LUNCH& LEARN

PHOTOGRAPHY JULY 14, 2025

UNIVERSITY OF GEORGIA
Franklin College of Arts and Sciences

OVERVIEW

- 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 WE NEED 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

PROCESS

- 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

DO'S AND DON'TS

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
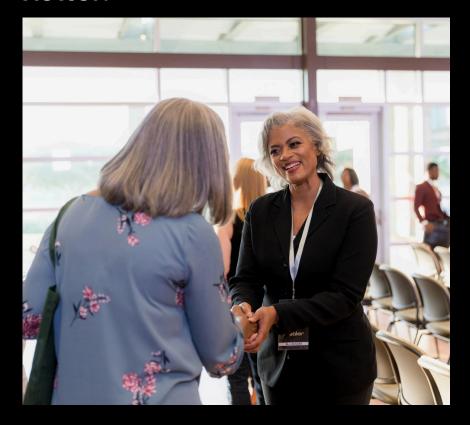
TYPE OF PHOTOS TO GET

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

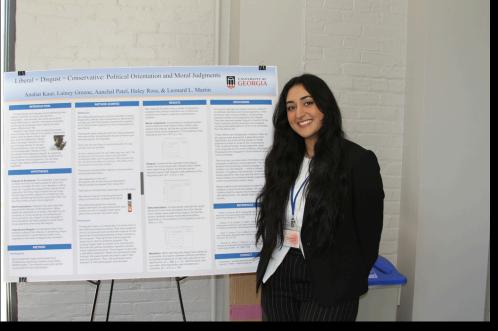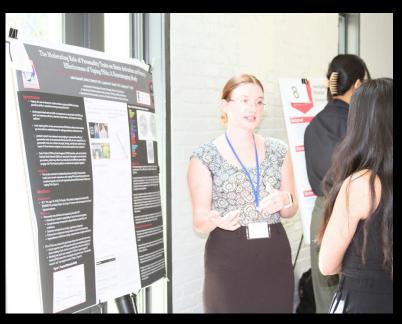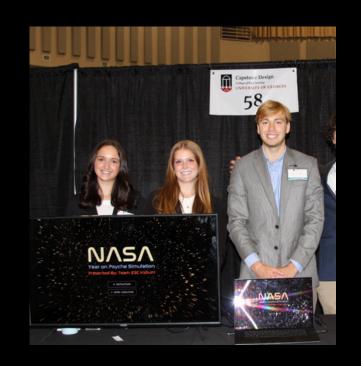- Get students with faculty, guest speakers, at events, doing hands-on projects

