Photography guidelines

GUIDELINES REVISED: 111112/JO
PHOTO RELEASE REVISED 180621/EA
Students instead of numbers“
As with social media, our current demographic is more influenced by their peers than they are by authority figures. They are quickly put off by anything that does not seem authentic.

- Ensure that photos look candid. Avoid eye contact with camera (portraits are the exception).
- Use photos of groups interacting rather than posed group shots.
- Use real students. Never use stock photos of students.
- Avoid staff members posing as students.
- Casual, but tidy dress (avoid torn jeans, cleavage).
- Avoid labels and recognizable brands (clothing, food and drink, electronics, etc.).
- Genuine expressions.
- Moderate the use of school clichés such as backpacks and binders, as well as students using cell phones, computers and other technology (technology gets dated quickly and could come across as product placement if it is a recognizable brand).

USE

Genuine expression.

Students are engaged in natural conversation.

DO NOT USE

Over-the-top expression.

Staff posing as students.

Subject is wearing a recognisable clothing brand.
General look and feel

ENGAGED

“Conversations as well as lectures.” Students who are sincerely interested in what they are learning, engaged in conversations with their peers and instructors, and involved in hands-on learning when appropriate.

- Interactions between students and faculty.
- Interactions between students.
- Interactions between students and their work or study.
- Implied interactions, such as recently vacated classrooms, recently used supplies.
- Avoid drab classrooms and outdoor night shots.

USE

Students are alert and engaged.

Recently used supplies that suggest a recent interaction.

Students interacting, movement suggested by motion blurs.

DO NOT USE

Students look bored, sleepy, uninterested.

Drab, uninviting classroom.
Embrace the diversity of our students and the wide variety of programs and courses Langara offers.

- Mix of male and female students, different shapes and sizes.
- Variety of ethnic backgrounds.
- Variety of ages (on average, regular students are younger than Continuing Studies students).
- Find diversity rather than create diversity.
- Varied student interests and activities.
- Representation of different programs and subjects.

USE

Diversity of students occurs naturally.

Students showcase unique styles.

Photos from a range of subjects.

DO NOT USE

Diversity is staged.

Student shown as a stereotype.

Acting students posing as chemistry students.
Portraits

The only instance when the subject should make eye contact with the camera.

FACULTY, INSTRUCTOR, AND STUDENT TESTIMONIAL PORTRAITS

- Have photo taken during a Langara portrait session, if possible.
- Make sure to get/submit a signed media release form from anyone you photograph. Find the media release form at the end of this document.
- Vertical composition.
- Smiling, looking at camera.
- Sharp, eyes in focus, good contrast.
- Head should take up about one third of photo and be one third of the way down (C&M will crop it further).
- Background should be of medium darkness.
- Subject should wear clothing that contrasts with the background, but is not white. Avoid heavy patterns.

CASUAL PORTRAITS

- Shows a person (outstanding alumnus, etc.) in his or her environment.
- Should show large amount of background for use in publications.
- Should be taken by a professional photographer.

If photos are not taken during a portrait session, they should follow the above guidelines as well as the following:

- Should be well-lit. Avoid taking photos in sunlight to minimize squinting and harsh shadows. Shade or a lightly overcast sky works best.
- Avoid harsh shadows caused by in-camera flash. Use a bounce flash.
- Avoid unflattering lighting from overhead lights and yellow tint from tungsten lighting.
Stock photography guidelines

Our own photos are always preferred to stock photos, as long as they meet the quality requirements. In some cases, like travel tours, a stock photo may be needed. Stock photos should only be used when they add value to the content. It’s okay to illustrate with an image, but not to reiterate what is already being said.

- Be sure to get photos from a stock photo site, as all photos found on the internet are copyright protected unless stated otherwise.
- Avoid stock photo clichés including shaking hands, smiling people on computers and phones, hands holding plants, leaves, globes, close-ups of technology, skyscrapers, clouds, and groups of well-dressed professionals.
- Make sure stock photos have the same overall look and feel as the photos in our current publications in terms of colour, exposure, and composition.
- Stock photos should never pretend to be something they are not, including Langara students or campus.
- Avoid Clipart.
- Purchase the largest image size possible, especially if it will be used in a print document.
- Make sure to purchase an extended license that allows more than 499,999 impressions. Impressions add up quickly, especially if used in newspaper ads. See www.istockphoto.com/help/licenses for more information.

USE

Photo illustrates concept, is used as background.

Travel tour destination that could not be photographed by Langara.

DO NOT USE

Photo does not add additional information to content.

Photo includes students who do not attend Langara.

Unnatural pose, students looking at camera, not Langara students.
Print and web considerations

SPECIAL CONSIDERATIONS FOR PRINT

- Photos should be at least 2000 pixels for the longest dimension (approximately 266 dots per inch (dpi) for an 8.5” x 11” page with bleed). If you are unsure, ask your C&M liaison.
- Do not crop photos tightly (account for bleed and cropping).
- Photos will look less vivid when printed on newsprint, so it’s best to start with a photo that has a lot of contrast and texture.

