

Photography Guidelines for Publications of the National Association for the Education of Young Children

The National Association for the Education of Young Children (NAEYC) is a nonprofit, membership organization serving nearly 90,000 early childhood education professionals. NAEYC offers resources for teachers, researchers, teacher educators, and others.



Young Children is the Association's bimonthly, peer-reviewed, practitioner-oriented journal. It features engaging articles about the early childhood profession's best practices. *Teaching Young Children*, NAEYC's magazine for preschool educators, provides practical, research-based, developmentally appropriate tips and strategies teachers can put to use immediately in their classrooms. NAEYC also publishes an extensive line of books, posters, brochures, and other resources.



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Photographs play a powerful role in NAEYC publications. Each photo must be technically excellent and convey an important message about the care and education of children from infancy through age 8. *Young Children* and *Teaching Young Children* use color photographs only; our other publications feature color and black-and-white images. Photographers can review past issues of *Young Children* and *Teaching Young Children* as well as recent books, brochures, and posters to see the types of photos used. The photo requirements that follow will help you select appropriate images for submission.



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Content

Settings

- Early childhood programs (e.g., child care centers, preschools, pre-K, Head Start)
- Elementary schools (kindergarten through third grade)
- Family child care homes
- Before- and after-school programs

You might consider photographing children at one of the nearly 7,000 NAEYC-accredited child development programs (listed at www.naeyc.org).

Subjects

- Adults and children birth through age 8 (third grade) representative of ethnic and cultural diversity in the U.S.
- Children with special needs (e.g., physical, visual, auditory) playing and learning with children who do not have special needs
- Teachers, family members, and other adults supporting children's play and learning
- Teachers, family members, and other adults talking and meeting together



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Children: Typically, photos are close-up action shots of children engaged in an activity. On occasion, we also need photos of children who appear unhappy or are engaged in disagreements. We rarely use images of children posing for the camera. The photographs must depict developmentally appropriate practices as described in our publications and in the position statement *Developmentally Appropriate Practice in Early Childhood Programs Serving Children from Birth through Age 8* (online at www.naeyc.org). Here are examples of what children of different ages might be doing

- **Infants:** clutching a toy, crawling, interacting and laughing with an adult, looking at a board book, going for a walk outdoors, playing peekaboo, eating finger foods, being cared for by an adult

• **Toddlers:** doing a simple puzzle, filling a container then dumping the contents, playing dress-up, riding a tricycle, scribbling or painting on paper, looking at books, putting on a coat, talking and playing with other children or adults

• **Preschool children:** making snacks, playing with sand or water, putting a doll to bed, playing house or store, painting at an easel, writing, listening to a story, reading books, pulling a friend in a wagon, building a block tower

• **School-age children:** reading, writing, playing a game, solving math or science problems, building a complex block structure, working on a craft project, performing a puppet show, talking with other children or adults

Adults: Photographs of teachers, family members, and other adults—both men and women of all ethnicities and ages—interacting with children or other adults. Here are some examples of what they might be doing (again, more examples are available at www.naeyc.org and in our publications).

- Reading a story to one or two children or to a small group
- Kneeling down to talk with a child on the child's level
- Lifting a child so the child can see something
- Participating in a family-teacher conference
- Leading or taking part in a staff meeting or staff development session
- Talking informally with other adults (for example, admiring a child's painting, reading information on a message board, discussing daily plans, interacting during drop-off time)

Note: We cannot use photos of people wearing name tags or dressed in clothing with commercial messages (e.g., a T-shirt advertising a soft drink), nor can we use photos showing unsafe, unhealthy, or inappropriate environments, activities, or teaching practices.



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Publication photo use

When photos are published in *Young Children* or *Teaching Young Children*, photographers receive a copy of the issue featuring their work. For other publications, photographers receive tearsheets of the pages in which their photos appear. The photographer is credited and retains copyright for each photo published.

In submitting photos to NAEYC, photographers assign to NAEYC the right to use the photos in current and subsequent printings of the publication in which they appear, whether in print or electronic format. When NAEYC uses a photograph in a subsequent edition of a publication (as opposed to a reprint), the photographer will be paid again for its use.

NAEYC will forward to photographers requests from other publications to use their photos. Submitting copyrighted images to NAEYC does not preclude photographers from publishing the same images elsewhere.

Tips for Nonprofessionals

Use a digital camera rated 5 megapixels or better. Be sure to use the highest quality setting when you shoot; save the images from your camera media on your computer and on a CD-ROM or DVD for submission to NAEYC.

Taking well-lit photos in early childhood school settings can be especially difficult. Here are some suggestions:

- Capitalize on natural light coming in through windows by raising shades or opening curtains.
- Use more powerful flash attachments, especially those that “bounce” the light to avoid “red eye.”
- Try to be unobtrusive and allow the children and adults to forget that you are there.
- Shoot from low positions (at the children's level).
- Take many photos but expect only a few to be “just right.”
- Focus the shot on the people in the foreground and take in less of the dark, cluttered background.
- Set F-stops at lower numbers.

Submitting photographs

Format: NAEYC accepts high-resolution images on CD-ROM or DVD in JPEG, TIF, EPS, or other standard formats. We are unable to return digital submissions, so keep a copy of your images before sending your disk. If you have not submitted images to NAEYC before, please keep your submission to under 100 photos.

Labeling: Include your name, postal address, e-mail address, phone number, and preferred copyright credit on each submission. You can write on a disk in permanent marker. Consult a technical or photographic expert if you need assistance.

Model releases: Photographers must have and keep model releases for all recognizable people in each photo (signed by all the adults who appear in the photo and by the parents or legal guardians of all the children photographed). We may ask photographers to provide copies of the model releases.

Packaging: Please package your CD-ROM or DVD carefully to ensure that disks are not damaged in transit. Protective plastic sleeves work well.

Questions and Rate Information

Please contact NAEYC's editorial office for rate information or with further questions or requests about submitting photographs for publication. Please note that payment for photos published in the journal or magazine includes subsequent use in any online features associated with that issue.

National Association for the Education
of Young Children
1313 L Street, NW, Suite 500
Washington, DC 20005-4101
editorial@naeyc.org
202-232-8777 or 800-424-2460, extensions
8849 (books and brochures), 8419 (*Young Children* and posters), 8417 (*Teaching Young Children*)