

7.0 PHOTOGRAPHY

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7.0 PHOTOGRAPHY | 7.01 DEPICTING THE DAL BRAND THROUGH PHOTOGRAPHY

The photos we use in Dalhousie's collateral material play an important role in conveying Dal's brand to the world. Photos draw the eye, and a single shot can do as much to communicate a message as a page of body copy. That's why it's essential that the photography we use is aligned with our Brand Personality—fresh and bold—while supporting our Brand Promise, to create a lasting impact.

So what does this mean when it comes to photography? Active shots are preferred over static ones: select photos of people engaged in meaningful activity as opposed to “grip and grin” shots. Look for photos that are shot in an unexpected or new way. Is there an opportunity to crop an image in a compelling way, or to select an image with an unexpected camera angle? And remember that showing the impact of Dal's work is important too: when planning shoots or selecting images, look for ways to show the results of what's happening at Dal. What is the lasting impact of the subject you are depicting, and can you capture some of that impact in an image?

While the subject of each photograph must support the specific story being told, there are a number of factors to consider:

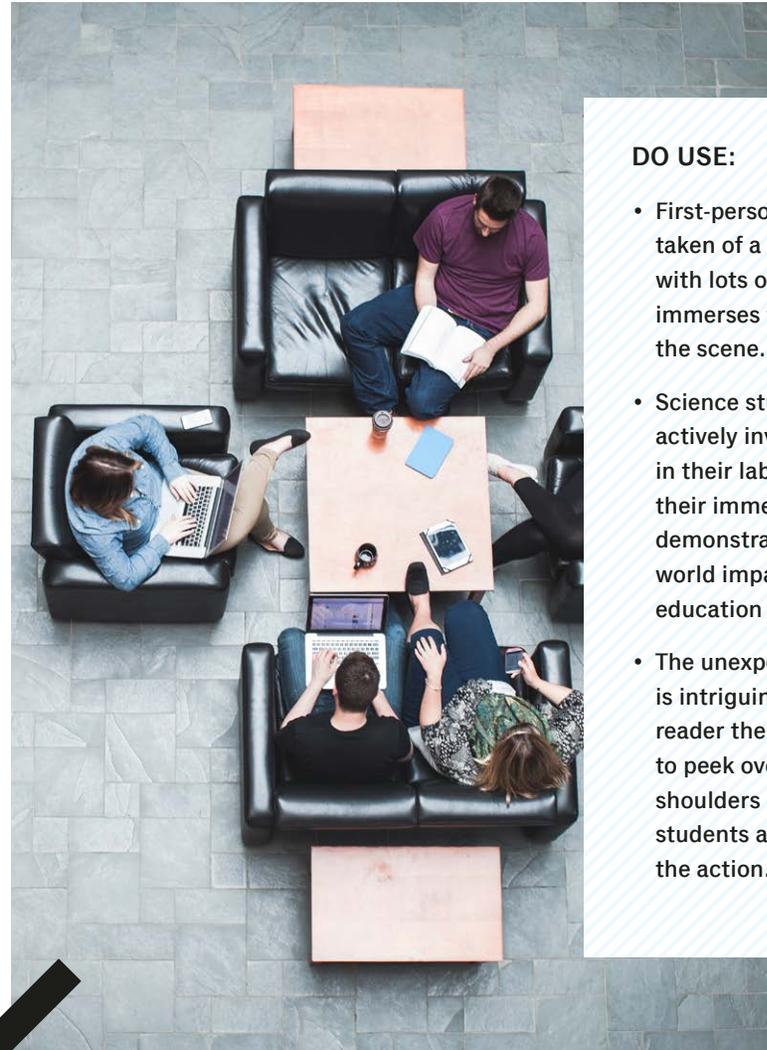
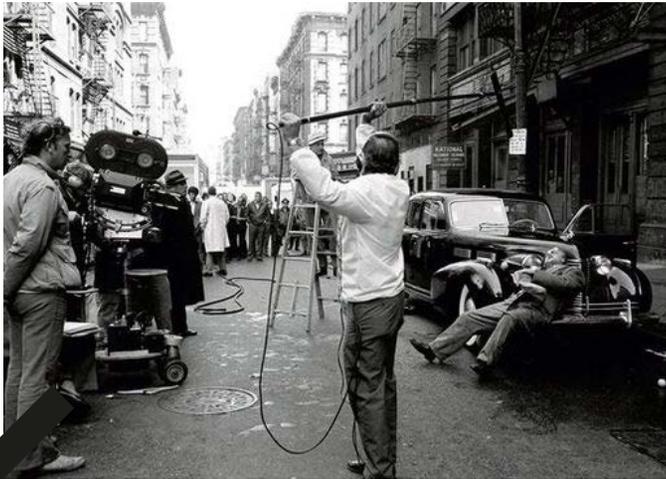
What should you shoot? The key words to keep in mind are “active” and “impact.” Try to show the impact of the subject at hand. Choose active images that demonstrate the benefit of what is going on at Dal. Our photography should help to answer the question “How does this matter?” and to show our reader how the activities taking place at Dalhousie positively benefit our communities locally, regionally and globally.

