PHOTOGRAPHY JULY 14, 2025



- What We Need
- Process
- What to take photos of
- Do's and Don'ts
- Photography Under Branding Guidelines
- Link to Public Digital Arch
- Getting headshots
- Sending in stories

# WHAT WENEED FROM YOU

- Professional and engaging photos/videos
  - These will be posted on our social media accounts and website along with stories and quotes
- What we want photos of
  - Alumni, faculty, and student success
  - Guest speakers
  - Major events
  - Students engaging in their field
  - Hands-on projects, capstones, and study away
  - Day-in-the-life videos



## 

- Start with understanding the who/what and where
  - Who is the subject(s)
  - Where will the subject(s) be during the event
    Where will photographer be standing
- Obtain any permissions/likeness release forms
   Have a sign-up form posted in class
   If having 1:1 or off campus, send email
- Come with camera settings prepared and shot ideas you need
- Review photos after every change of view and before event is over
- Always collect subject information name, degree/field of work, and relevance
- Take video(s) if you can



## DOSAND DONTS

## The Do's



- Use natural light when possible
- Take candid shots of authentic moments
- Hold camera in landscape mode
- Leave space in your frame to crop
- Pay attention to composition
- Be respectful of subjects and privacy
- Edit lightly and consistently
- Post signs in class
- Pay attenion to background



## The Don'ts

- Taking images that lack a focus point or are blurry
- Stretched or disorient images
- Applying filters
- Applying text over faces
- Subject looks awkward/not camera ready



## TIPS FOR GREAT SHOTS

- Take practice shots
- Get a variety of angles
  - Close up (waste up), far away (includes feet), not looking at the camera, area shot (extra far, taken high from corner), and candid/action shot (subject is moving naturally, close up of relvant object(s))
- Stage the shots you want
  - Position people
  - Ask them how you would like them to interact
- Double check that pictures are right
- Natural poses, no figleaf, angled hips, and front foot out
- Record videos
  - We can edit for socials
  - Try to get interview Q/A and/or quotes
    - For interviews we can trascribe to pull quotes



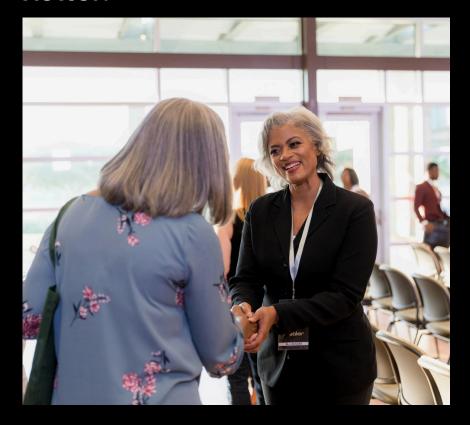
# TYPEOF PHOTOS TO GET

## **CLOSE-UP**



- In focus
- Waste up
- Good lighting
- Clean background
- Stand close
  - Don't zoom
- Use portrait mode

## **ACTION**



- Inerations between students, alumni, faculty, exciting part of an event
- Stage this if needed
- Natural/authenic looking

## **AREA**



- Take from multiple angles
- Show the evniroment
- Take photo in landscape mode

## **STUDENTS**



 Get students with faculty, guest speakers, at events, doing hands-on projects

## **EVENTS**

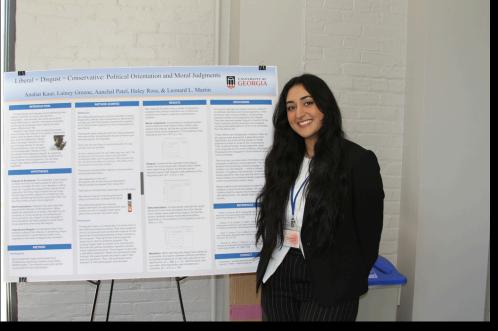


## EXAMPLES







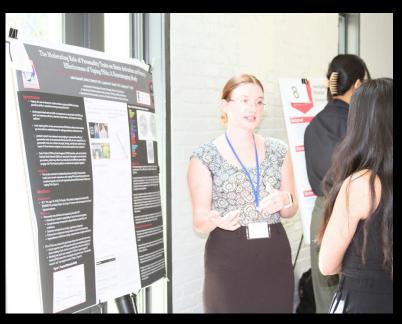




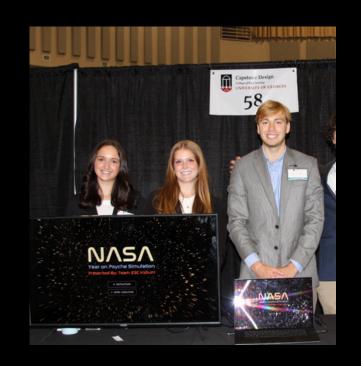












## HELPFUL CAMERA SETTINGS

- Tap on subject to pring into focus
- Tap on sun icon to change brightness
  - For a person:
    - Use portrait mode
  - For groups:
    - Stand back take normal
    - Stand back, hold the phone in landscape
  - For objects:
    - Use portrait mode
  - For events:
    - Take from high angle
    - Use 0.5 lens in large settings

