Best Practices:

Photo ID Guidelines

200 x 300 px

80 x 90 px

Goals

This guide will help you determining the amount of editing submitted for a COLA ID page may require.

Our goal as editors is to use a light touch, ensure natural skin tone, and even but bright lighting.

Requesting a new photo is ideally your last resort when processing a photo ID, though sometimes necessary.

If you are ever uncertain about a photo or your editing technique, ask for someone to look over the photo and offer feedback.

Portraits should:

- Have direct, even lighting
- Show head, shoulders, upper torso
- Face camera head-on
- Have a neutral or smiling facial expression
- Have a simple background
    - Plain, blurred, simple scenery

Portraits should **not** be:

- Blurry or pixelated
- Overtly unprofessional (i.e. partying, from a group photo, etc.)

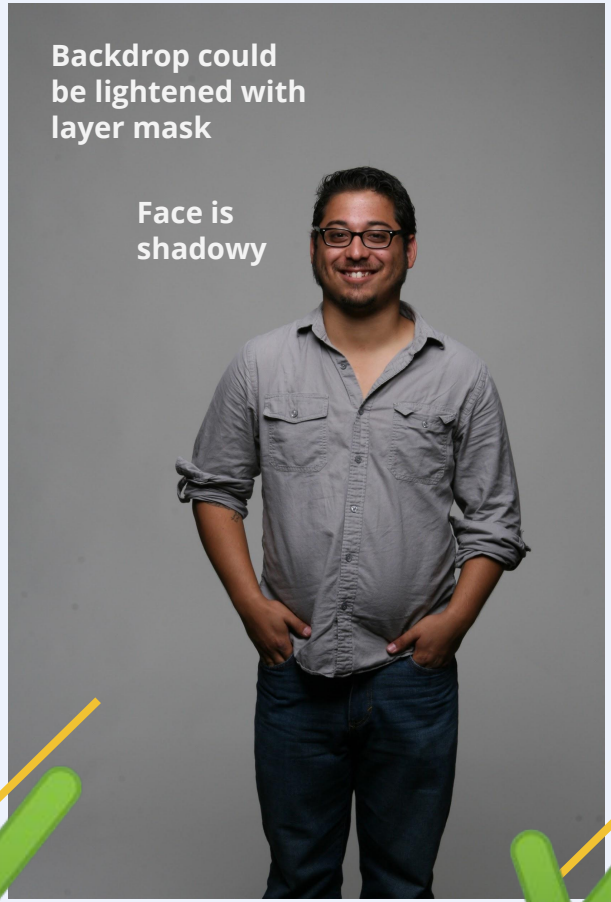
These portraits follow all guidelines and only need to be cropped.

They are well-lit, professional, and require no editing.

These portraits are nearly perfect but have uneven/dark lighting.

Edit these with Brightness/Contrast, Curves, and Color Balance tools (etc) in Photoshop. Layer masks are useful when you only need to brighten part of a photo.

<u>Remember: Your edits should always be conservative.</u>



This portrait is acceptable.

Although it is square and will not fit the 200 x 300 template, that is ok. Fit it the best you can and crop off blank space.

This portrait is acceptable.

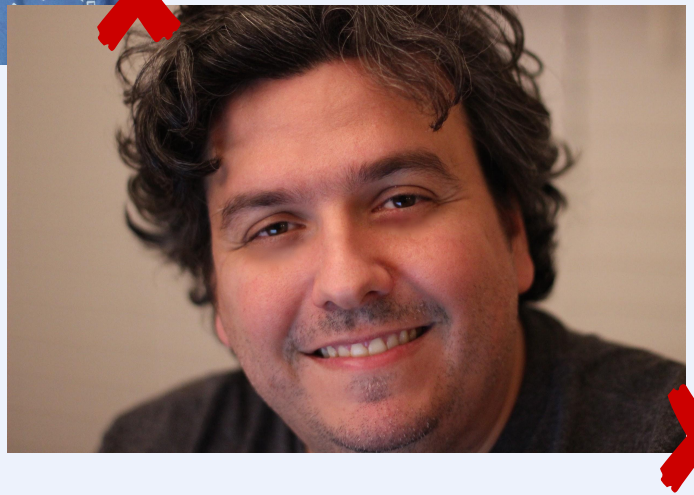
Their face is backlit but this may be fixed in Photoshop. Their pose and clothing is not strictly professional but can be mostly cropped.

Additionally, this photo is a great example of illustrating this person's area of interest (geology/geography).

These portraits will not work because their faces are too cropped.

Portraits should show all of the subject's head, shoulders, and preferably upper torso.

Please request a new photo explaining these guidelines.



These images are too small are not ideal, though could work for the 80 x 90 photo, which will then automatically replace the 200 x 300 photo.

Consider Google searching the person to see if a larger version is available online before requesting a new portrait.

This portrait is very low quality and blurry. Consider requesting a new photo.