



Photography guidelines

January 2022

UNIVERSITY
OF TWENTE.

WHY the need for guidelines

THE UNIVERSITY OF TWENTE IS THE ULTIMATE
PEOPLE-FIRST UNIVERSITY OF TECHNOLOGY.
WE EMPOWER SOCIETY THROUGH SUSTAINABLE SOLUTIONS.

*In strengthening our internal and external positioning as People First University of Technology, as described in our long-term strategy Shaping2030, it is important to develop a **recognisable line in photography** as well. These guidelines are intended as a **framework** to help us achieve this together. With this framework as a basis, you can make to the necessary images for a campaign, training material, project or program.*

FOR WHOM

- Marketing and communication advisors
- UT employees
- Photographers
- Videographers
- Marketing-communication agencies.

APPLICATION

Of course, these guidelines remains a basis and it is important to keep the subject, goal and target group in mind, which may result in a slightly different choice for a specific campaign or theme. That's okay as long as the general guidelines are safeguarded.

BEFORE YOU GET STARTED

BRIEFING AND CONTEXT

This framework is a guideline and tooling for photography and is essential next to the briefing of the photographer. After all, a photograph is a visual storyteller. Therefore, you always must be **mindful of the medium** in which your pictures will be presented. Print will have other requirements than digital publications.

COPYRIGHTS

Make clear agreements beforehand for the use and re-use of the photos. The **terms and conditions** might differ between photographers. For photos that will be placed in our image database so that they can be re-used it is necessary that **UT will have all rights of provided photo's**. UT has agreed with all contracted photographers that with internal use of the photo's no credits for photography is needed, however, with external use crediting is required. For more information, please check our website <https://www.utwente.nl/en/service-portal/facility-services/procurement-preferred-suppliers/preferred-suppliers/photographers>.

MODELS

Always **discuss beforehand** with the model or modelling agency what the terms and conditions are. Agencies have differing conditions. Some rights of the client lapse after a certain time frame. With the reuse of the photo, a fee might apply. This is why always should be strived for full ownership of rights. The agreement is that UT'ers can model in photos if it fits with their field of work. e.g. teachers as a teacher, researchers in their own environment.

QUITCLAIM

As commissioner, you have the **responsibility to make sure the quitclaim is filled out** and signed by people portrayed (models) before the photographer takes the photo. In a quitclaim the person who is portrayed agrees that their picture is taken and that we can use it for the intended purpose..

REQUIRED RESOLUTION AND IMAGE DATABASE

Always ask the photographer for images with a minimum resolution of 300 dpi in PNG or TIFF and in RAW. Remind the photographer that after taking te photos to upload them in our image database. In the case of assignments for a specific purpose, make sure if there are special guidelines to take into account. For example, which edges of the photo are automatically cropped for different screen sizes etc. In this way, the photographer can ensure that the subject always remains correctly in focus.

PHOTOS USED IN WEBSITE BANNERS

If the photo is going to be used as a website banner it is important that:

- No text is readable in the photo. This is to avoid a confusing situation where the text in the picture interferes with the title of the webpage.
- Text boxes might be placed on the right-hand side of the banner. (see example on slide 6). Try ensuring that the subject of the photo is still visible (for example, centre the subject to the left)

GENERAL

GENERAL GUIDELINES

- all photography is full-colour
- we strive that there are always people in the photo
- the image must be light and modern
- play with sharpness, depth and movement
- open & diverse (right selection of individuals: from scientist/professor to administrative/facilitative employee. Man, woman, young, old, national, international etc.)
- professional (correct exposure & focus)

PHOTOGRAPHY WITH FOCUS ON A PERSON

When photographing people who, for example, act as ambassadors.

- The focus here is on the person.
- We put the colleague, student, alumni or relation in their own environment.
- The person is part of a bigger picture (put them in a relevant environment).

PHOTOGRAPHY WITH FOCUS ON THEME/ACTIVITY

- The main focus is on the work activities
- Look behind the scenes

... FOCUS ON PEOPLE

*The photo is posed, the main character is central and is portrayed in relation to the surroundings. By playing with **dept of field** the focus is always on the main character and the surroundings are slightly 'out of focus', but still recognisable.*

LOOK, FEEL & POSTURE

- Contact with the viewer by looking into the lens of the camera
- Gaze and appearance are sincere and self-assured, but not arrogant
- Face is always portrayed sharply and recognisably
- Posture is natural and should not feel uncomfortable
- Active posture, not passive (with hands in pockets)

SETTING

- Own work- or study environment or recognisable
- UT environment
- Appropriate, realistic and authentic
- Not distracting from the main character

