

Imagery and Representation

AMSODE images show people, communities and activities in their context. Every publication must balance the relevance of the story with dignity, consent and protection.

6.1 · Six AMSODE photographic references

The French guidelines contain six photographs supplied by AMSODE. The public previews are deliberately anonymised; this guide does not make the original photographs publicly available. The six editorial categories are:

1. Activities with communities.
2. Support provided in a healthcare setting.
3. Dialogue and awareness-raising.
4. An exchange with a female community member.
5. Field monitoring and documentation.
6. Collective activities and distributions.

Use an original image only after verifying that publication is authorised and appropriate to the context. An anonymised preview is not permission to publish the original.

6.2 · Authentic, contextualised and people-centred photography

A photograph should complement the information without staging a person or attributing undocumented results to them.

- **Show the action.** Prefer real activities, natural interactions and gestures, with enough context to understand the situation.
- **Preserve dignity.** Avoid humiliating poses, sensationalism and images that reduce a person to their vulnerability.
- **Tell the story accurately.** Provide factual captions with verified activity, location and date, appropriate context and photographic credit.
- **Respect the composition.** Preserve the image's proportions and an uncluttered area for the official logo and caption, without hiding the subject.

- **Combine image, context and identification.** The title identifies the topic, the caption records what has been documented and the official AMSODE logo identifies the organisation without altering the photograph.

6.3 · Recommended and unsuitable uses

The compositions shown in the reference guidelines are educational layout examples; they do not judge the people photographed.

Recommended: show people actively participating, explain the activity and preserve natural framing and context.

Avoid: images taken without the applicable permission, the exposure of sensitive situations and cropping or captions that misrepresent what happened.

6.4 · Check consent before publication

The supplied consent form is the documentary starting point. It covers the capture of images, audio and text; communication uses; possible sharing with partners; withdrawal; and the signature of a parent or guardian for children, as applicable.

1. **Inform:** explain the recording, its purpose, the intended publication media and any possible sharing.
2. **Obtain consent:** secure the permission required by the circumstances and AMSODE safeguarding procedures; check the parent or guardian's signature for a child when required.
3. **Verify:** confirm the scope of permission, photographic credit, the person's safety and any project or donor requirements.
4. **Store records and respect choices:** retain evidence in a protected internal location and handle withdrawal requests under the applicable commitments.

Official organisation name for consent documentation: Action Multisectorielle pour la Solidarité et le Développement.

6.5 · Safeguarding takes precedence over visibility

Permission from a parent or guardian may be necessary under AMSODE procedures, but it never replaces a risk assessment of the image, context, identity, location and potential circulation.

- **Check permission:** verify the applicable authorisation and internal safeguarding procedure before taking or releasing an image.
- **Protect identity:** do not unnecessarily associate a photograph with a full name, address, school or sensitive personal circumstances.
- **Choose safe framing:** where the risk warrants it, use non-identifying framing or refrain from publication.
- **Reassess before sharing:** also check captions, location data, metadata and the possibility of republication by partners.

6.6 · Success Stories: a faithful account of people's experiences

The AMSODE story template structures narratives around the context, intervention, observed results, future perspectives and illustrations. Testimonies and results must be verifiable and authorised.

Element	Editorial requirement
Title and context	Accurate title, objective, duration and verified project location.
Initial situation	Respectful account of the person or community, where publication is authorised.
Intervention	Actions taken, actors involved and means used.
Observed results	Documented changes, relevant period and explicit source.
Testimony and outlook	Exact quotations used with permission, future perspectives and the story's limits.
Illustrations	Approved photographs, videos, captions and credits.

These rules apply across AMSODE correspondence, reports, posters, textiles, banners and roll-up displays.