



## Photography Standards and Fundamental Practices

Taking photos at events or click snaps to post a departmental social media page is a quick and effective way of generating content and awareness. Like video, photography is a mainlining tool in spreading Kirtland awareness and branding.

Ideally, the marketing team is entrusted with capturing and photographing any and all events occurring at or sponsored by Kirtland. However, due to the quantity of events and limited personnel in the marketing department, it is likely other Kirtland employees will be entrusted with capturing photos in support of Kirtland. If this should occur, the following standards and fundamental practices will help you maintain branding, keep content up to Kirtland standards, and provide you with publishable material.

### Photo Quality

- High resolution photos exported must be at 300DPI and at an export quality of 10 or higher.
- When exporting your photos ensure the file format for every photo is in JPEG and no larger than 1.5MB.
- Ensure that all photos taken are well-shot, in focus, exposed properly, and visible pixels are at a minimal-to none at all (proper amount of lighting will help with this).
- Please, do not use disposable or polaroid cameras. Most modern-day phones have features that capture high quality photos and can be edited by computers or directly posted online.
- Be cautious of your subject's background when taking photos. Ensure the background is clean from distracting content and prevent visual showing of labels if possible.
- When taking a photo please take at least two shots for every take. One horizontal and one vertical.

### Photo Release

- Being that Kirtland is public spaces, photography inside and on our grounds does not require a photo release form. However, be understanding to the subjects of your event and ask if they prefer to not have their photo taken.



- If minors are under the age of 18: permission from their teacher, advisor, and/or parents must be given.
- When shooting off-site and not in a public space, please see the marketing department for an official photo release form that you must take with you.

In capturing photos for any Kirtland event, please contact the marketing department prior to the event. This is to further ensure branding and standard guidelines are being kept and to avoid replicating other planned productions.

The marketing department can help you with editing techniques, shot lists, and possible coverage support of the event to ensure your photos are consistent with the mission and vision of Kirtland.