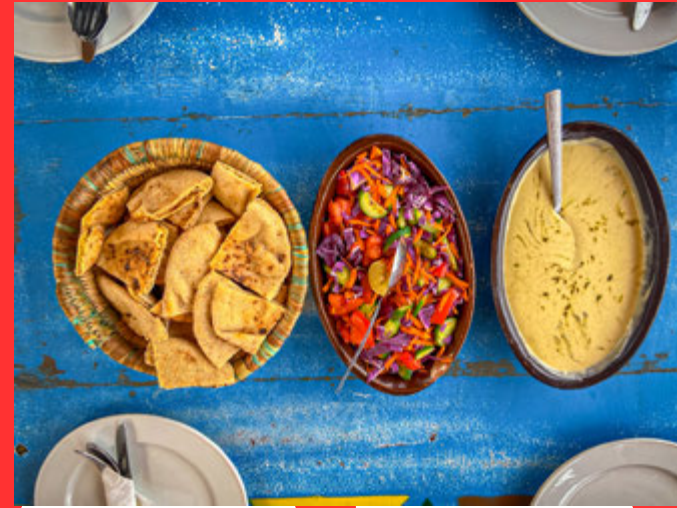


PHOTOGRAPHY GUIDE



IT'S WHO YOU GO WITH

YOUR PHOTOS & VIDEOS TELL OUR STORIES

Bunnik Tours are uniquely dedicated to using genuine and accurate pictures of our travel experiences for all our promotional material. Unlike our competitors, we don't use stock photos. Instead, we rely on our passionate and dedicated team of travel aficionados to snap away their most memorable moments, and tell the story of what makes a Bunnik Tour special.

In this guide, we invite you to put your photography skills on show and make a contribution to our image library, that we can use on all our marketing material. From newspapers and magazines, to giant billboards or posts on our social media, help us show the world what it's like on a Bunnik Tour.



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1.1 THE CONTENT WE NEED

The Hero “Who”



THE HERO 'WHO'

These are a collection of brand approved hero shots that capture the 'who' - both Bunnik team and guests - in a way that feels distinctly Bunnik. They are intended to be fun and free-spirited without coming across as cheesy or cliché.