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
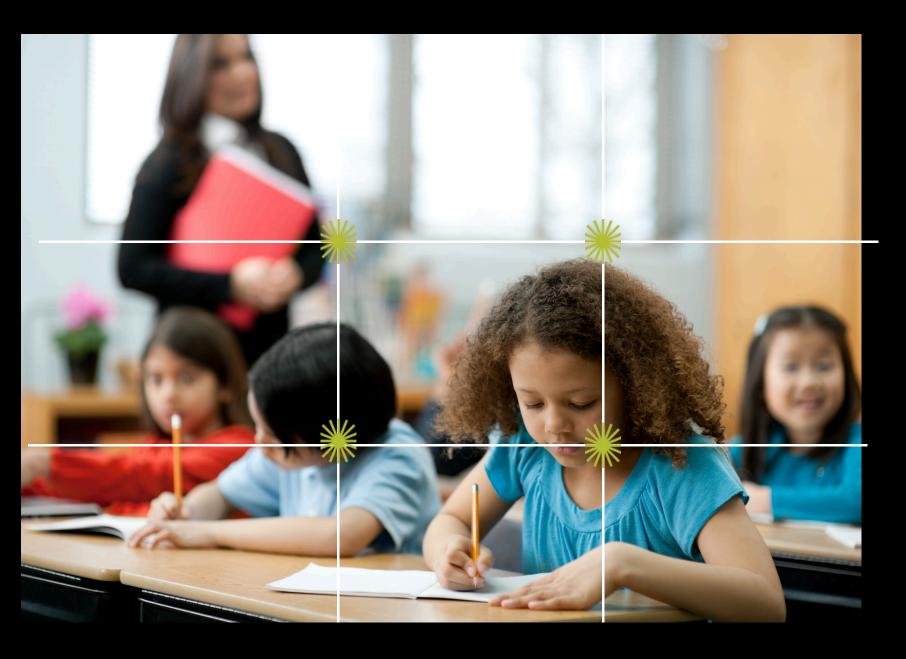   - Use 0.5 lens in large settings
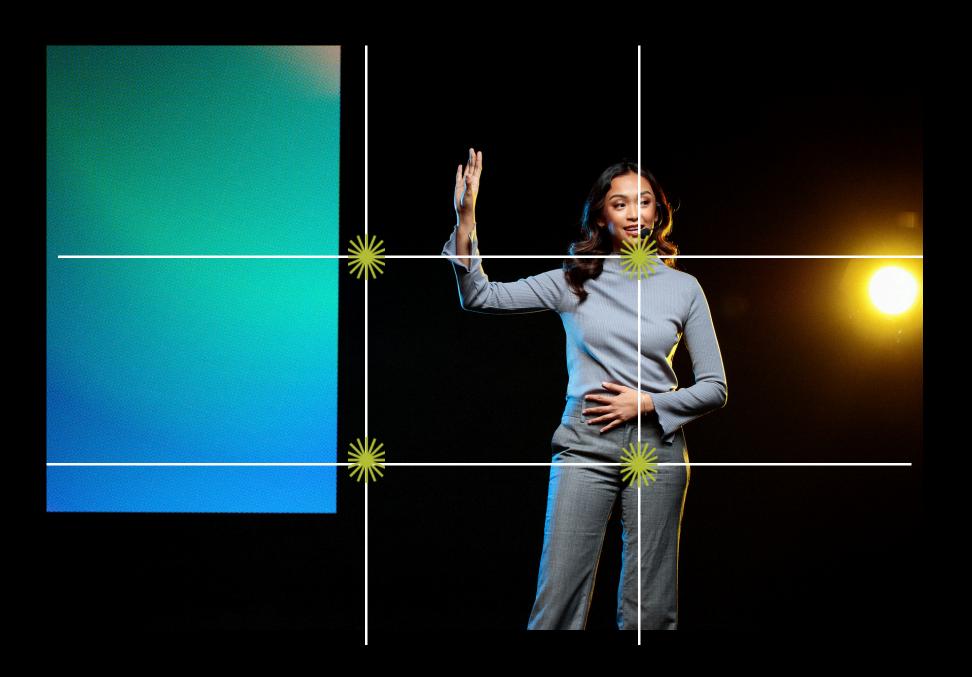
ADVANCED CAMERA SETTINGS

- Aperture (f-stops)
  - 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

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

DIGITAL ARCH

- This is UGA's photo library if you ever need old photos
- The Canva Dept's account and Adobe have stock photos
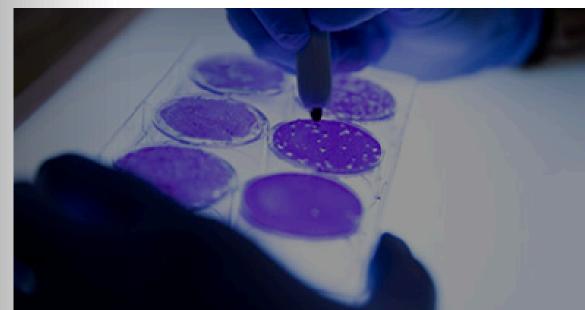
tinyurl.com/y37kd5dw

PICTURE UGA

A collection representing the UGA Brand.

RECENTLY ADDED

The latest photographic additions to the UGA Brand.

UPDATE YOUR PROFILES

- 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)
  - Patents/Startups/Intellectual Property (if applicable)
  - Links (to lab website, social media, etc. if applicable)
  - Professional photo

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

SEND US 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!