



## INDIANA UNIVERSITY NORTHWEST

### Photography Request Form

*This form is to be used to inform the Indiana University Northwest Office of Marketing and Communications (OMC) of your department or organization's interest in requesting a photographer for an event. Priority will always be given to events and photos which there is a broad external marketing purpose. **All requests must be received a minimum of 3 weeks prior to the event for scheduling purposes.***

Name, Title: \_\_\_\_\_

Department: \_\_\_\_\_

Event to be photographed: \_\_\_\_\_

Event location: \_\_\_\_\_

Date of event: \_\_\_\_\_

State time: \_\_\_\_\_ End time: \_\_\_\_\_

*(NOTE: This form must be filled out for each event to be photographed.)*

#### **Strategy:**

Please define the purpose of the photographer.

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Who is (are) your audience(s)?

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"Photogenic" parts of the event/specific photo requests. What would be the best time for the photographer to arrive?

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Please provide a description of key images needed. *(Speaker presenting, faculty engaging, posed images, etc.)*

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**Implementation:**

If you are not the primary contact, please provide contact information of who will be. *Please provide off-campus contact information in the event OMC would need to reach the primary contact outside of business hours.*

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Please provide a description, of where the photographs will be shown, or how they will be used. Be sure to include whether the photographs are going to be used for web or print purposes.

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**Photography Request Process:**

1. Fill out the Photography Request form. Please note, this form must be filled out for every event to be photographed.
2. Return the form to OMC. The form will be reviewed and evaluated. Your request will be approved or denied by OMC.
3. If your event has been approved, you may move forward in accommodating for a photographer provided by OMC.
4. If your event has been denied, a list of freelance photographers will be provided to you for you to contact. *Please be aware that your department will need to pay for the freelance photographer's time and photos.*
5. If neither option will accommodate your needs, please use the following tips on how to use your personal and/or department's camera to photograph the event. Also, see details on how to save your photographs so that you can consider sharing them with OMC in the event they'll use them in the future marketing initiatives.

**Tips on Photographing an Event**

- Make sure image quality is set to *at least* Normal (often shown as NORM in camera settings).
- Most AUTO settings work just fine when using any camera, if you do not know much about your camera just stick with this setting.
- Make sure you have adequate lighting; this is one of the most important factors in taking photographs.
- If lighting is dim or dark, always use a flash. If event does not allow for flash photography and you are using a compact camera try to move some of the elements of the event to a well-lit area. You can recreate photos, if needed.
- If using a DSLR camera, you can lighten photos without a flash by increasing ISO to 640 or higher. The ISO adjusts the brightness of the photographs, but will cause grain to appear.
- You can lighten your photos without causing grain in them by lowering shutter speed and aperture (F-Stop), but it requires the use of a tri-pod.

### **Sharing Your Photos with OMC**

- We recommend using Box to share and store your photographs.
- You can access it at [box.iu.edu](https://box.iu.edu)
- Make a folder with the correct title
- Under the folder name, you will see a spot for 'Collaboration'. Be sure to choose the option that says 'Invite people to upload or download files.'
- It will then ask you to enter an email address, please enter [marcom@iu.edu](mailto:marcom@iu.edu).
- Below the message box is a drop down menu that reads 'Select access type:' you are going to set this to 'Editor', then press 'Okay'.
- Begin uploading your photographs
- After you have uploaded your photos it will prompt you to 'Share' or 'Invite to folder', you do not have to do this if you already invited the Marcom email address in the beginning. If you forgot to do so in the beginning, you can do it at that point.

Completed form(s) should be sent to the Office of Marketing and Communications at [marcom@iu.edu](mailto:marcom@iu.edu). Please call the OMC office (219-980-6800) with any questions. We appreciate your assistance.