**Intro Paragraph**

IMC provides university-wide photographic services and products supporting the university's goals and objectives. Services provided include collection, processing, storage and dissemination of a wide range of images in print and digital form.

**Specifications**

* Approved Types of Cameras
  + Although recent years have seen significant improvements in Digital camera technology, the options that provide the necessary quality images for print and web materials is limited. Please review the following table for a quick list of approved devices:

|  |  |
| --- | --- |
| Approved | Not Approved |
| * Any DSLR Camera * Many Point-and-shoot Cameras * Mirrorless Camera * Properly Scanned photo from film camera\* | * iPhone * Samsung Galaxy * iPad/Tablet Camera * Any other mobile phone * (replace many with “Phone Camera?”) |

* Technical Guidelines
  + Image Size & Resolution
    - Photos must be up high resolution (greater than 12MP)
    - The minimum dimensions for an image should be 2048x1152 pixels
    - Formats should be the following: JPEG (.jpg), TIFF (.tif), PNG (.png) or RAW
* Image Clarity
  + This is one of the most important factors, and we distinguish two different problems: a) The whole photo is blurry. b) There is focus, but it's in the wrong place. Here are some examples:
* Noise & Compression Artifacts
  + Noise is often a problem of low budget cameras or mobile phones. Particularly sky and other homogeneous areas appear speckled and blurry. This effect is clearly seen in the next photo that was probably taken with a mobile phone:
  + High JPG compression results in similar artifacts, which can be avoided by decreasing the compression ratio in the settings of your camera. A decreased JPG compression results in larger image files, but it also has a very positive impact on the image quality:
* Lighting
  + Proper lighting is an important aspect for every photo. Too much or too little brightness or using a flash often results in dim colors, harsh shadows or overexposed (overly bright) areas. These errors usually cannot be corrected by photo editing. If you are unsure, we will be happy to review your image for you. Please review the examples below before submitting the image.
* Image Manipulations
  + Text
    - Images should be free of any text including time stamps.
* Composition
  + Background
    - Image backgrounds should be as minimally distracting a possible. If the background is too busy, the message of the image will be diluted.
  + Subject Positioning
    - The image subject should be prominent in the image.
* Ideal Image Characteristics

**Tips for Better Photography**

We wish we could be there to photograph every event across campus, however, limited resources make the extremely difficult to accomplish. If you’re going to be shooting an event for your department that you might want to use in print or on the web, here are some tips for better photography:

* Rule of Thirds
* Balancing Elements
* Leading Lines

Example of comparison photo formatting…