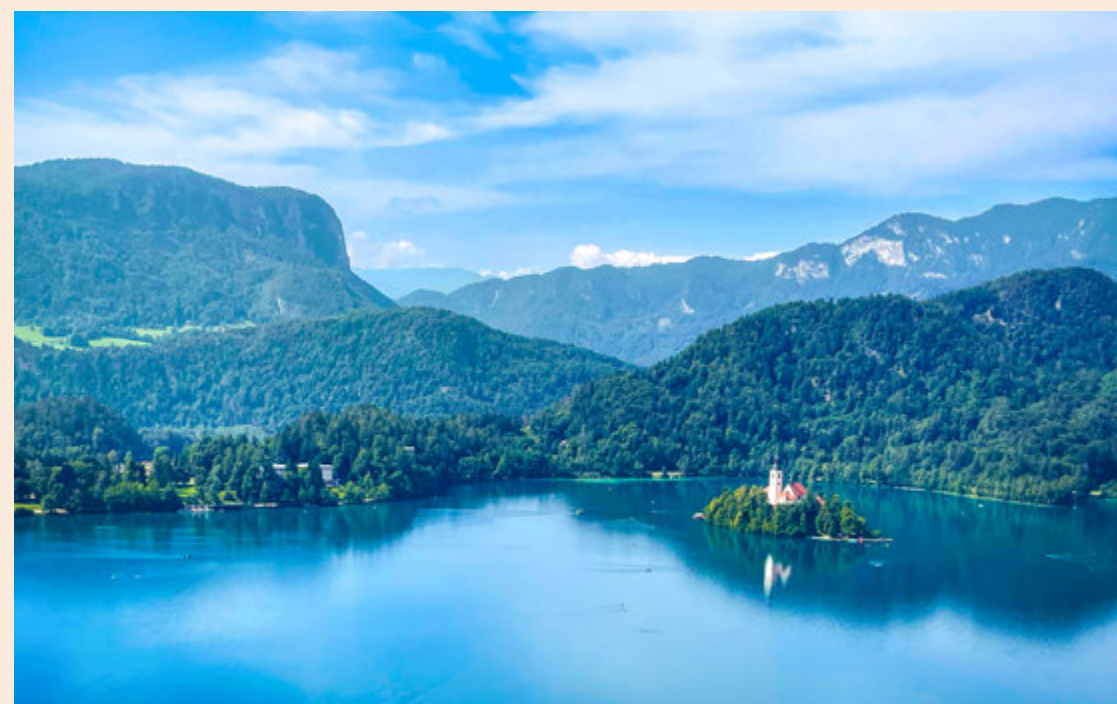
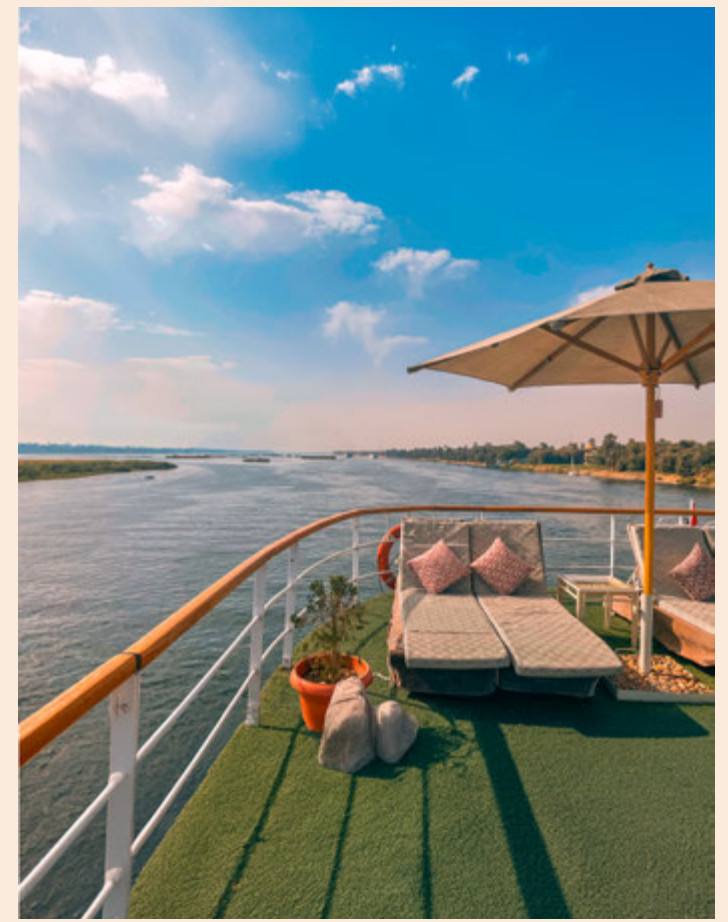
1.2 THE CONTENT WE NEED

Destination/Experiences



DESTINATION/ EXPERIENCES

These are the amazing destination and experience shots we already have and will continue to shoot as long as the Bunnik brand lives. Sometimes they include people, sometimes not. What's most important is that they capture the spirit of the place or activity.