FEELING

- Friendly
- Open
- Enterprising
- Authentic
- Sober
- Confident

STYLING

- As little as possible and as authentic as possible,
- Representative clothing. Something the person can actually wear. Takes into account the diversity and cultural differences of the

LIGHTING

- As natural as possible
- Bright

COMPOSITION

- Both landscape and portrait, depending on use
- There should also be enough 'space' around the main character.
- Do not zoom in too much so that the image can be cropped for multiple aspect ratios

...FOCUS ON THEME/ACTIVITY

A 'look behind the curtain'. Work, study and project activities are the main character, whatever fits with the subject. People will always be in the photograph, but the focus does not need to be on people. We use the same style in photography, however, the use dept of field is not as prominent.

EXPRESSION, APPEARANCE & POSTURE:

- Active photograph
- No obvious posing
- People are working on something and they don't have to look in the camera

SETTING:

- Own, fitting surroundings (lab, lecture room, campus, office, sports facilities)
- Let the 'green character' of campus clearly show when possible
- Make sure that the backdrop does not become too busy

FEELING:

- Friendly
- Open
- Ambitious
- Authentic
- Matter of fact, down to earth
- Confident

STYLING:

- Authentic,
- People wear representative clothing
- Be mindful of diversity in cultural differences

LICHTING:

- Natural (as much as possible)
- Bright
- White
- From left to right

COMPOSITION:

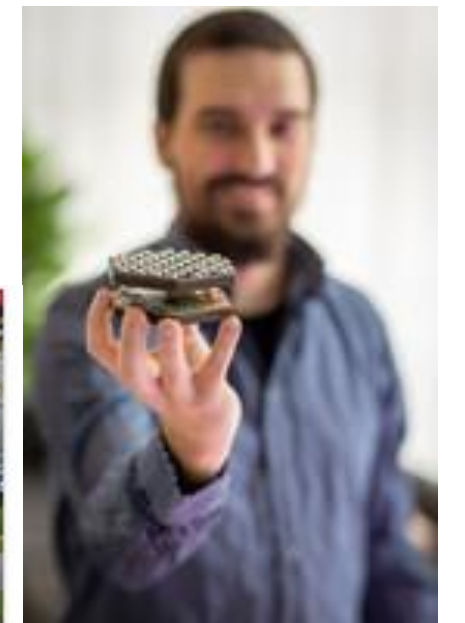
- Main activity in golden ratio (rule of thirds)

EXAMPLES

FOCUS ON PEOPLE



FOCUS ON THEME/ACTIVITY



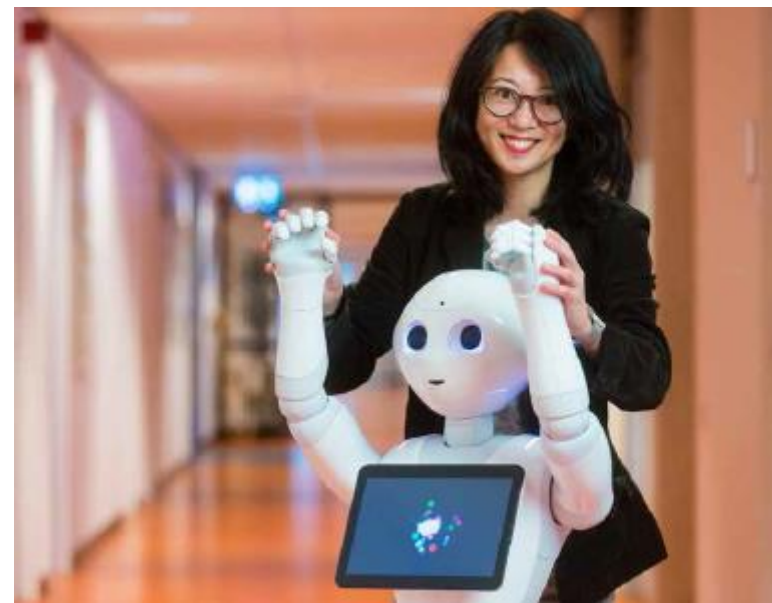
EXAMPLES



- ✓ Good use of dept of field
- ✓ Backdrop is not too busy
- ✓ Surroundings are recognisable as our campus
- ✓ People visible in the backdrop
- ✗ Stance could more 'active'
- ✗ There could be some more 'space' around the subject
(Now the use in a banner is difficult on the website)



- ✓ Good use of dept of field
(foreground out of focus, subject in focus)
- ✓ Lighting is natural, main character well lit.
- ✓ Link to technology/research is clearly depicted
- ✗ Subject can go a little more to the right, allowing for more 'space' in the composition



