the hands
- Victory celebrations
- Fair-play gestures, greeting the opponents at the beginning of the match or helping the opponent from the floor

Photo style:

- Try to capture the subject without too much visual background noise
- Use depth of field to distance the subject from a noisy background

Examples:



Behind-the-scenes and *warming-up*

These images focus on the players when they are not in the heat of the game.

Subject:

- Players on a tour bus or entering the arena
- Socialising in the locker room
- Suspense of waiting in line to enter the playing court
- Player rituals before a match
- Stretching and warming-up before the games

Photo style:

- Editorial photography
- When showing faces of the fans, always show more than one person
- Avoid noisy backgrounds

Examples:



Culture and fan interaction

These images focus on the handball culture, its accessibility by the fans and a huge engagement between the fans and the players. The images capture the passion and dedication and also the interaction between players and the supporters.

Subject:

- Interaction between players and fans
- Fans watching the game and cheering
- Players signing autographs
- Fan emotions
- Special focus on showing families and young people

Photo style:

- Editorial photography
- When showing faces of the fans, always show more than one person
- Avoid noisy backgrounds

Examples:



HINTS & TIPS FOR TAKING PICTURES IN AN ARENA WITH EMPTY STANDS

by Uros Hocevar

Use this just as a recommendation, not as a rule. Arenas across Europe are very different when it comes to their setting and light conditions and also the photographers' preferences and styles are unique and very personal. But there are some general pieces of advice that might help photographers. Many photographers are doing this at a high-end level and know exactly what works and how it works. Those who do not know how, please, read the short briefing below and try to implement it into your workflow.

Shoot from spectators stands:

1. Go higher up so you do not show empty seats when the attack is on the opposite side close to the edge.
2. Stand somewhere between the six and nine-meter line as there is most of the action and gives the opportunity to shoot also the goalkeeper in action when the wing player is shooting.
3. You can then move a bit more towards the goal line or even a bit behind and try to get some good action on a six-metre line. But it all depends on the defence. If it is 6:0, then we usually do not encounter much action on six metres so make sure you concentrate more on back players and centre back.
4. As an option, go behind the goal and shoot through the net. Just make sure you do not catch the empty seats behind the opposite goal when backs are shooting. Or, as it is the case in Podgorica, you can go to the upper floor behind one of the goals and have a spectacular view down on the playing court. I do not remember that in any other arena and have seen some.
5. For good goalkeeper shots you can be close to the centre line but you have to be high enough.

Shooting from the standard photographer's bench from the short side of the court:

It is tricky to avoid the empty stands from here but it is still possible. Check the angle or position from where you view as few stands as possible. Use at least a 300mm lens which is a bit long but not impossible to operate. You will have fewer shots but some really good ones, great close ups, emotions, passion, love of the game, facial expressions ... But always make sure the aperture is $f2.8$ or less.

And just a little secret: Nikon has a lens 105mm $f1.4$ - excellent. Use it at $f1.4$. That way you get a blurred background and also the action pops out. Canon has 135 $f2.0$ if I am not mistaken - very good as well.

- If the seats are grey, for example, and you use long lenses, you get a grey monochromatic wall as the background. But the stands have to be absolutely empty without a single soul in the background of the frame.
- Also use the opportunity and approach the teams and the theme from another angle. Make some shots of players before entering the court, before the game starts close to the bench, warm-up, concentration moments, cheering and emotions. If possible use longer lenses than the usual 400mm or even 500mm (very good for shooting from the upper ring in Ljubljana and Zagreb, Krakow, Barcelona ... if I remember correctly ...) and why not 600mm. Brings you closer to the subjects and their feelings although you might miss some actions. But who cares as long as you are able to tell a nice story about the game.