

Dayscape Image Requirements

Types of imagery

- We're looking for the kind of images that people will see during their work day and dream about getting away. Images that people might think about hanging on their walls. A little escape from their day. **Lifestyle, travel, and experience** images are our primary targets but we're open to experimenting with other content
- We're particularly looking for images **showcasing what South Australia has to offer** but also interested in broader Australian and New Zealand content
- Images might be landscapes, beaches, interesting buildings or landmarks, unique destinations, adventure or leisure activities, etc
- We generally avoid images where the primary subjects are people but if they fit into the context of the destination/location/experience it can work
- Images should be **accompanied with location information where possible**, ie town/suburb or name of destination, or some description that can give context to the image

The [SATC Photography Style Guide](#) is also a great reference for the type of images that will work.

Technical requirements

- **High resolution images** (2560px wide preferred minimum) are required given they will be used as a full page backdrop
- **Landscape orientation is preferred.** The images will be automatically cropped to fit the browser window so 4:3 or 16:9 aspect ratios generally work best. Portrait orientations can work but will usually be cropped to landscape so specific image subjects should not be too prominent
- Images should be sharp and generally avoid shallow depths-of-field
- Images should contain no visible watermarks. Every image will be attributed appropriately and can be accompanied by additional marketing material
- Note that we have taken steps to prevent basic copying of images from Dayscape but as with any webpage we cannot prevent this completely. We suggest you include copyright information within the image metadata

Marketing content requirements

We will generate marketing popups for you that are displayed when the user hovers over the image caption. Providing following will help us:

- **Marketing link.** This could be a portfolio website, Instagram handle, etc. or it could be something more specific related to the image, eg a link when the user can buy the print
- **Name,** eg personal or business name
- **Personal profile image or business logo.** We can use your Instagram or TikTok profile image if that's preferred
- An additional 3-5 low-res images that feature your work → we can use images from the same collection you supplied to Dayscape or you can supply a different set of images to showcase the breadth of your work

Socials

- From time-to-time we would like to post your images to our social media accounts. We will of course provide attribution to your own account(s)
- We would also really appreciate it if you would spread the word about Dayscape on your own accounts. This might coincide with the day your images are featured on Dayscape. We're happy to help with copy if needed.

Example images