- ✓ Good use of dept of field (subject in focus, backdrop out of focus)
- ✓ Friendly, open expression
- ✓ Active stance
- ✓ Link to technology/research is clearly depicted
- ✗ Backdrop is boring, some life would be better
- ✗ Colours could be more bright (it is very orange in this backdrop)
- ✗ Subject can go a little more to the right, allowing for more 'space' in the composition

IMAGE USE

FOCUS ON PEOPLE

Photography around own work/study environment could be used in, for example:

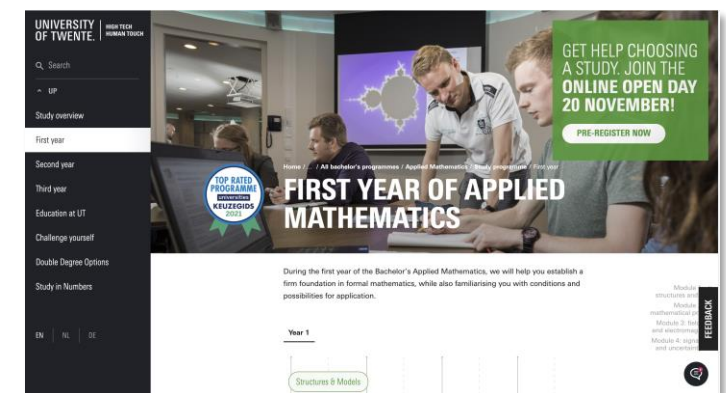
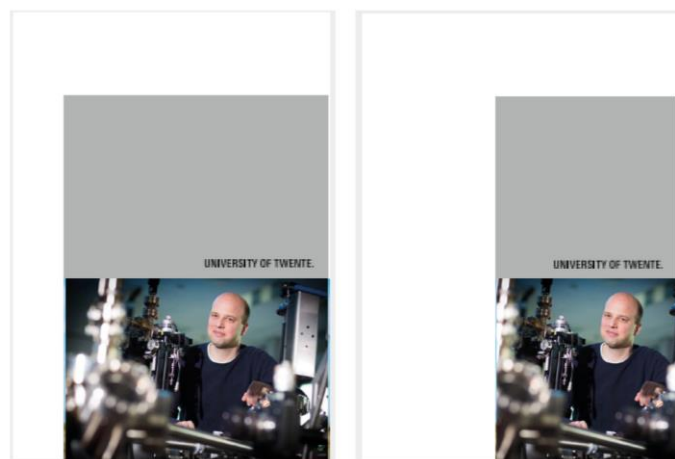
- Job advertisement
- Quotes
- Testimonials
- Picturing a broad working environment and other settings:
 - Header website:
 - Informational material

FOCUS ON THEME/ACTIVITY

APPLICATION

- Website
- Other tools and channels to give in-dept information about culture and working environment
- brochures
- introduction leaflet for new employees

EXAMPLES OF APPLICATION IN MATERIALS



GROUP AND ARCHITECTURAL PHOTOGRAPHY

GROUP PHOTOGRAPHY

Group photo's on a corporate level are usually mostly staged. Try to **capture a non-static, dynamic photo**. In this, we strive for credible, realistic styling in a recognisable UT environment. Group photos are meant to visualise daily practice, with a priority for recognisability. Chaos should be avoided, with a dynamic and teamwork focussed feel as a basis.



ARCHITECTURE

Our campus is the heart of our university and has different recognisable buildings and places. You may want to capture those buildings. **This kind of photography is an exception that allows for the building or place, not people to be the main subject.** Depending on the subject the photo is meant for the choice can be made to show people, but they don't need to be in focus in this category. The focus lays on the building or place.



PHOTOGRAPHERS

Since 2018 we work together as UT with a group of 5 photographers who can be reached out to for taking photo's. An [overview of contracted photographers](https://www.utwente.nl/en/service-portal/facility-services/procurement-preferred-suppliers/preferred-suppliers/photographers?lang=n#fotografen) (<https://www.utwente.nl/en/service-portal/facility-services/procurement-preferred-suppliers/preferred-suppliers/photographers?lang=n#fotografen>) and more information such as copyright and examples of a [quitclaim](https://www.utwente.nl/uc/f9918726f010260f71a015d07b402bf303aa410f7b72400/Quitclaim_photography.pdf) (https://www.utwente.nl/uc/f9918726f010260f71a015d07b402bf303aa410f7b72400/Quitclaim_photography.pdf) can be found on the service portal.

MORE THAN A PHOTO

If you need more than just photography, such as a design or campaign concept. You can reach out to the communication advisor of your faculty or department to assess which UT partner can best assist you in your needs.