

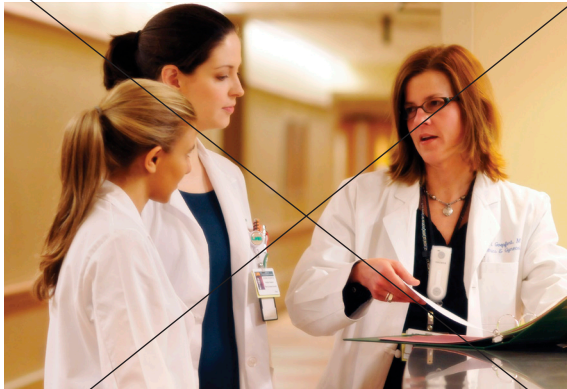


PHOTOGRAPHY STYLE GUIDE

LIGHTING



too warm/white balance is off



color-corrected



- ▶ Use natural light whenever it is available.
- ▶ Try to “fake” natural light with lights or exposure.
- ▶ Make sure to white-balance so photos don’t look too warm.

PORTRAITS



- ▶ Even the simplest setting can be made interesting if shot correctly.
- ▶ Subject doesn't have to have the standard smile. They can be looking slightly away or have a pleasant (no teeth) smile.

PORTRAITS



- ▶ Make it look like you captured a moment rather than staged a shot.
- ▶ Even the simplest location can be dramatic if shot well.

LAB SHOTS

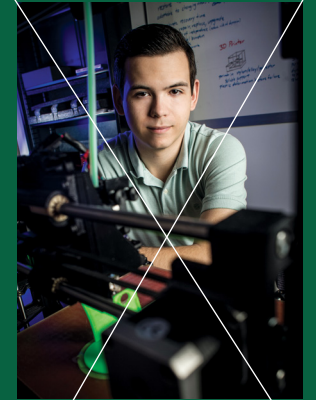


- ▶ When shooting in labs, try to come up with interesting ways to shoot. Make sure you clean up the space of any trash or clutter that is distracting.

LAB SHOTS



- ▶ Some lab environments may not have windows for natural light. Try to “fake” it with lighting and shoot as brightly as possible.
- ▶ Stay away from dark lab shots with gels over lights.



MEDICAL ENVIRONMENT



- ▶ Shooting from down a hallway or through a doorway makes it feel like you are peeking into something, therefore adding interest.



- ▶ Some of our indoor walkways on campus are the best places to shoot. The light is nice and there is walking action that adds interest.

CAMPUS LIFE/CLASSROOM



- ▶ When shooting in classrooms, focus on the environment and lighting as well as the diversity of the students.

CAMPUS LIFE/STUDYING

- ▶ When shots have a good bit of dead space within the composition, you have the ability to put text on the photo. Dead space is not a bad thing.

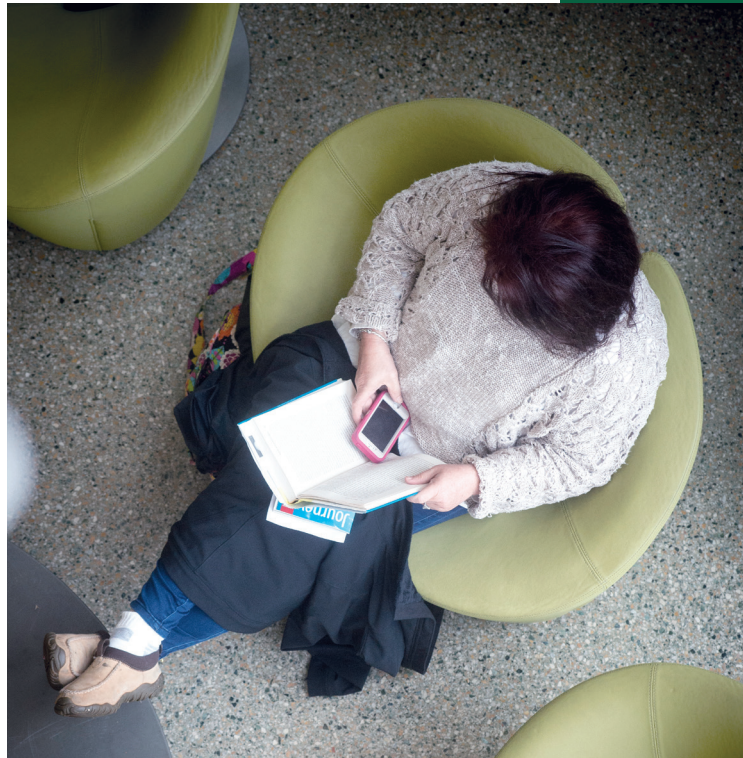


- ▶ Shoot in a journalistic way (not staged but shooting actual moments).

