

## **Specifications for Photography Services Proposal**

### **General Requirements**

1. All photographs are to be “shot” digitally following PSPA Digital Image Format guidelines. (All portraits must be compatible with Jostens Panel Express or PanelFlow is recommended). **They must be in .jpg format.**
2. **Photo disc must be sent to Auto-flow address before November 1 for the Yearbook.**
3. All photographs are to be on a CD-Rom/DVD format. For K-12 student, faculty and staff photos organization should be by five digit identification number, grade, and name.
4. All photographs “sold” to parents and/or students come with an unconditional guarantee of satisfaction.
5. Regular photo sessions for students, staff and faculty will occur before Sept. 20<sup>th</sup> and make up days should be scheduled to occur before October 14. Digital photos must be provided on or **before November 1<sup>st</sup>** for yearbook publication purposes.

### **K-12 Student, Faculty, and Staff Photographs**

#### **Students/Staff/Faculty to be photographed**

Grades Pre-Kindergarten (Pre-K) through twelve (12) = 850

All district employees = 110

#### **Services and Service Items Provided by the Contracted Photographer**

1. Schedule
  - a. The “contractor” will photograph the students, faculty and staff and provide photography services at specified events during times which are mutually agreeable to the school district and the “contractor.”
  - b. Picture packages will be returned within three weeks after the last date of photography at each school.
  - c. Retakes and make ups will be provided after the original picture packages have been returned.
  - d. The contractor will provide necessary personnel to conduct the photography sessions.
  - e. The contractor will deliver all student, staff, and faculty photographs on CD Rom/DVD no later than Nov. 1.
2. Marketing
  - a. Posters will be made available to district administrators to publicize the dates when pictures will be taken.
  - b. Notices will be made by the “contractor” to be distributed to students before the picture dates and to the local print media.

3. Picture Packages

- a. Package prices will be the same for every school in the district.
- b. A minimum of 5 different packages between \$10 and \$30 will be made available to students and parents.
- c. An unconditional guarantee will be made by the “contractor” in relation to the quality of the photographs purchased by students and parents.
- d. All problems or concerns parents may have will be addressed directly by the “contractor.” All parents and students will be provided contact information for the “contractor.”

4. Services and photographs required by the school district:

- a. The “contractor” will provide the school district with CD Rom or DVDs of all student, faculty and staff pictures jpg format.
- b. The contractor will take pictures of all district faculty and staff on regularly scheduled picture days.
- c. The contractor will provide all students, staff, and faculty members with an ID card to include a bar code with Code 39 3-1 medium and a student photo (approximately 1.05” wide and 1.4” high). ID cards will be delivered to the school district no later than November 15<sup>th</sup>.
- d. The contractor shall provide the district with a group photo of the senior class and a senior class composite for display purposes. The senior class composite will be created using the photographs acquired from the regularly schedule K-12 student photograph sessions. Juniors must be made aware of this at the end of their junior year and the beginning of their senior year. The district reserves the right to dictate the background and required dress for the composite photo (cap & gown, etc.).

## **Photographs & Services Related To Extra-Curricular Events/Activities**

- a. The contractor will provide team photos (group shots), individual photos **of all team members** (including seniors involved in the activity), and 25 usable “action” photographs, on CD Rom at 300 dpi RGB or CMYK, for each of the following:
  - i. Home varsity athletic events for the following sports:
    - 1. football
    - 2. golf
    - 3. girls/boys cross country
    - 4. girls/boys track
    - 5. girls/boys basketball
    - 6. girls/boys volleyball
    - 7. softball
    - 8. baseball
    - 9. cheerleading: basketball and football
    - 10. band
    - 11. chorus
    - 12. soccer, wrestling, golf (as necessary)
  - ii. Dances, events, and other activities including:
    - 1. Homecoming  
dance/bonfire/parade/game
    - 2. Semi-formal
    - 3. Prom
    - 4. Graduation
    - 5. Class Night
    - 6. Fall **and Spring** drama production
    - 7. Elective (district option)
- b. Contractor will make photography packages available to parents and students for all sports teams and for items 1-4 under ii.

## **EXTRAS**

When submitting a proposal to the Susquehanna Community School District, photography service providers may include a proposal for student/school photography-related products in lieu of profit-sharing with the district.

### **Senior Photos for Yearbook Submission**

Seniors may submit a photograph to the yearbook for their senior photo.

The photograph must meet the following criteria:

1. The photograph must be of professional quality. Snapshots and “Polaroid”-type pictures will not be accepted.
2. The photograph must be 4”x 6” hard copy or 300 dpi 4”x 6” digital CMYK/RGB jpg. on CD disc.
3. The photograph must be submitted to the yearbook advisor on or **before October 5<sup>th</sup> of each year.**
4. The photograph must include head shot of the student – torso/body optional.
5. Photographs submitted which portray students in a manner which violates the school/district discipline/dress code will not be published in the yearbook.
6. One landscape and one portrait are preferred.

All seniors will have their pictures taken by the district photographer free of charge for student record and identification card purposes. Seniors may use this photo for submission to the yearbook.

**Yearbook also receives** in addition to Senior Portraits (in required spec format according to yearbook publisher):

**\*CD with all faculty and staff**

**\*CD with underclassmen**

\* 25 usable action shots per sport/event on CD Rom at 300 dpi RGB or CMYK acceptable.