

THE DISABILITY COLLECTION

Concepts : Dignity, inclusion, independence, empowerment, leadership, confidence, pride, community, success, partnership, authenticity, power, mobility, diversity

Brief: There are approximately 1.3 billion people with disabilities in the world, yet people with disabilities are vastly underrepresented in the media/stock photography, and when they are portrayed, the images contain stereotypes that perpetuate myths.

This project invites you to portray disability as a natural part of someone's identity, instead of disability as something that needs to be "cured," "fixed" or overcome.

Disability is inter-sectional so intentionally include representation across ethnicity, class, age, sexual orientation, gender identification, religion and culture. Empower and feature all traditionally underrepresented voices. Break stereotypes of every kind.

This collection depicts disability as **CONNECTED, DYNAMIC, DIGNIFIED, DIVERSE, EMOTIONAL, EVERYDAY, AUTHENTIC and HUMAN.**



BRIEF : THE EVERYDAY

Capture the number, breadth and diversity of people with disabilities in everyday moments.

Think: Day-to-day lives of people with disabilities. Showcase people with disabilities performing a wide variety of everyday activities - Depict everyday life first, disability second

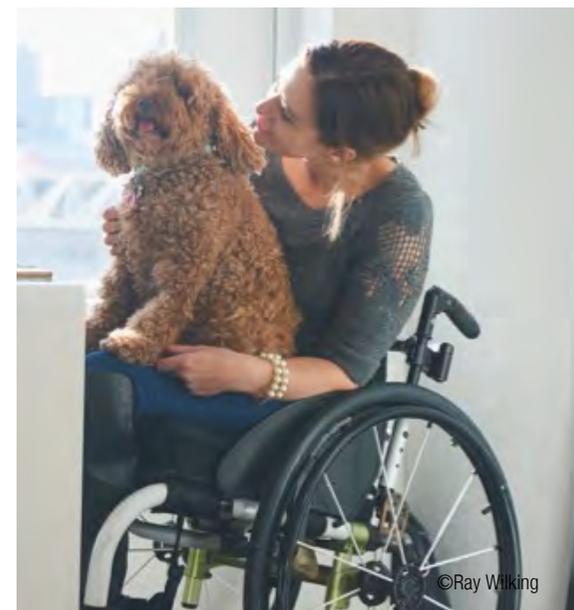
Emotions - Every human being has the right to feel. Showcase people with disabilities reflecting the range of human emotions in a way that is dignified.



BRIEF : THE EVERYDAY

Key Moments:

- Texting
- Taking selfies
- Using a mobile phone or laptop computer on a couch
- Commuting
- Celebrations
- Shopping (grocery, clothing, etc.)
- Cooking
- Paying bills
- Traveling on business and vacation
- Site-seeing
- Attending sporting events
- Swimming or getting in a pool
- Getting dressed, and dressed up!
- Putting on makeup and grooming
- Doing laundry
- Taking care of kids and pets
- Helping siblings
- Driving
- Going to school, work, worship, play, etc.
- Deaf people signing as everyday communication
- Outdoors – Show people in everyday outdoor settings



BRIEF : RELATIONSHIPS

Expand our content of people with disabilities by representing their relationships.

Think: Husbands, wives, and partners, parents with children, siblings, extended families (grandparents and aunts/uncles), friendship, work colleagues, clubs, teams and associations.

Breadth of Relationships: Relationships between people with disabilities and non-disabled individuals, showcasing people with disabilities as autonomous and equals in partnerships or in groups of friends.

Show: Relationships between people with disabilities and non-disabled individuals showcasing people with disabilities as autonomous and equals in partnerships and in groups of friends.

Personal Care Assistants (PCAs) - some people with disabilities have full-time or part-time personal assistants to support them with “activities of daily living”. It’s important to represent PCAs as equal and dignified, while balancing bodily autonomy for the individual with a disability.

Pets - Relationships with pets can be as strong or stronger than those with people.