SPECIAL CONSIDERATIONS FOR WEB

- Do not resize images to larger than their original size.
- Be sure to shrink images proportionally.
- There is a file upload limit of 2mb. If your file is rejected, resize and optimize it in Photoshop.
- Images should be optimized for the web using Photoshop. If you do not have access to Photoshop, you can resize an image within the CMS. Navigate to the image and click edit. Enter the new dimensions, and click the “Resize” button, then “Submit”. Do not resize an image in the WYSIWYG editor.
- Do not use animated GIF files.

WEBSITE BACKGROUND IMAGES

- Start with a width of 762 pixels for offshoot sites, and adjust from there.
- Images will tile, so avoid photos that are too busy.
- C&M can help to choose an appropriate photo.
Technical criteria

- Good overall composition, lighting, and sharpness.
- Avoid shadows caused by on-camera flash and blur from low light conditions without flash.
- Photos should be taken at maximum possible resolution, preferably more than 10 megapixels (which is about 300dpi at letter size with bleed).
- Photo should be taken with an SLR or a good quality point-and-shoot. Camera phone photos are not high enough quality.
- Do not use photo filters or effects such as feathering or colour effects.
- Do not frame critical parts of the photo too close to the edge so as to leave room for cropping.
- If possible, submit a series of photos from the same shoot in both vertical and horizontal orientations.
- A set of photos should also include different distances, including shots with room for copy.
- Photos should be provided in colour. Photos with recognizable expressions will be converted to black and white by C & M.
- For photos to be used in black and white, compose with black and white composition in mind (i.e. contrast, texture, make sure subject stands out).
- Leave the original file preserved. Make edits to a copy.
- When editing photos of people in Photoshop, removing blemishes and stray hair is okay, but the digital equivalent of cosmetic surgery is not.
- Shoot RAW when possible to give the most options for editing.
Black and white vs. colour

Depending on the content of the photo, it will be printed in either black and white or colour.

**BLACK AND WHITE**
- Shots where people are the focal point should be in black and white.
- Portraits are always black and white.

**COLOUR**
- Shots that focus on the environment or atmosphere should be in colour.
- Inanimate objects should be in colour.
- Photos of animals can be in colour.

**STILL NOT SURE?**
Use this flow chart to determine if a photo should be colour or black and white.

Does the photo contain people?

- **NO**
- **YES**

Can you clearly see anyone's expression?

- **NO**
- **YES**

Are one or more people the focal point?

- **NO**
- **YES**

Photo focuses on the environment rather than on people.

Photo shows people but is not focused on anyone specific.

Photo is of an inanimate object.

Student is the focus of the photo.

Specific people are the focus of the photo.

Students’ expressions are clear, students are the focus of the photo.
Using photos on social media

Photos used on social media are more casual but should still be composed and as clear and well-exposed as possible. Photos do not need to be black and white.

FACEBOOK AND TWITTER
- Authentic look and feel.
- Can be taken with a camera phone.
- Avoid recognisable photos of students. Capture side profiles and photos where students are small in the frame.

FLICKR
- Limit photo sets to 20 per event.
- File each set into the appropriate collection (eg. Athletics, Student Life, etc.).
- Ensure that anyone appearing in the photo has a signed a media release, if applicable.

USE

Shot is composed.
Students' faces are not the focus of the photo.

DO NOT USE

Subjects are underexposed.
Media Releases

• Get a signed media release form from everyone that appears in your photo.

• Label your release with the date, event, and your contact information.

• Submit a copy of the signed release form to C&M via interoffice envelope.

• Generally, a media release form is not required for photography at public events, where there is no reasonable expectation of privacy.

• A media release can be found at the end of this document.
Photo and Video Release Form  
LANGARA COLLEGE COMMUNICATIONS AND MARKETING

I, ______________________________, hereby grant LANGARA COLLEGE the right to use my likeness for educational and promotional purposes, including any program, videotape, film, audio recording, or photograph in which I have participated in person or to which I have legal rights. This includes but is not limited to print materials, digital images (both still and moving), and access to these images via the web. I waive the right to inspect or approve the final product(s) and understand I will not receive compensation, now or in the future. The College is permitted, although not obligated, to publish my name with my likeness.

I agree to hold Langara College, its employees, agents, successors, or anyone acting under its authority or permission, and those individual(s) contracted by Langara College free from any liability, loss, or damage resulting from, or in connection with, the use of the materials.

In return, Langara College will endeavour to use its discretion and consideration in distributing the above mentioned, either inside or outside of the province of British Columbia.

I have read the release form and I fully understand the contents.

_____________________________________________________________
PARTICIPANT SIGNATURE (OR PARENT/GUARDIAN IF PARTICIPANT IS A MINOR)

_____________________________________________________________
PHONE NUMBER                          STUDENT ID (IF APPLICABLE)

_____________________________________________________________
EMAIL ADDRESS

_____________________________________________________________
DATE

Unless otherwise instructed, please send to Communications & Marketing by email at marcom@langara.ca. Please contact us with any questions at 604.323.5947.