

## IMAGERY

Each **photographer** has his or her method and expression. Nevertheless we have a few suggestions when photographing Landsbyggare. The Landsbyggare is courageous, stubborn and energetic: lives in the place of choice, is strongly driven with passion about work and life. The impression of the photos shall be calm, while also portraying the energy displayed by the Landsbyggare at work. Here are a few tips from the work of the Landsbyggare Höga Kusten photographer.

### GENERAL TIPS TO PHOTOGRAPHERS:

- **Be sensitive**, attentive. Who am I about to depict, the character and occupation?
- **Be curious**. Ask many questions and acquaint yourself with the person.
- **Presence**. Find situations and settings that reflect the person.
- **Show commitment** and interest. If you display interest you will gain the person's trust, letting him or her relax and feel among friends.
- **Take your time**. The coffee breaks are important, for conversation.
- **Aim for many different angles**. Adds interest to the shots.
- **Editing**. Enhance colours and contrasts.
- **The atmosphere** you want. Tasteful and easy.

### PHOTO AND FILMS

The **photographing** of a Landsbyggare takes place at the same time as filming, to ensure that the setting and atmosphere are the same, but also to save time for the Landsbyggare. Before filming and shooting, a script shall be set and agreed with the respective Landsbyggare.

The film maker and photographer need to agree in advance on a plan and schedule for the day, to ensure the best efficiency and results.

**Film maker, photographer and project leader** need to agree in advance to ensure that all three parties have the same impression of the Landsbyggare to be filmed.

## TIP: CREATE A MOOD BOARD

Make a **mood board** before taking shots of Landsbyggare, to make sure that you know what photos and atmosphere you are aiming for.

A **Landsbyggare** shall always be portrayed in the work environment but as an advantage also in the private setting; in many cases one major reason for opting for life as an entrepreneur in a rural area. Key words that may guide the team are passion, movement, pride, inclusion – others also want to take part, the good life in the countryside, nature, nearness, community.

**Try to capture strive**, but also warmth; drive but with quality of life; own strength yet still inclusion; light with hues of darkness.

## TIP: CAPTURE THE COMMUNITY

**Even though** most portrayals may include one single Landsbyggare, it is good if more persons are shown in some of the shots, to highlight the community spirit in the rural areas.