



METRO PHOENIX ECOFLORA PROJECT

Making Great Observations

Great observations are easier to identify and more likely to be promoted to research grade, making them a more effective contribution to conservation efforts. Research grade observations can be shared with GBIF (Global Biodiversity Information Facility), making biodiversity data available to a greater amount of people.

Tips for making great observations:

- **Submit only original observations, with photos you have taken**
- **Quality Photos:**
 - Be sure images are in focus
 - Be mindful of lighting. The subject should be easy to see
 - Crop in on photos to show what is being observed
 - Subject should fill the frame
- **Create a Sense of Scale**
 - Place something in the photo, like a hand or a pencil





- **Take Multiple Photos**

- Vary angles and use different point of view
- A hand lens can be used to take “macro” shots
- When observing plant life: take photos of leaves, stems, flowers, distinguishing characteristics and the overall plant

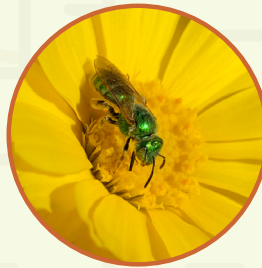


- **Capture Details**

- The more photos and description the better
- If possible, include this information in the observation notes:
 - Wild or captive/cultivated
 - Invasive or native
 - Phenology
 - Sex
 - Habitat
 - Population estimate at location of observation

- **Separate Observations**

- For example: If there is a bee on a flower, an observation should be made for the bee and for the flower



- **Location Services**

- If you choose to have location services turned off, please note the following and add manually:
 - Approximate location (Coordinates are most helpful)
 - Day/time