BRIEF : RELATIONSHIPS

Key Moments:

Dating- Capture all moments out and about, experiencing a night on the town, or a quiet meal in.

Intimacy - It's important to dispel the perception that people with disabilities aren't sexual beings. Romantic images that are classy and relatable. Show people with disabilities falling in love, holding hands, getting married, pregnancy, having babies. Show intimacy and sensuality.

Maternity - Show the beauty and strength of female bodies of all kind to show that people with disabilities are parents and caregivers.

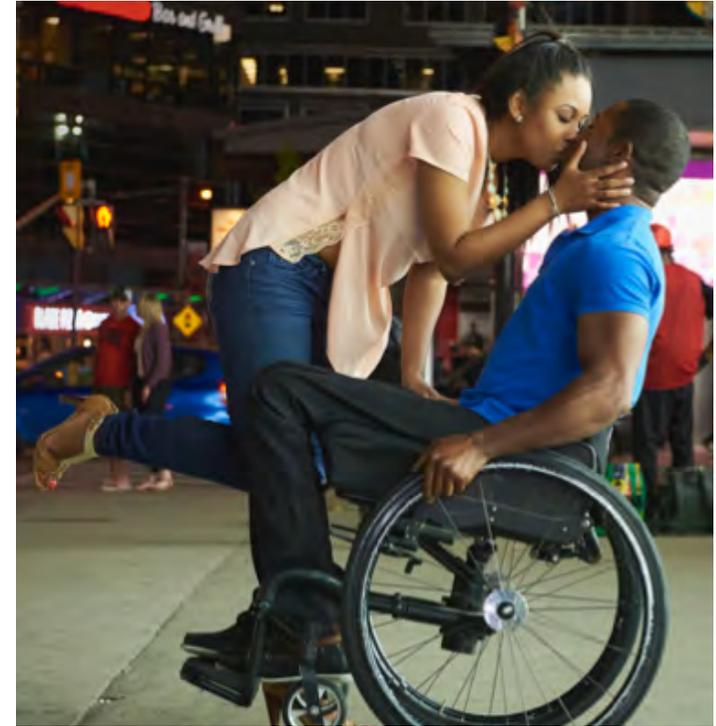
Taking selfies - Being goofy. Families have fun, too.

Vacations - Everyone relates to travel and exploration with friends and family.

Meals - From a bowl of cereal to Thanksgiving to a formal restaurant, meals are often central to our social lives.

Coffee - Who doesn't ask a friend to a cup of coffee, even if they don't drink coffee?

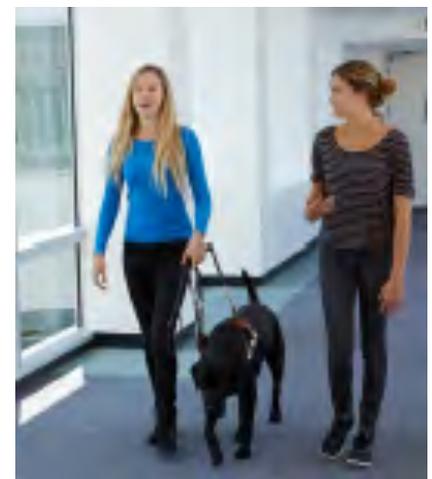
Picnic - Romantic picnic in an outdoor setting



BRIEF : BUSINESS & LEADERSHIP

Meet the challenge of portraying people with disabilities in a range of as productive, capable and engaged roles in the workforce. Depict individuals at work – in positions of power and authority to break stereotypes.

Think: Represent people with disability in leadership roles Capture the use of modern technology using assistive technology accommodations including but not limited to screen readers, assistive alternative switches, large print keyboards, Refreshable Braille Display, speech to text transcription, head mouse trackers, captions, and more.



BRIEF : BUSINESS & LEADERSHIP

Key Moments:

Leadership - Represent people with disabilities in high-level public-facing roles as CEOs or senior level management in business, public policy, entertainment, healthcare, law, education, etc. In group situations where a power dynamic is displayed, consider portraying the person with disability in a leading role (boss, mentor) vs always the one being "helped."

