

CLIENT GUIDE

PHOTOGRAPHY FOR PUBLICATIONS

For this publication, your assistance is needed regarding photography. Follow these guidelines when selecting photos, shooting photos, acquiring images from outside sources, and/or documenting items, people, garments, etc.

Designer _____ Date _____

Job Name _____ Job Number _____

Client Department & Contact _____

Image Due Date: _____ Image # _____ of _____

General description of photo/image needed: _____

Gender: _____

Clothing: _____

Location: _____

Activity: _____

Orientation: _____

Other: _____

A 72 dpi image that works for the Web is unacceptable for print use. Please keep in mind when taking the photo yourself or acquiring the image from an outside entity. Use highest resolution setting only.

Remember to always provide the name of the subject. If a student or alumni, also provide the subject's major, home town, and year of graduation.

Other Guidelines:

No logo-wear from other universities or colleges

Avoid this color clothing _____

If more than one subject, all should not be in USI logo-wear

Subjects should appear natural and happy in activity and expression

Use fair and reasonable judgment in displaying diversity

Focus, focus, focus the camera

Consider the background behind your subject (simple and appropriate)

Do not place your subject so the face is in silhouette

Avoid "grip and grin"

If a group, use creative but natural clustering, not a "line-up"

Be careful to not cut off hands, feet, and arms. Photos can be cropped later as necessary.