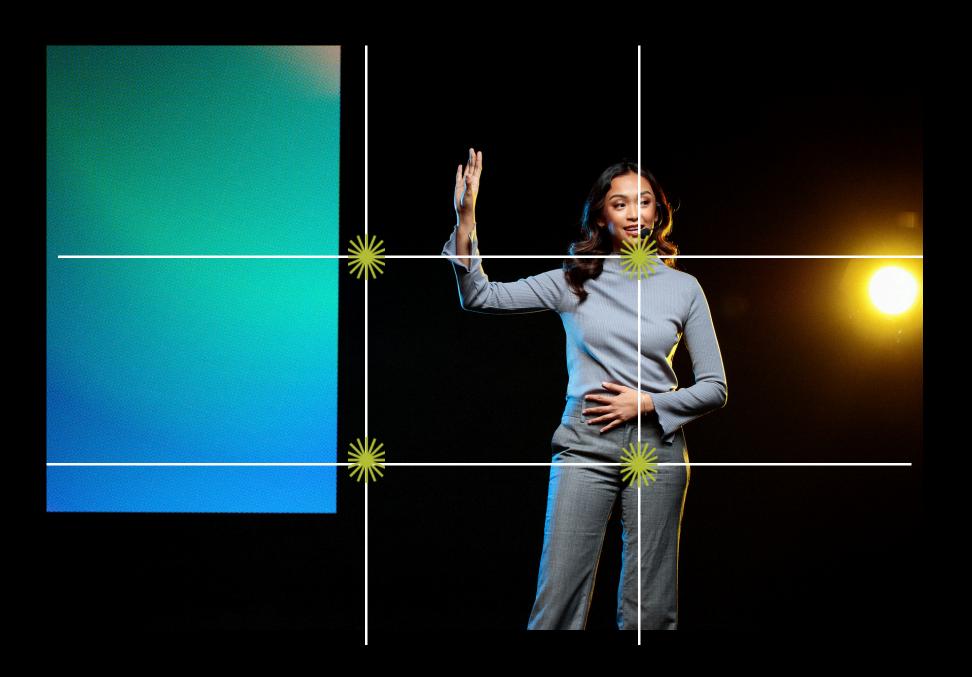


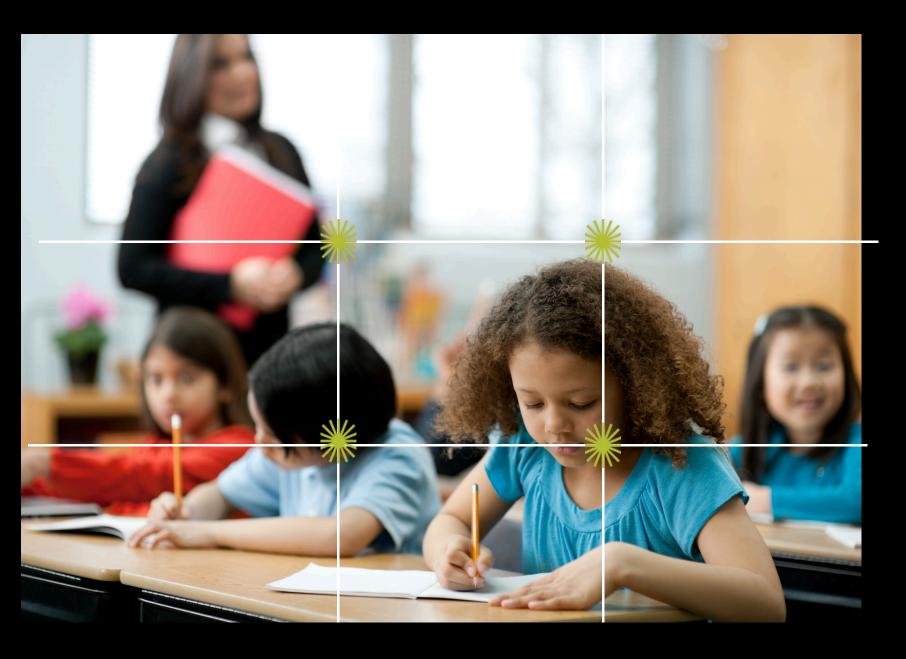
## ADVANCED CAMERA SETTINGS

- Aperture (f-stops)
  - o smaller the f-number like f/2.8 will blur background
- ISO: controls:
  - A low ISO (100) is for bright conditions
  - A higher ISO (1600 or 3200) is for low light