1.3 THE CONTENT WE NEED

Bunniks on Tour



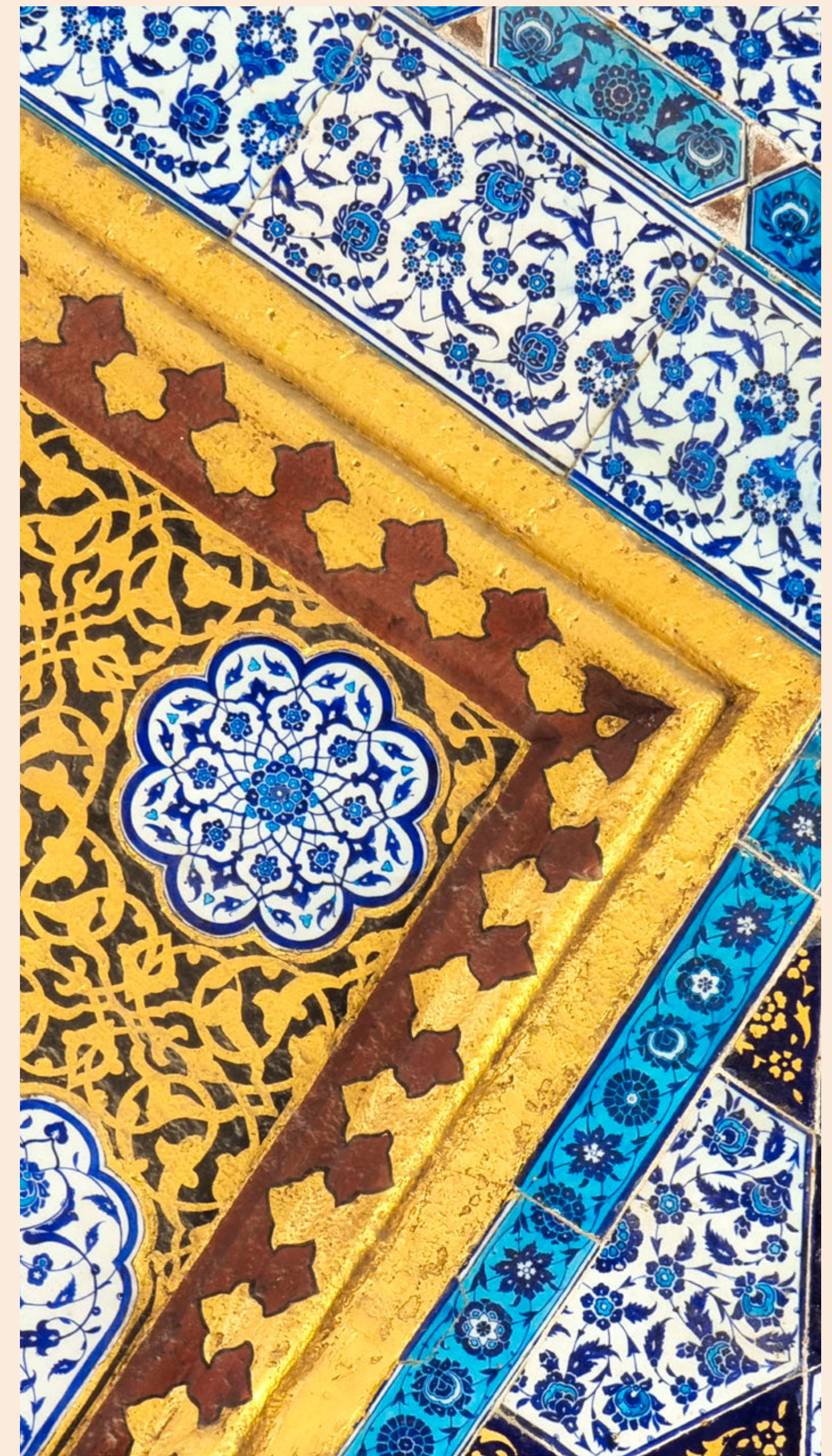
BUNNIKS ON TOUR

These are the images taken by our Bunnik team and guests while travelling, accompanied by a credit where possible. These don't always have to be the most amazing shots, they are used in smaller spaces to bring a little Bunnik authenticity to our stories.



1.4 THE CONTENT WE NEED

Other good themes



OTHER GOOD THEMES

Here are a few other elements that we are always in need of.



Transport

Spare space on the bus, the variety of transport, getting around like the locals. These are all things that set Bunnik Tours apart from the rest.



