

GUIDE TO THE PHOTOGRAPHER'S VISIT

The photographer who will visit your campus is a specialist in college photography. He and his assistant, along with your account representative, will strive to make the most productive and efficient use of your time. However, in order to do this we'll need your help in organizing the visit. The following provides a general outline of what we'd like to do.

The most successful and least stressful photo shoots are those that have solid advance work, combined with a measure of flexibility and humor.

The information on the following pages will help you prepare for our visit and give you an understanding of what will actually happen while we're on campus.

ADVANCE NOTICE

Before the shoot, you'll need to make advance arrangements, seeing that the people we want to photograph are in the right places at the right times, and to alert everyone that we're coming so they won't be surprised by unannounced visits to classes and activities.

Our photographic team is very visible as we move about campus. The group will consist of your account representative, the photographer, his assistant, someone from admissions and hopefully, a student helper.

The student helper will serve many roles, one of which will be to run ahead to let people know we're running late (it does happen) and should ideally be a student who knows most everybody on campus. The student can be a different person every couple of hours.

Satisfy everyone's curiosity in advance by forewarning them of our visit and asking for friendly cooperation. Please post a notice in everyone's campus mailbox or even run an ad in the school newspaper. If you have specific faculty or students you would like to be photographed, please advise those folks that there will be setup time required for each situation. We have lights to position, angles to plan, etc. If someone has a tight schedule, please let us know that.

Letting the faculty know in advance is especially important. We're likely to pop into classes for shooting unannounced, so if a professor doesn't want us there, he/she needs to let you know of this aversion in advance.

The majority of our shooting will most likely take place outdoors, since we're attempting to capture atmosphere on campus. There may be some specific events you'd like us to capture either indoors or out; please let us know of your thoughts on this.

It is also a good idea to let campus security know that we'll be on campus. We may ask them to prevent cars from parking in certain lots at certain times so as to clear the camera's view. Also, our group will be loading and unloading heavy equipment and may take the liberty of parking in a "no parking" zone for a few minutes. If we'll need a special parking permit for those days, please make arrangements for that as well.

The groundskeepers need to be alerted, too. Trash, chipped paint and untrimmed lawns can do much to kill a carefully planned photo shoot.

HELP WE'LL NEED

Whoever is responsible for putting together the schedule should be with us for our day on campus. This person is invaluable in pulling students out of the woodwork for spontaneous shooting and making other cheerful demands on faculty, staff, and students.

We will need a base camp for our operation. This is a secure location, preferable centrally located on campus, where we can stash equipment and pick up or leave messages.

Some means of transportation around campus would be helpful. It would be ideal if we could borrow a golf cart from plant operations or the campus post office.

PEOPLE YOU PICK

When you put together the schedule, select professors, students and others to represent your school in the photographs. In that selection, be true to the school's demographics and include the proper mix of male, female, international and minority individuals.

Select people who know each other for group shots so they'll be relaxed and able to visit with each other as we're shooting. Choose professors with animated lecture styles who move around the lectern and gesture. Be sure to include a mix of young, fresh-faced professors combined with the more mature instructors.

OUTLINE OF A DAY

Our days will begin around 8 a.m. and run through early evening. We'll need time to move equipment, grab lunch, and regroup. We may notice the beautiful light in a particular classroom and ask that a few students meet us there later in the day.

First thing in the morning we like to roam around the campus capturing the soft light and your students as they go to class or breakfast. The middle portion of our day will likely be spent in classes, labs, and special facilities such as the library. We'll ask you to select particular classes, but please have a complete course schedule available to us for changes as needed.

Around students' lunch time, we will be at the cafeteria and/or wherever else the kids are congregating to capture those images spontaneously. The early afternoon will be devoted to classes, library situations and special setups, such as counseling and dorm rooms.

Most of the indoor shots (classrooms, library, offices and labs) will take at least 45 minutes each to set up and shoot. Time is required to set up lights, select and position the subjects, shoot pictures, break down and move on. We can be more specific on the actual shot list regarding time needed.

Later in the day when the light softens we'll go back outside. This is when we'll shoot athletic events; also, we request that groups of 5–8 students be available. These students should represent the proper mix, a fun group that we can take around the campus to whatever situations we're going to set up. Try to select students who are friends and can engage in relaxed, natural conversation in front of the camera. We'll also ask you to have a few professors and staff members available for the same kind of activity.

DORM LIFE/SPECIAL ACTIVITIES

We'll want to photograph a dorm room with students. Select a room that's attractive, yet typical. We'd like to find a room with a PC in it, if that's typical for your students. Please don't schedule the dorm shot for the morning.

Be sure to let us know of any special sporting, social, or chapel activities happening on the day of the shoot. Choir, band, theater rehearsals, and team practices all have the makings of remarkable shots.

FASHION

Be sure to ask everyone to wear bright colorful clothing—no solid white or black garments, please! Also ask them to bring a different shirt/jacket so we can make changes once the group congregates and we sort out our people. Students and professors all need to bring with them their "daily life props." This means, notebooks, bookbags, a tennis racquet, a bike, or a flute; whatever they typically carry around the campus. Also, remind the students not to wear clothing with names of other colleges.