## RULE OF THE STATE OF THE STATE





# OBTAINING PERMISSIONS

- Make sure subject is aware of where the photos may end up on
- Post the forms in class
  - Announce in advance
  - If 1:1 send release forms via email
- Likeness release form
  - https://tinyurl.com/45sckvux









- This is UGA's photo library if you ever need old photos
- The Canva Dept's account and Adobe have stock photos



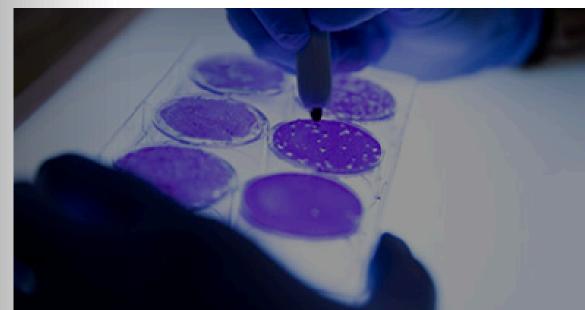
tinyurl.com/y37kd5dw

collection representing the UGA Brand.



## RECENTLY ADDED

The latest photographic additions to the UGA Brand.



- What profiles should include:
  - One sentence on focus area
  - Short bio
  - Education
  - Professional Appointments
  - Area of Specialty/Research Focus
  - Publications and Scholarly Articles (link to Google Scholar)
  - Honors and Awards (if applicable)
  - ership for the UGA academic enterprise and oversees instruction, research, public service and outreach, Patents/Startups/Intellectual Property (if applicable) d UGA's 19 schools and colleges. Hu is also a UGA Foundation Distinguished Professor in the College
  - Links (to lab website, social media, etc. if applicable)
  - Professional photo

t UGA, Hu was Vice President for Research at the University of Michigan, where he oversaw a research xpenditures exceeding \$1.5 billion and spans the university's campuses in Ann Arbor, ofessor of Mechanical Engineering, Professor of Industrial and Operations Engineering, and the J. n Professor of Manufacturing at Michigan.

nentia, their caregivers, persons aging with disability, and rural older adults. In 2019, Dr. Beer was selected as one of ector (along with Dr. Renzi-Hammond) of the Cognitive Aging Research and Education (CARE) Center, an interdisciplinary

xtics, Caregiving, Dementia, Geron-technology, Gerontology, Human Factors, Human-Computer Interaction, Human-Robot

versity of Georgia as Senior Vice President for Academic Affairs and Provost in 2019. In this role, he

teaching interests are in manufacturing systems. His work has been supported by more than \$46 million agencies such as the U.S. Department of Energy, Department of Commerce, and the National Science corporations such as General Motors. Hu has authored or co-authored nearly 200 peer-reviewed journal s research in manufacturing systems, assembly, and engineering statistics. He holds ten patents, cod a startup company based on his research, and worked closely with several industry partners to enhance manufacturing

the National Academy of Engineering, a Fellow of the American Society of Mechanical Engineers (ASME), the ng Engineers (SME), the National Academy of Inventors, and the International Academy for Production s the recipient of various awards, including the William T. Ennor Manufacturing Technology Award and the Manufacturing Medal from ASME, the SME Gold Medal, and several best paper awards. In 2021, SME named him 20 most influential academics in smart manufacturing.



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# GET YOUR HEADSHOTS

- The dean is requesting that all faculty and staff have a professional headshot taken and uploaded onto the directory by NOV 30, 2025
- Get free headshots at the career center
- OneCard offers headshots (\$15):
  - tate.uga.edu/ugacard/uga-photography-services/





## SEND US YOUR SOCIAL LOGINS

- We want to add your social media accounts into Hootsuite to track progress, engagement and send monthly analytic reports
- Please send via UGA SendFiles so your private information is secured
  - https://tinyurl.com/4ezmk8jf



## SENDUS YOUR STORIES

- Do you have stories send them in!
  - Awards, Internships, projects, interviews, and Study Away trips
  - Send photos and quotes
- Send marketing request/reviews
  - Email Franklinstories@uga.edu

Reminder Franklin Fest is September 15!



## QUESTIONS?





Franklin College of Arts and Sciences