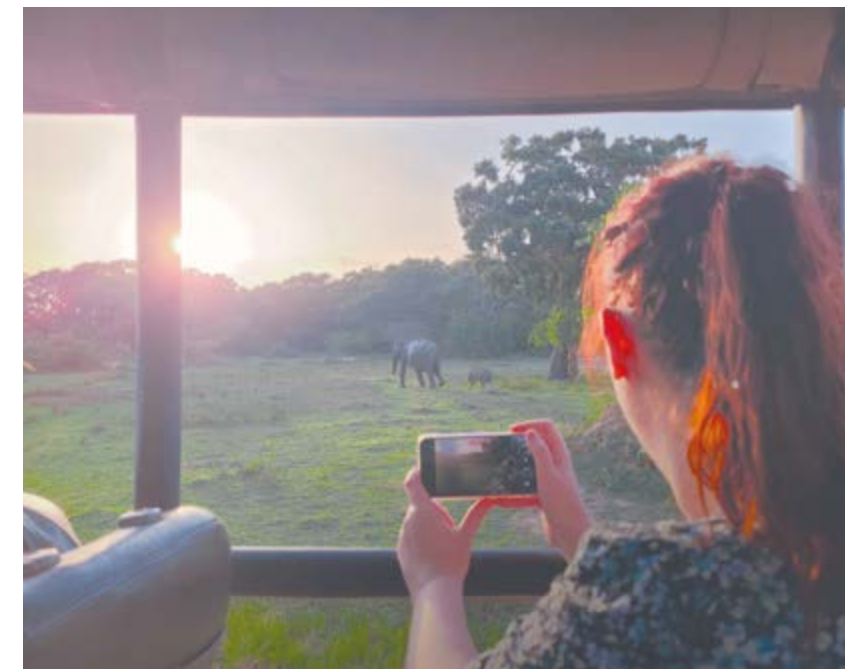
Food

We want photos that make our mouths water! Sumptuous savoury dishes, delicious desserts and everything in between!



Wildlife

Put the unique creatures of your region on show. We can never have too many animal shots!



Independent exploration

The chance to relax and unwind, or exploring the area without the crowd is something we want to show the world.



2.1 HOW TO TAKE GREAT PHOTOS



Camera Settings

CAMERA SETTINGS

An old photographers saying is “The right camera is the one you got.” Even most camera phones these days have excellent capabilities when we know how to set them up for optimal quality.

The Right Format

Most Smartphones are by default set to take photos in smaller, lighter formats (usually .HEIC) to save on phone storage and to make images easy to share across devices and social media. Sadly for us, this format cannot be easily used for marketing and promotional purposes.

For optimal image quality it is important to set your device or camera to a RAW format

Each device and camera is different, so explore your setting and/or research how to set RAW format on your particular device.



Consider the Light

Avoid shooting in low light situations. But, if you do, consider using the existing light to your advantage. Use it to highlight the areas you want to emphasise. Also, keep your device still on a solid surface to avoid unwanted blurriness

Hot light, like the midday sun, can also cast hard shadows. Put your subject in the shadows, or with the sun behind them, to “soften” the light.



White Balance

When shooting indoors, the colour of the light can influence how white can appear on your photos and videos. If indoors, please consider setting your white balance on a sheet of paper or table cloth, to make sure the temperature of your shot is accurate



Enable GPS

By turning on the GPS function on your device, the location of your images will be recorded in the photos data, that means we will be able to see exactly where on tour the photo has occurred.

Here are some quick tips of what to do, or not to do, when taking photos of a Bunnik Tour.

DO'S

Have Fun!!!

Feel free to experiment, or just keep it safe with what you feel comfortable taking content of. Play with the setting or just keep it on Auto. Try to remember to just keep snapping away and capturing all those unforgettable Bunnik moments.

Multiple versions

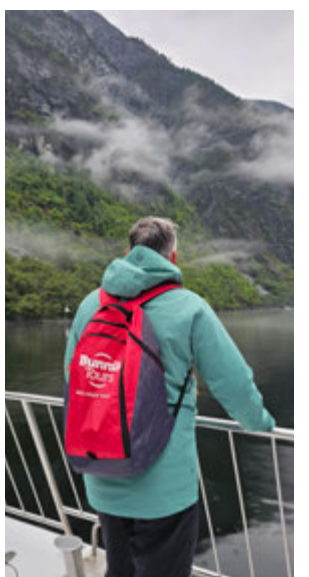
At a particularly photogenic moment, keep snapping. Try both vertical and horizontal orientations. If you're shooting in difficult lighting, try a few versions first focusing on the dark areas, then focusing on the light. The more the better.

