Lenoir-Rhyne Photography Guidelines

LENOIR~RHYNE UNIVERSITY

Brand Statement

Our community passionately embraces the unknown. Our curiosity propels us to explore new ideas, crave knowledge and engage the world in bold ways. United by our liberal arts mission, we make it a point to know who you are and where you want to go. Your professors will know you by name and challenge you in ways you never imagined. With more than 50 majors to choose from and intimate class atmospheres, you'll be inspired and prepared to make your mark in the world.

Core Values

EXCELLENCE - We will strive for excellence in everything we do. We will continuously cultivate our intellectual, physical, and spiritual growth. We will develop our talents and abilities to their fullest extents.

INTEGRITY - We will act with integrity at all times. We will respect and be honest with each other. We will take personal responsibility for our words and our actions.

CARE - We will care about others in our learning and working relationships. We will be responsible stewards of our resources. We will support each other and work together toward the common good.

CURIOSITY - We will learn from our community, past and present. We will confront important issues with humility and open minds. We will embrace the gains attained from the diversity of people and perspectives.
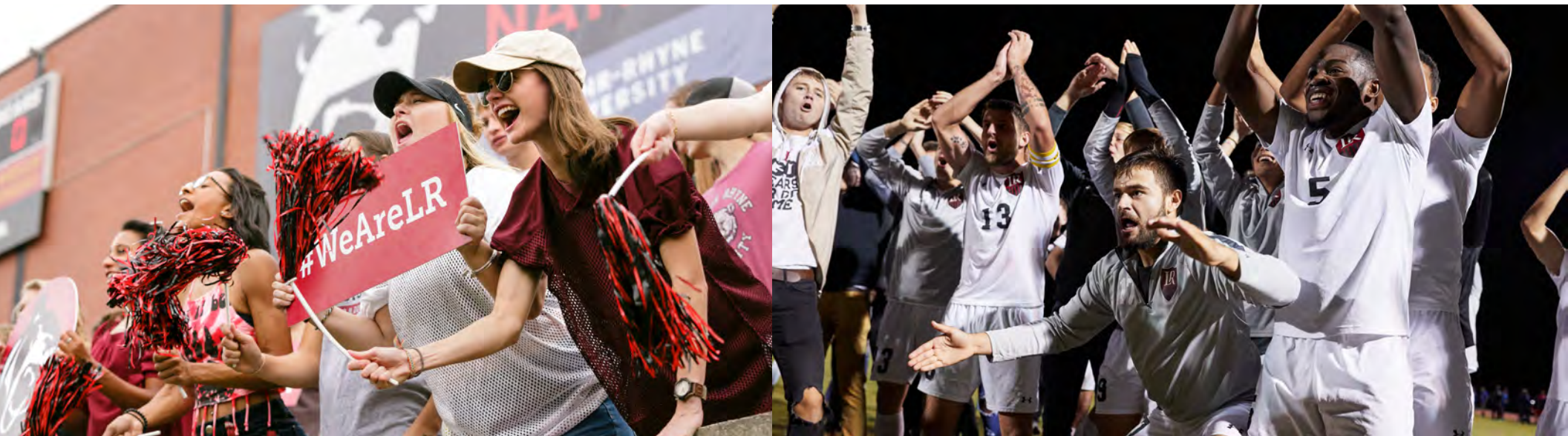
The Basics

- Think through the type of photos you want to capture beforehand and make a plan.
- Candid photos of the experience are preferred over posed group photos. Take photos of people so close that they feel they are a part of the moment.
- When possible, capture faces and expressions clearly.
- Try to find good lighting. Avoid harsh sunlight, dark shadows and dimly lit situations.
- Keep it simple. Avoid overloading the image with lots of elements. Favor clean, uncluttered compositions.
- Capture photos that reflect the diversity of the Lenoir-Rhyne campus and community.
- Remember that various photo sizes, angles and orientations (horizontal and vertical) are necessary for placement in traditional media, online pages, social media sites, web banners and ads, etc. Try to capture a few different layout.

Photo Checklist

☐ Does the photo tell a story?

☐ Does the image spark curiosity?

☐ Does the photo draw the viewer in and make him or her part of the experience?

☐ Does the image feature Lenoir-Rhyne students, staff, or faculty?

☐ Does the image feel real, not artificial, or fake?

☐ Does the photo reflect Lenoir-Rhyne's core values?

☐ Is the photo well-lit and uncluttered?

☐ Is the image in focus and saved at a high resolution?

How to Submit Photos

- Save photos at highest resolution possible (usually 300 ppi). For more information on how to save photos at high resolution on your device, visit:
    - **iPhone**: *https://www.howtogeek.com/439619/how-to-share-photos-and-videos-from-your-iphone/*
    - **Android:** *https://www.dummies.com/consumer-electronics/smartphones/droid/how-to-set-the-image-resolution-on-your-androids-camera-app*
- Email photos to **stories@lr.edu**.

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Mikeala Skelton
Digital Media Producer
mikeala.skelton@lr.edu
828.328.7972