



# CALL FOR SUBMISSIONS

In honour of International Overdose Awareness Day, a global event held on August 31st each year to reduce the stigma of drug-related death, Twentytwenty Arts and Toronto photographer Jessica Okonski have a new way for Canadians to get involved: **'Weathered' is an overdose awareness and fundraising campaign that will be raising funds for Street Health's Overdose Prevention Site.** The campaign is asking anyone who has lost a loved one to an overdose to participate.

## WHAT IS IT?

**Weathered is a crowdsourcing digital photography campaign visually showcasing how many lives have been impacted by overdose death.**

*Weathered* is asking anyone who has lost a loved one to an overdose to participate in raising awareness by submitting photographs of their loved ones shoes (and other mementos) to be memorialized. We encourage participants to get creative with what they share and how they share it.

## WHO CAN PARTICIPATE?

**Anyone across Canada is welcome to participate.**

You can participate by submitting your own photographs, or by sharing, posting, or donating to the fundraising campaign. Awareness is a collective effort.

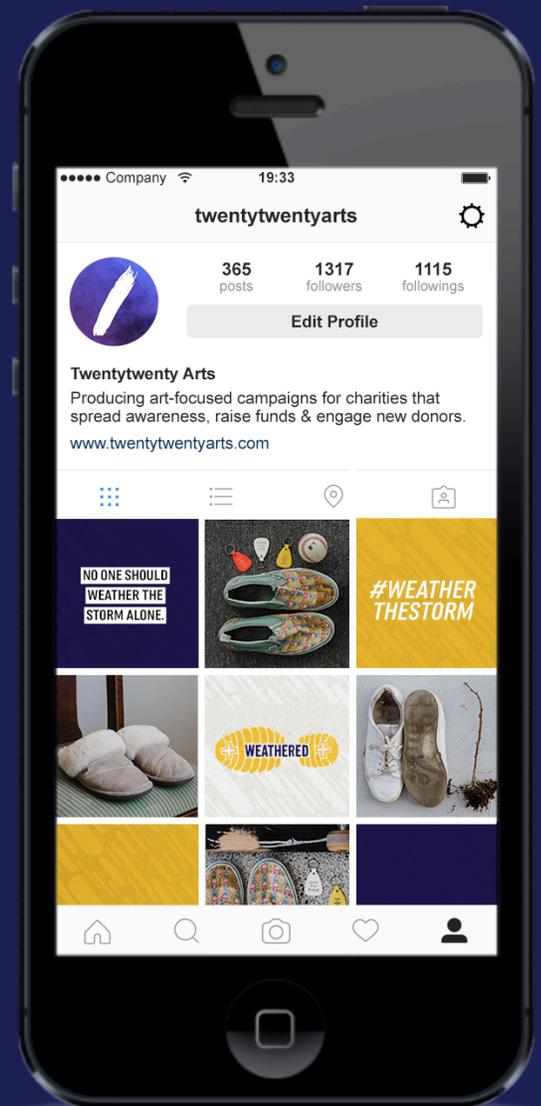
## WHEN CAN YOU SUBMIT?

**The submission window will be open for one month, from June 1st – July 6th, 2020.**

All photographs, descriptions, stories, and questions should be emailed to [stella@twentytwentyarts.com](mailto:stella@twentytwentyarts.com)

## WHERE WILL PHOTOGRAPHS BE SHOWN?

Leading up to International Overdose Awareness Day (August 31st 2020), all submitted work will be exhibited on Twentytwenty Arts and Street Health Toronto's social media channels and websites. Thanks to the generous support of Branded Cities, photographs will also be shown on screens at Dundas Square in Toronto. Additionally, select images and stories will be featured in a PR campaign.



# PHOTOGRAPHY GUIDE

This guide is meant for participants interested in submitting a photograph to ***Weathered***, which is raising awareness for overdose death on Overdose Awareness Day (August 31st, 2020) and funds for **Street Health's Overdose Prevention Site**. We understand that everyone has varying levels of photographic skill, and hope that this guide will help you create memorialized photographs related to your loved ones that you will proud to share.



## SUBJECT

### OBJECTS

Objects can tell an entire story, and how you put them together (*figures 1 & 3*) can give the viewer a sense of who your loved one was and what they were like.

Please include shoes as the primary imagery (if at all possible). You can also consider including: photographs, mementos, favorite items, jewellery, and trinkets. Anything that brings up a memory can be added to the image.

### BACKGROUND

Plain backgrounds work well with this photography style because they let the objects take center stage. White or black boards, a clean tiled or wooden floor, or outside on a balcony or driveway.



## LIGHTING



figure 1

### SHOOTING INSIDE

Turn off all the lights. Natural light (*figure 1*) will give you the best results, so use windows and turn off any and all ambient lighting in the room as it will add background noise. You can set a chair near a window or find a patch of light on the floor.

### SHOOTING OUTSIDE

If you are able to shoot outside (*figure 2*), shoot early in the morning or late in the afternoon when the sun is no longer right overhead. This will soften the light and ensure a sharp image with minimal contrast.



figure 2



## COMPOSITION

### RULE OF THIRDS

Whether using a camera or a smart phone, go to camera > settings > and turn on a grid. This will help you compose your image according to the rule of thirds (*figure 3*). This rule states that dividing an image using a 3x3 grid and placing objects along the intersections will create more visual interest.



figure 3

### BIRDS EYE VIEW

I suggest shooting in a bird's eye view/lay-flat style (*figure 4*), which means arranging all of your items on the ground and shooting from straight overhead. This will allow you to see as many objects as possible.



figure 4



## OTHER TIPS

### GET CREATIVE

Move items around and try a few different versions, either neatly or scattered around your main item.

### DON'T

Use flash, zoom, or photo filters.

### INCLUDE YOURSELF

If you are working with only one item/memento, consider photographing from overhead while someone is holding it. Hands in the frame can bring your object to life.

### QUALITY

Save the image as a jpeg at the largest file setting. On an Android, go to camera > settings > front picture size > choose largest possible option. On an iPhone, go to settings > camera > formats > choose most compatible.