Meetings - Immersive and interactive, sleek and modern, inviting and engaging, confident, and showing the real day-to-day, including use of accessible technology for virtual meetings.

Presentations - Both virtual and in person, including large and small groups

Collaborations/small workgroups - Showcase people with disabilities contributing, participating, and working collaboratively with their peers

Customer Service - People with disabilities delivering a service rather than receiving it. Avoid stereotypes of menial labor.

Small Business - People with disabilities are entrepreneurs and own or work in successful small businesses.

Working with Technology in a way that is authentic. People who are blind or low vision respond to emails using assistive technology called screen readers or using large print keyboards, people who are Deaf video conference using sign language and use captions with video, and people who have mobility disabilities might hit 'send' using alternative switch keys.

Mentorship and Social Interactions - show people with disabilities giving mentorship and advice.

Disabled Veterans - recognize military service by including representation of disabled veterans in the workforce.

Emergency Services - Working in emergencies and disasters, instead of always being rescued.



BRIEF : TRAVEL & TRANSPORTATION

Represent the huge increase of accessible travel for pleasure and business. By providing more visibility to accommodations, our photographs send a message that we want and expect all public and private forms of transportation to be accessible. This isn't just for wheelchair users, it's for skateboarders, strollers, rolling luggage and all forms of mobility.

Think:

Personal transportation - From crutches to scooters to electronic power wheelchairs to personal transporters, there are now innumerable ways to move around.

Public transportation and mobility - buses, trains, trams, shuttles, vans, elevators, ramps lifts. This should not be difficult to find since this is a federal requirement. Ask your subjects with disabilities to recommend accessible locations.

Public spaces - theme parks, movie theaters, libraries, music halls, sports venues, restaurants, cafes, etc.

Highlight the power of assistive technology in empowering people with disabilities to travel and live independent lives.

Key Moments:

- Commuting to work on public transportation
- Singing in the car
- Picking up your kids from school
- Flying in a plane
- Entering an accessible shop
- Riding a bike
- Calling a cab or rideshare



BRIEF : RECREATION

Often times people with disabilities are portrayed as “overcoming” challenges to achieve athletic accomplishments. We invite you to capture images that focus on enjoyment and leisure, showing people with disabilities enjoying everyday outdoor and recreational activities.

Think: Inclusive and adaptive sports. Diverse and non conventional representations of fitness and wellness that show activity and enjoyment. We want to see sports from every angle -whether it is training, competition, victory, loss, solo, in teams and everything in between.

Adaptive Fitness Equipment - not every person with a disability is the same, but showcase the diversity of equipment, whether it's gripping gloves, adaptive cross trainers, railings, or pool lifts.

Disabled veterans - Recognizing the importance of sport in rehabilitation, wounded warriors and disabled veterans participate in a wide variety of activities, including scuba diving, kayaking, horseback riding and much more



BRIEF : RECREATION

Key Moments:

Picnics in the park

Spa and relaxation, yoga and meditation

Swimming, snorkeling, kayaking

Camping, fishing, boating, hiking

Skiing

Surfing

Cycling

Painting

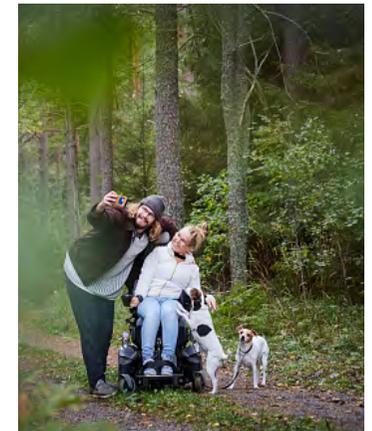
Playing video games

Dancing in classes and dancing with partners in social settings

Equestrian, horseback riding

Team sports (basketball, tennis, goalball, soccer, hockey, sitting volleyball)

Visit to a theme park



BEST PRACTICES WHEN REPRESENTING PEOPLE WITH DISABILITIES

Inclusion - More often than not, the subject is with friends, family, coworkers, or in public. Include people with disabilities in the fabric of group shots.