What style are you aiming for? Think dynamic, candid, real, editorial. Remember, just because you are arranging a shoot doesn't mean it needs to feel staged. Take the time to help your subjects relax, and aim to capture them in action, immersed in what they are doing. Capture that, and the reader will feel like they're immersed in the action as well.

What look and feel do you want? We look for unexpected angles and fresh approaches to visual storytelling. When choosing photographs avoid dark, blurry or pixelated photography. Each photograph needs to have a central point to draw the viewer's eye. This can be achieved with lighting, focus and composition.

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YES

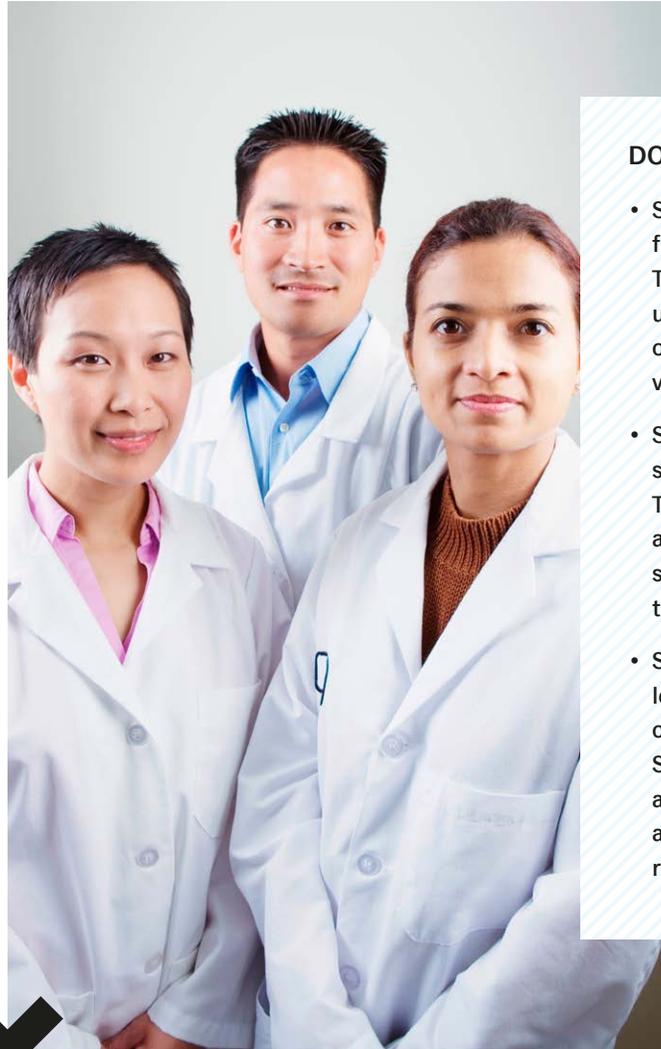


DO USE:

- First-person POV shot taken of a film shoot with lots of activity immerses the viewer in the scene.
- Science students actively involved in their lab work, their immersion demonstrating the real-world impact of their education at Dal.
- The unexpected angle is intriguing, giving the reader the opportunity to peek over the shoulders of the students and hover over the action.

7.0 PHOTOGRAPHY | 7.03 PHOTOGRAPHY EXAMPLES continued

NO



DON'T USE:

- Static shots of students taken from a front-on angle. **FRESHEN THIS SHOT** by looking for an unexpected angle, perhaps overhead or from an ant's-eye view.
- Static classroom shots of students at desks. **FRESHEN THIS SHOT** with an unexpected angle or unusual point of view such as taking the shot as if through a student's eyes.
- Subjects standing in a group looking head-on into the camera lens. **FRESHEN THIS SHOT** with a background that adds to the story, an unexpected angle, or capturing a more relaxed moment with the group.

7.0 PHOTOGRAPHY | 7.04 PORTRAIT PHOTOGRAPHY

Portrait photography can be tricky. Some **guidelines to keep in mind for achieving a fresh and bold** result include: ensuring that the subject is comfortable (a few minutes spent making them feel less self-conscious will pay off in more natural photography); taking a portrait in the subject's "natural habitat" (i.e. in a lab, in their office, engaged in the work that they do) so it feels less staged; or introducing movement such as moving water in the background or hair blowing in the wind to add drama or dimension to the portrait.



DO USE: This shot has movement (wind in hair, waves in background) and an engaged subject. The subject is shot from a lower camera angle, which emphasizes her confidence and stature. The dramatic lighting gives the photo emotional impact.



DON'T USE: Generic head and shoulders portrait with flat lighting, a bland location/background and a less-than-engaged subject.

7.0 PHOTOGRAPHY | 7.05 PHOTOGRAPHY CHECKLIST

When selecting stock photography or planning a photoshoot, consider the following questions.

The more check marks you give yourself, the more on-brand your photography will be.



- Does the photograph depict activity, achievement or real-world results and impact?

- Does the photograph feel unexpected, dramatic or candid?

- Does it feel like it's capturing a moment, rather than posed?

- Does the photograph help tell the story, either through an establishing shot, a detail shot or an action shot?

- Does the photograph have a strong focal point?

- Does the photograph have emotional impact, and does the emotion reflect the emotional point of the story or copy that the image is paired with?