

PHOTOGRAPHY

Standards

a guide to photography at John Carroll University

Photography is one of our most widely used and influential brand assets.

Whether pulling from the photo library, requesting a photo shoot or utilizing stock images, the use of professional and well crafted photos is critical to building and maintaining a consistent and authentic brand.

Initiating a Photoshoot Request

Professional photography should be planned as far in advance as possible, with the preference being at least two weeks prior to the event. Integrated Marketing and Communications maintains a list of approved professional photographers who are familiar with our brand standards. In addition, IMC employs a staff of student photographers who assist with smaller campus events at a lower hourly rate.

Photos used in printed materials should relate directly to the content and not be chosen simply because they are beautiful or scenic. A building shot, for example, should be reserved primarily for use by programs, departments and events held in that location. We encourage departments to communicate their needs to the professional photographers they hire, while keeping in mind that the reason to hire a professional is to allow them to interpret the subject and environment with their trained eye.

Responsibilities + Expectations | IMC Photography Coordinator

The responsibilities of the IMC photography coordinator include:

- Coordinating and scheduling approved photographer
- Communicating expectations of photoshoot to project initiator

Responsibilities + Expectations | Project Initiator

The responsibilities of the initiator include:

- Provide date, time(s), and location(s)
- Provide a detailed shot list to IMC prior to photoshoot
- Secure release/consent forms from all participants and provide to IMC
- Coordinate with other campus offices and departments as needed
- Coordinate meeting times, locations and photo policies to all parties (subject, photographer, etc).
- Coordinate access to classrooms by gaining permissions from the appropriate faculty or staff members

Considerations

With the growing print and digital imagery needs for campus or location-based photography, not all requests can be met by Integrated Marketing and Communications at all times. There are a number of reasons that IMC may not be able to accommodate photo shoot requests:

- **Time + Staff Conflicts:** Time may have been previously booked for other client photo shoots, sometimes off campus.
- **Lack of Advance Notice:** There may be insufficient time to plan or execute a late or last-minute request. (exceptions must be made to the VP of Marketing)
- **Non-Strategic Scope of Work:** The photo shoot request may fall outside the parameters of being in line with the University's strategic goals and priorities.

Please note:

All photoshoots scheduled will require a shotlist provided to IMC prior to your event.

Photoshoot Management (advance approval required)

IMC can offer assistance with photoshoot management, art direction and shot list assistance but must obtain prior approval with the VP of Marketing prior to the event.

- Assist with identifying students, faculty and staff
- Provide a detailed shot list prior to event
- Provide on-site art direction and style recommendations
- Obtain all necessary release forms from participants

Permissions

Obtaining proper permissions when taking and using photographs is crucial, for legal and privacy reasons. This includes:

- Always obtaining signed consent forms from people being photographed.
- Informing people being photographed on how images may be used.
- Secure appropriate usage rights for photography before using it.
- Using photography in its proper context and not misrepresenting the subjects.

Photo + Video Consent Release Form

Any university unit requesting photography through IMC for a school-related function MUST secure a signed photo and video consent release form from all individuals who will be photographed.

If any participants are under the age of 18, release forms must be signed by the parents or legal guardians and secured before any photography can take place.

To obtain a copy of the approved release form, please contact IMC at **photo@jcu.edu**. You may download a copy of the release from on **sites.jcu.edu/imc**.

Deliverables + Photo Library (Flight)

Following your event (3-5 days) you will receive an email from IMC or the photographer with a link to access and download your final files.

Photos taken by any JCU unit are available to lead university marketers through the Flight website. The following should be considered when using photos available through Flight. Photos found on Flight are considered approved for campus use and are available upon request through IMC.

Lead marketers from each campus unit may request access to Flight by emailing **photo@jcu.edu**.

Photo Orientation Standards

All photography requires a combination of both horizontal and vertical oriented shots on all shoots to allow for use across a variety of mediums (print, web, email, social).

General Style Guidelines *For Photographer or Art Director*

The following elements should be taken into account:

- Choose photos with a unique angle. Don't shoot everything from eye-level, and try changing your perspective. Example: kneel down or stand on a chair to shoot your subject.
- Images should have a visually pleasing composition and composed in a way that allows our creative team to crop in multiple ways in post production.
- Focus on dynamic lighting
- Photos should be participatory in nature, as if the viewer is experiencing the event first-hand
- Photos should be action-oriented and not appear overly staged
- Photos often are more interesting when subjects aren't centered. Frame subject left or right of camera.

Photo Composition

Diversity

- Always try to obtain a diverse group of participants when possible. For example, participant mix of genders, race, ethnicity, faith backgrounds, and body types.

Portraits + Head Shots

- Always get a full body portrait and a cropped frame to include both shoulders.
- Subject should be smiling (eyes and teeth)
- Try to capture photos of people in natural light. Spend time with the subject to capture their personality.

Labratories + Classrooms

All safety procedures must be followed in laboratory or research photos. Lab coats, gloves, goggles, etc. must be worn properly. Work with the instructors and staff to identify the most dynamic part of their research and capture images that set their work apart from that of others.

Residence Halls

When photographing students in the residence halls be sure that all items are clean and organized. Eliminate any clutter that can be distracting from the subject and/or offensive.

