

Norman Rockwell Moments Portrait Photo Standards

How to choose or take your photo

Our goal is to create great artwork that you will enjoy and that respects the values portrayed in Norman Rockwell's paintings. The following standards will help you obtain the highest quality results from your photo:



✓ **Individual portraits**

We can accept only portraits of individuals. Do not send group shots or photos where the subject is a small part of the photo.

✓ **Face forward** Your subject's eyes should be level and look straight at the camera.

✓ **Framing**

Fill most of the frame with your subject from the waist or mid-chest to above the head. Allow some space around your subject for adjustments.

✓ **Lighting**

The best photos are those where the subject's face is evenly lit and the light comes from behind the photographer. Avoid dark shadows on the subject's face.

✓ **Sharp and clear**

Be sure your photo is sharp and in focus. Look for details in your subject's eyes.

✓ **Contrast**

Look for a good ratio between dark and light (not too light and not too dark). There should be enough contrast to bring out the details and dimensions of the subject's face.

✓ **Background**

Keep the attention on your subject by shooting them against a neutral background. Photos that are taken indoors, in front of a plain background, generally work best. Outdoor shots tend to have too many background distractions.

Appropriate subject matter

Submitted photos must meet certain standards regarding subject matter and appropriateness of items displayed in the photos. Photos that do not meet these criteria may be rejected as inappropriate or poor quality. Please read and understand the photo standards described below.

- Clothing may not prominently display any commercial logos such as for athletic wear. Official uniforms, such as for scouting, community athletic teams, military and fraternal organizations are encouraged.
- The display of vulgar, insensitive or offensive images or words within a photo will be rejected.

By sending us your image, you automatically acknowledge that you are the copyright owner of this image or have obtained permission from the copyright owner. Be aware that some professional photographers retain exclusive rights to their photos. Be sure you have the right to duplicate or print a photo.

Technical quality

To obtain the best possible results, please send us the highest quality digital photo you can obtain. Please do not crop or color correct your photos.

- ✓ **Please submit digital photos only** A color photo, snapshot or professional photo that has been scanned does not carry the same amount of clear information in the facial and hair features as a digital image from a good camera. For best results, we suggest using a camera that meets the following specifications:
 - Image format - .jpg
 - Resolution - 300 dpi or greater
 - File size - no
- ✓ **How to verify technical spec**
 - Right click on the photo file
 - Select "Properties"
 - View the "General" and "Summary" tabs

Evaluation

If we consider the photo unacceptable, we will request that you submit additional photos. A **\$10** non-refundable processing fee will be charged at the time you place your order. Once a photo is accepted, the processing fee will be applied to your final order. If you have further questions, contact customersupport@rockwellmoments.com

If your photo does not meet the quality standards described, we suggest you have a photo taken by a professional photographer of your choice.