Unique, small group shots

Photos of the whole group are great for personal memories, but for marketing material we prefer small clusters (3-5 people) with high energy and big authentic smiles. You can experiment with fun and interesting composition (like poking heads out from behind statues).

Stay level

Try to avoid shooting from an angle too high or too low. Especially when photographing or filming people, it's generally best to keep at the same level as their eye line.



DO'S & DONT'S

Here are some quick tips of what to do, or not to do when taking photo's of a Bunnik Tour.



DONT'S

Riding on animals

Due to concerns of animal cruelty we don't use photos of people riding on animals.

Strangers & children

It's vitally important that the main subject of your photo/video approve of their image being used for advertising. Written permission is not required if they are not the main focus of the photo/video (i.e. filming general foot traffic on a street).

Large Crowds

Where possible, avoid taking photos with large crowds of other tourists.

Don't Delete

Unless it's a photo of your pocket/handbag, sometimes the most unexpected photo or video can have its place. For example, a portrait that seems too dark might have the background in perfect light & colour correction can bring up amazing results in seemingly dull photos. Feel free to send us huge amounts of photos!

2.3 HOW TO MAKE GREAT PHOTOGRAPHY



Aesthetic
Principles

AESTHETIC PRINCIPLES

Aesthetics is a highly subjective experience, but the following are the fundamental elements and principles that interplay in the photos and videos we perceive as “good”.

Line Our brains naturally follow lines



Shape Geometric vs. Organic



Form The 3D nature of a subject



Value How light and dark interplay



Color Contrasting or harmonic



Space vs. size Empty space can draw attention



Texture Can you feel it with your eyes



Mix and match

As a fun shooting challenge, try picking a theme from above and play “Mix and Match” with the below design elements to see if you can create some interesting results.