Events + Lectures

Explore various angles or a point of view most people won't have of the event. Avoid large shots of people milling around a room. Make sure speakers and important people are in focus and look presentable. Avoid "talking heads".

Group Shots

- Photos should try and capture subjects are speaking or performing tasks they would normally be doing in that particular environment (i.e. Science students working in lab).
- Ideally most shots will have one or two people looking and smiling at camera while the others in the group are engaged in the activity.
- Having the subject look near but not directly at the camera (as if they are looking at someone) creates a more natural appearance.

Style Considerations

AUTHENTICITY + NATURAL LIGHT



Whenever possible, capture people with genuine expressions. Authenticity is also important and can be achieved by using as much natural light as possible. In dark environments where artificial light is necessary, try to mimic natural light by bouncing light indirectly. When capturing someone at work, shadow the subject and capture authentic moments that feel real.

SYMMETRY + DEPTH OF FIELD



It is important to understand that the JCU photo library is designed to work across the entire brand. Balanced compositions with symmetrical qualities allow different types of photography to work and complement one another. A concentrated mix of depth of field that focuses on the subject is also a key style element of the JCU brand.

CONNECTION + ENVIRONMENT



It is critical to focus on the subject matter and allow ample areas where the eye can rest to help balance compositions. Focus on developing a connection between the subject and the audience. Try to bring out the personality of the subject and provide context of subject and environment.

Original vs. Stock Photography

JCU IMAGERY - EMOTION



STOCK IMAGERY - EMOTION



When selecting emotion-based stock imagery, follow the same criteria as original JCU photography. Make sure it feels authentic, genuine and focuses on a moment.

JCU IMAGERY - ENVIRONMENT



STOCK IMAGERY - ENVIRONMENT



When selecting stock imagery, make sure it can co-exist seamlessly alongside original JCU photography without feeling “out of place”. Environment-based stock imagery may be necessary to utilize when telling a story where non-JCU imagery may be needed. City views, technology stills or compositionally engaging shots of environments can support and even elevate existing photography.

**Photography tells our story.
It supports and reinforces
our University brand visuals
and messaging.**

PHOTOGRAPHY

Our photographic style is largely photojournalistic and generally falls into one of four categories—

Learning

Highlights our dynamic learning experience and the interaction between staff and students within an academic environment.

Connection

Captures authentic relationships, candid moments, and organic activities. Capture why John Carroll University is a belong where you belong.

Environment

Showcases the energy of our beautiful campus, vibrancy of Greater Cleveland, and the diversity of our University community.

Portraits

Brings out the personality and style of our storytellers.

Characteristics of our photographic style:

- | | |
|----------|-----------|
| Bright | Relatable |
| Upbeat | Candid |
| Positive | Engaging |
| Warm | Authentic |

LEARNING

used to showcase dynamic learning and the interaction between faculty, staff, and students in our academic environment. The goal is help our audience imagine themselves at John Carroll University.



CONNECTION

used to convey our voice in a “in the moment” way. The goal is to capture authentic relationships, candid events and activities, and a uniquely John Carroll experience that evokes a friendly and inviting community.

Emotion-based imagery possesses an intimate quality. Each captures a moment in time, ripe with feelings ranging from happiness to intensity. Focused deeply on the person or persons, emotion-based imagery should be direct and powerful. It should create a connection to the subject matter and be strong enough to stand alone.



ENVIRONMENT

used to showcase our beautiful campus through both exterior and interior compositions highlighting architecture found throughout our academic classrooms, student centers, and open spaces. The goal is to help our audience imagine themselves at John Carroll University.

Environment-based imagery evokes a sense of destination. Each photograph provides context for the sense that JCU is a place where you belong.



PORTRAITS

portrait photography helps tell a more personal story and brings members of the John Carroll community to the forefront. Photography should be very detailed to paint a richer and more lively picture of the university.



General Guidelines

For participants (students, faculty, staff, parents)

The following elements should be taken into account:

- Think about your choice of clothes prior to the scheduled shoot. Profile shots will involve your appearance from head to toe, so outfits should be planned accordingly.
- If this is a lab shoot, wear proper attire and follow safety procedures at all times
- Do not wear unusual or loud patterns for the shoot. Solid color tops are preferred.
- Do not wear hats, flowers, buttons, large jewelry, sunglasses or otherwise distracting objects.
- Do not wear clothing that represents another university, competing entity or features prominent logos other than John Carroll University



Use real people

Highlight the real students, faculty, and staff at John Carroll in their natural environments. Only use stock photography when necessary.

Be Authentic

Capture “in the moment” photos to create a sense of emotion and authenticity with the audience. Avoid staged when possible.

Keep it light

Use natural lighting when possible and avoid shadows or dark scenes.

Depth of Field

Experiment with shallow and deep depths of field. Focus on a particular subject in foreground or backgrounds. Avoid too clutter or complexities.

QUESTIONS?

This guide is a tool that provides a consistent visual identity and strengthens John Carroll University—its goal is not to impose unnecessary restrictions on creativity. However, to ensure the University has an appropriate visual identity, please exercise good judgment in all marketing communications.

If you have any questions or feedback, contact
Integrated Marketing & Communications
sites.jcu.edu/imc