Authentic - Always use people with disabilities to represent people with disabilities.

Dignity - The images represent the subject in a respectful way. Camera angles on the same eye level or below are recommended (vs. “looking down” on someone with a disability).

Diversity - Subjects span a diverse range of ages, genders, social classes, ethnicities, etc.

Community - Show breadth and intersectionality, young/old, people with and without disabilities

Acceptance - Include more about gender; images of disability & queer, bi, transgender

Humanize - Show a whole person in an image rather than only an assistive device prosthetic limb, assistive technology, or other accommodation. Show their passions, values, interests, contributions and curiosities. Bring their whole self to the photo.

Authentic Emotion - Positively represent all aspects of emotion.

Spectrum - Capture a variety of people that have similar disabilities. Not everyone with a particular disability acts or appears in the same way. **Everyday** - Show the subject doing the full spectrum of everyday activities successfully. Show people in real environments. Everyday situation images need to appear to be candid, capturing a real moment and how the subjects would naturally interact.

Functional - The subject is doing something useful, fun, interesting, creative, important, etc.

Assistive Technology - Show people with disabilities successfully using a wide range of assistive technologies and accessibility accommodations.

QUESTIONS TO CONSIDER WHEN FRAMING THE SHOT:

- Is the setting modern and authentic?
- Is the image empowering? (dignified, positive)
- Is the person diverse? (age, ethnicity, gender identification, disability type). Show breadth and intersectionality, young/old, people with and without disabilities.
- Does the setting show inclusion, interdependence or independence?
- Show people with disabilities in everyday jobs and careers. Show what people with disabilities can do.
- Does the image humanize the person?
- Include the full body, rather than just the portion that is connected to the disability.

ON SITE AND ON SET:

AVOID:

- Non-disabled models pretending to be a person with disabilities
- Overly posed photographs
- Outdated settings, technology and clothing
- Portrayal of people with disabilities as any of the following stereotypes: “inspiration,” “victim,” “villain,” “overcoming,” “pitiful,” “laughable,” or “superhero”
- Highlighting disability instead of the whole person
- Cropping out the face of an individual
- Cropped images that put focus only on a prosthetic limb, Assistive Technology, or other accommodation - this inadvertently objectifies people with disabilities
- Never tokenize, exoticize, or fetishize.



AVOID Portrays disability as something to be “overcome” Like other marginalized diversity groups, the personal experience is celebrated through a civil rights/social justice lens. To portray disability as “overcome” would erase that fundamental aspect of their identity.



AVOID Erases the face of the individual, focusing on the outdated assistive device



AVOID Non-disabled models to portray people with disabilities

ON SITE AND ON SET:

Accessibility Accommodations - Ask in advance, and plan for accommodations that may be needed to get to and from a site and while on set. These accommodations can range from paths of travel from the parking lot, or public transit stop, ramps, scent-free zones, sign language interpreters, Braille on elevators, or visual timetables.

Wheelchair accessible location - Make sure your shoot location is wheelchair accessible including parking, path of travel, elevators, restrooms and dressing rooms.

Energy Cycles – Please plan shoot schedule in advance and in collaboration with models and crew who have disabilities. Some times of day might be better to shoot than others, and some people may require specific breaks so the schedule should be planned accordingly.

Poses - Let the person with a disability take the lead on poses that are natural for them, as you would with other models - they are the experts on their disability experience.

Assistive Technology - Persons with a disability should be comfortable with the assistive technologies or accommodations they are shown with or are using. It is best for them to bring their own assistive technology (for example electronic devices)

Service Animals - Some people with various disabilities use service animals, like Guide Dogs - it is important not to “pet” or interact with the the animal who is working. Often times Service animals wear a “vest.” If the service animal is in the photograph, defer to the owner on how the animal is dressed and identified.