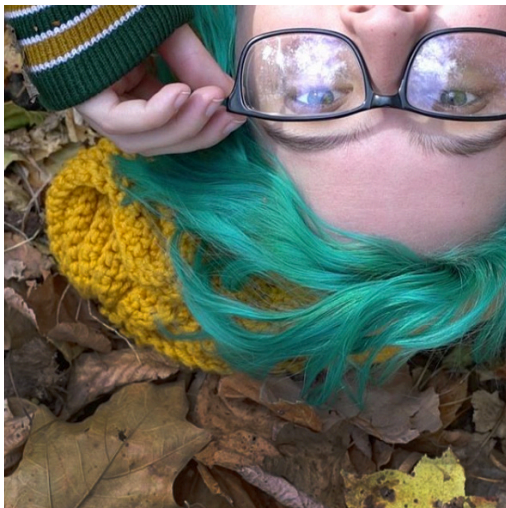
CAMPUS LIFE/STUDYING



- ▶ Take a basic subject matter and shoot it from overhead or through elements in the environment to add interest.
- ▶ Utilize interesting architectural elements or furniture in the environment as you are shooting.



CAMPUS LIFE/AROUND CAMPUS



- ▶ Try to capture personalities and moments rather than just capturing the person or action.

CAMPUS ENVIRONMENTAL



- ▶ Late afternoon lighting makes beautiful campus shots.
- ▶ Always scout your location for interesting angles and architectural elements.

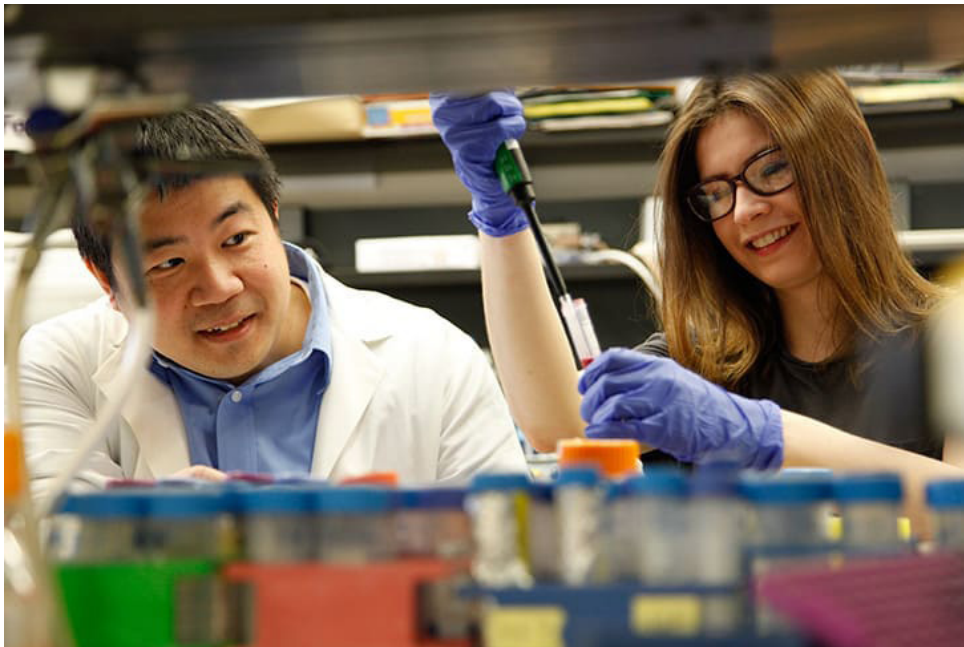
CAMPUS ENVIRONMENTAL



WEB BANNERS



- ▶ Web banners need to be shot with a strong horizontal crop in mind.



- ▶ Shoot so the image can be used as a standard horizontal and a strong horizontal for web banners.

WEB BANNERS