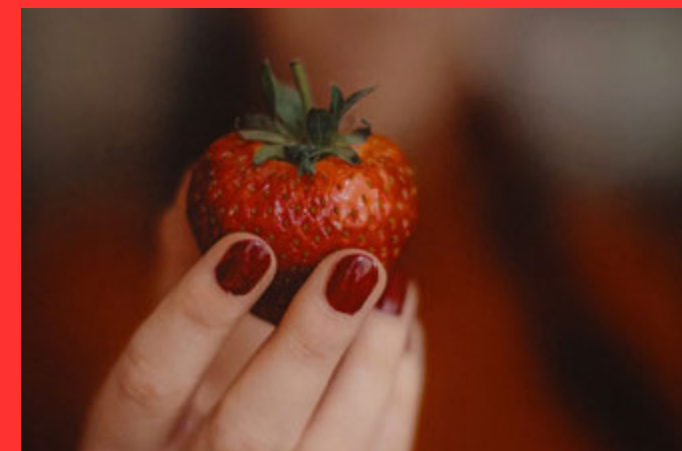
DESIGN ELEMENTS



Balance



Contrast



Emphasis



Movement



Repetition

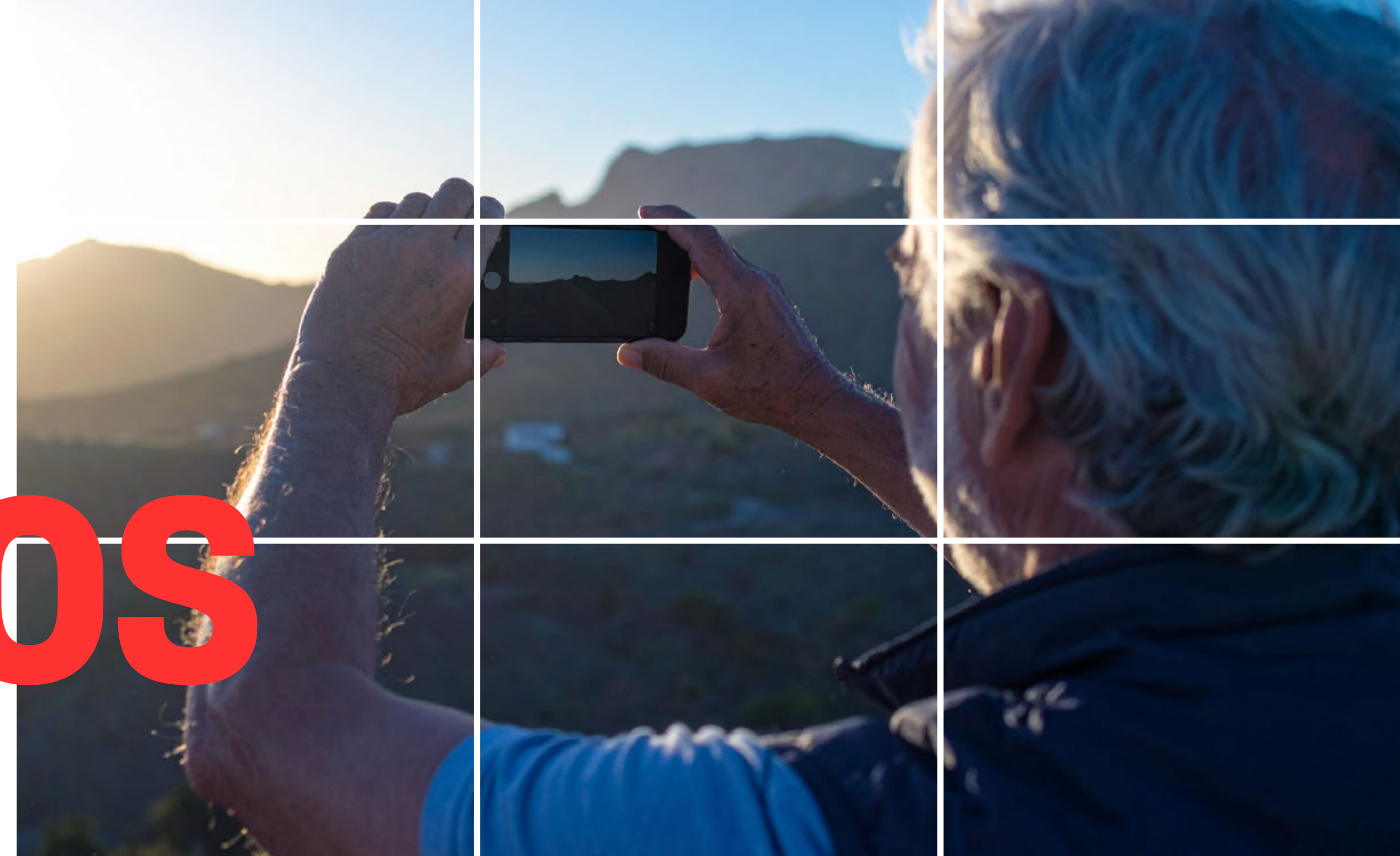


Harmony



Depth

2.4 HOW TO TAKE GREAT PHOTO-VIDEOS



The rule of thirds

For some reason, the human brain loves it when things are not quite centre. For this phenomena we have the rule of thirds.

When filming (or taking photos) in the horizontal orientation, try to put the subject at about 1/3rd of the picture (as pictured)

Some cameras can be set to show a grid in the viewfinder to allow you to see this easily.

In the vertical position, a more symmetrical composition can work better, as there is not so much space either side of your subject. Here also, remembering to include depth and foreground can really enhance your pictures composition.

Ready steady

Keep all your video footage as smooth and steady as possible. If you are filming while walking, reduce the shakiness of your footage by bending your knees, a little like a ninja...

Don't zoom in & out while filming

It's very hard to accomplish a smooth zoom while filming. Much better is to simply move physically closer to get the right shot.

Take a beat

Its easy to be in the moment and stop recording a clip too soon, or moving around to different subjects too quickly. So before you stop recording a clip or move, just take a breath or a small moment to keep the clip rolling. This gives us much more wiggle room in the edit.

3. SEND IT TO US

Send your pictures and videos to us
at marketing@bunniktours.com.au

If you have trouble sending through large file sizes, here
are some third party transfer options:

- swisstransfer.com
- wetransfer.com