DISABILITY CATEGORIES AND GUIDELINES

BLIND, LOW VISION

The best way to spot the difference between a staged actor and a real person with a disability is how a white cane is being held. It is used as a “feeler” not for support when standing or walking.

Only 10% of people who are blind read Braille. If you’re featuring the subject reading Braille, highlight electronic Braille devices like refreshable Braille displays that are sleek and modern.

There are far more people with a visual disabilities than who are blind. Visual disabilities can include but are not limited to loss of color perception, visual acuity, central vision, peripheral vision, and light sensitivity.

Use sound or your voice to orient the model to camera placement.

DEAF, DEAF-BLIND, HARD OF HEARING

Identifying as part of the larger Deaf community or being a person who is Deaf appears differently depending on the individual. For those who use American Sign Language (in the US) as their native language and identify with Deaf culture always capitalize the D in Deaf, even if in the middle of a sentence. They are culturally Deaf.

Some may use a hearing aid, cochlear implant, or have no visible indicator. Authentic casting will showcase the spectrum.

Some people who are Deaf, communicate using sign language, but the bridge between the Deaf/Deaf-Blind/Hard of Hearing community and those who can hear is often navigated through lip-reading, handwritten words, and technology such as personal sound amplification products (PSAPs), assisted listening devices, mobile phone text and messaging apps, refreshable Braille display, and software that transcribe speech to text. Showcase the variety of different techniques for communication in a way that is authentic to the situation.

Plan ahead and ask in advance if your models or crew need a sign language interpreter or any other accessibility accommodations to support communication. Some models may need a sign language interpreter. On set speak to the person directly, not to the interpreter.

COGNITIVE INTELLECTUAL AND DEVELOPMENTAL DISABILITIES

Portray people with cognitive, intellectual and developmental disabilities as dignified, engaged, independent and included in the everyday activities.

Cognitive, intellectual and developmental disabilities can be visible and invisible (non-apparent). Portray people in a range of settings.

Portray a wide diversity of people with cognitive, intellectual and developmental disabilities including Down syndrome, Intellectual Disabilities, Autism, Learning Disabilities, Attention Deficit Hyperactivity Disorder (ADHD), and more to represent the entire spectrum of neurodiversity.

If someone is non-verbal, they might rely on high-tech or low-tech speech devices for communication. This ranges from symbol-based communication boards, sign language, Augmentative and Alternative Communication (AAC) devices, etc.

When working with Autistic individuals or models with sensory processing disorders, be mindful of flash photography and ask before touching the model during hair, make-up or shoot. Use as much natural light as possible without fluorescent. Also no strobe lights for Autistic and those with epilepsy.

MOBILITY DISABILITIES

Showcase modern and contemporary wheelchairs.

Some people are part-time and full-time wheelchair users, others use a variety of mobility devices like canes, walkers, crutches, scooters, and electric wheelchair lifts.

Mobility disabilities also include loss of strength, dexterity, and range of motion, changing how a person sits, stands, moves, grips and uses levers, buttons, handles and other types of controls.

For extended conversations, pull up a chair and talk at eye level with a person using a wheelchair or powerchair.

Ensure bodily autonomy by making sure people aren't pushing or leaning on the wheelchair. A mobility device is part of a personal space. People are "wheelchair users", not "wheelchair bound" or "confined to a wheelchair."

ADDITIONAL RESOURCES

For more comprehensive etiquette guidance and recommendations for effective communications, please visit the Job Accommodation Network <https://askjan.org/topics/disetiqa.htm>

For guidance on language best practices for speaking and writing about disability, please refer to the National Center on Disability and Journalism's Disability Language Style Guide <http://ncdj.org/style-guide/>

For additional resources regarding disabled veterans, consider Disabled American Veterans - www.dav.org Also, if you suspect a veteran is in need, please refer individuals as appropriate to the Veterans Crisis Line - <https://www.veteranscrisisline.net/>

To learn more visit the National Disability Leadership Alliance <http://www.disabilityleadership.org/>