IDEA: FIND YOUR OWN RYTHYM

The South West follows its own rhythm. Just as a rhythm can't be expressed through one beat, the region can't be summed up by one destination or experience.

The rhythm of the South West is the sum of the parts. To showcase the rhythm we must demonstrate the range and the varying tempo of the true South West experience.

These can be portrayed through the diverse landscape, dramatic coasts, rich culture, historical legends and myths that the region offers visitors.
Plunge into Emerald Waters

Find your own RHYTHM at southwesternengland.com

Zip through ancient forests

Find your own RHYTHM at southwesternengland.com

Soak up history

Find your own RHYTHM at southwesternengland.com

Party till the sun comes up

Find your own RHYTHM at southwesternengland.com
PEOPLE

People are integral to the idea. They allow us to emphasise the rhythm of the location. Whether it’s rambling through a picturesque village or jumping off a cliff they should add to the story rather than dominate it.

They should look natural, not posed or styled. They are always engaged in their particular activity unaware of the camera. They should never get in the way of the beauty or drama of the situation. They can be used passively and actively.

SEE EXAMPLES.
EXAMPLES:
PEOPLE AS LANDSCAPE - ACTIVE
PLACES

The locations should look dramatic and impactful. A good mixture of well known and lesser known places.
COMPOSITION + FORMATS

All images need to work in both portrait & landscape formats, and will be used for various media spaces, from web banners to 48 sheets. Please supply accordingly.

Please give the images space to breathe and leave a clear area for the headline.
LIGHTING

Images look better when there is more dramatic light. During the day try to shoot during magic hour (early morning or later in the day) when the shadows are long and light is soft.