HOW TO

ORGANIZE A PHOTO SHOOT

What’s in a photo? A huge amount of information that hits an audience quickly and with force. A good photograph tells the UWaterloo story: how we want the world to know us and where we want to go.

Creative Services can arrange a photographer for your print and web projects and ensure that they are familiar with the University of Waterloo photo style guide.

LOCATION

Think about the location for the shot. To help tell the UWaterloo story, you may consider Creative Services' studio or on location, such as a classroom, lab or boardroom.

Depending on the complexity of the shot, you may need to scout the location ahead of time. Is there enough room for the number of people in the shot, is there hydro for the lighting equipment, is it an authentic location to tell the story? Do you need to get permission to use the space ahead of time? For example, if you want to take a photo of a co-op employer they must be contacted in advance for permission.

TIME

You need to prepare the students, staff, faculty and employers that photo shoots take anywhere from 30-90 minutes and can be disruptive. Be mindful when scheduling that some locations may be closed for lunch or break periods.

TALENT (PROF/STUDENT)

We photograph UWaterloo students, professors and campuses whenever possible to connect real faces and spaces. Contact the talent ahead of time to determine availability. Prepare them for the shoot by letting them know the location, time and plan for the photo. Making people feel as comfortable as possible will help you get a more natural shot.

Please note when taking photos to be used in print or on the web, model releases MUST be signed by every person in the photo. Model releases can be found on the Creative Services website.

STEP-BY-STEP PHOTOGRAPHY PLANNING

1. Book a photographer (uwaterloo.ca/creative-services/book-photographer)
2. Supply photo brief (purpose for the shot, where will it be seen, define location, props, etc.)
3. Creative Services (CS) will work with the client to refine the creative concept
4. CS/client/photographer to scout the location; review concept with the talent (prof/student); and arrange props needed
5. Provide 3-5 options when the talent (prof/student) is available, 1.5 hour time slots. If you are planning a stock shoot, supply shot list at this time
6. CS will book time with photographer
7. CS will send a confirmation for shoot
8. Client to confirm date with talent, place to meet photographer (include building and room number), ensure approvals are arranged for use of location and props
CLOTHING

Decide ahead of time how you would like people to dress. For example, is it important that they wear a suit or a specific colour to complement the design of the print piece? It is recommended that busy patterns be avoided and clothing is free of non-university branded logos.

HAIR AND MAKEUP

When shooting a close-up, we often have a hair and makeup stylist for both men and women. The amount of post-production time saved fixing stray hairs and skin blemishes, will be more economical in the long run.

PROPS

Decide ahead of time if props are needed to enhance the photo. For example if you’re profiling a student who has invented a piece of software, would it enhance the shot to show them holding a tablet with the software loaded?

TIME OF DAY

Keep in mind if you are taking shots outdoors or in a place with a lot of natural light, the time of day you take the shot can be crucial.

SIZE AND COLOUR

Important considerations before the photo shoot include: photo orientation (vertical, horizontal or square) and if the image is being used in colour or black and white.

NOTES ABOUT THOSE BEING PHOTOGRAPHED

PRIVACY ISSUES

University of Waterloo legal counsel has advised that taking and publishing photos of individuals without their consent constitutes an invasion of privacy.

CONSENT GUIDELINES

While it's not necessary to obtain a release and consent from every person who will appear in the background of a picture, consent should always be obtained for the principal subjects.

REQUIRED CONSENT FORM

Principal subjects, whether models hired for the photo shoot, or University guests, faculty, staff, students or alumni, will need to read and sign the image release form (PDF).

PHOTOGRAPHY GUIDING PRINCIPLES

1. Avoid the generic
2. Document the experience
3. Highlight impact
4. Illustrate ideas
5. Embrace the experimental

DOWNLOADS

› Image release form
› Notice of photography (PDF)
› Notice of photography (HTML)

For more information contact creative@uwaterloo.ca