

# ORGANIZE A PHOTOSHOOT

## 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 Studio can arrange a photographer for your project and ensure they are familiar with the UWaterloo Photo Style Guide.**

### LOCATION

To help tell the UWaterloo story, you may consider the Creative Studio or on-location in a classroom, lab or boardroom. Depending on the complexity of the shot, you may need to scout the location ahead of time.

#### Considerations:

- › Is there enough room for the total number of people who will be in the shot?
- › Is there hydro for lighting equipment?
- › Is it an authentic location to tell the story?
- › Do you need permission to use the space ahead of time? If you want to take a photo of a co-op employer they must be contacted in advance for permission.

### TIME

Inform students, staff, faculty and employers involved that photoshoots take anywhere from 30-90 minutes and can be disruptive. When scheduling be mindful that some locations close for lunch or break periods.

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## STEP-BY-STEP PLANNING

1. Book a photographer
2. Supply a photo brief (purpose for the shot, where will it be seen, location, props, etc.)
3. Creative Studio will work with the client to refine the creative concept
4. Creative Studio/client/photographer to scout the location; review concept with the talent (prof/student); and arrange props needed
5. Provide three to five options when the talent (prof/student) is available, 1.5 hour time slots. If you are planning a stock shoot, supply a shot list at this time
6. Creative Studio will schedule time with the photographer
7. Creative Studio will send a confirmation for the photoshoot
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



## TALENT

Whenever possible photograph UWaterloo students, professors and campuses to connect real faces and spaces. Contact 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.

**Note:** When taking photos to be used in print or on the web, Model Releases must be signed by every person in the photo.

## 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 photoshoot include: photo orientation (vertical, horizontal or square) and if the image is being used in colour or black and white.

## GUIDING PRINCIPLES

- > Avoid the generic
- > Document the experience
- > Highlight impact
- > Illustrate ideas
- > Embrace the experimental

## NOTES



### About those being photographed

#### Privacy

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 photoshoot, or University guests, faculty, staff, students or alumni, will need to read and sign the Image Release Form.

#### Notice of photography

If a photographer is hired for an event, put up Notice of Photography signs at the event to notify attendees.

For more information contact: [creative@uwaterloo.ca](mailto:creative@uwaterloo.ca)

[uwaterloo.ca/creative-studio](http://uwaterloo.ca/creative-studio)