ITSP Photography Service

As part of the College’s efforts to communicate a strong brand identity on the college website consistent use of image is a big contributor to that goal. Information Technology Support Programs offers high quality, original web based photography for no charge to WCBA departments and centers. To ensure we can accommodate your needs and meet the branding goals for the website there are some suggested guidelines to follow.

Photo Guidelines

General photos:
1. Please notify the photography contacts at least two weeks in advance of your event or portrait needs.
2. WCBA Photography is only available during regular business hours and days.
3. Write down clear goals for your photos and what you would like to see.

Group photos and lectures:
1. If shooting candid group meetings or a lecture:
   a. NO FOOD OR DRINKS ON DESKS please.
   b. Remove ball caps and sunglasses.
   c. Notify all participants that a photographer will be present.
   d. Be sure to group some participants towards the front of the room near the speaker.
2. If there is a large group of people that need portraits taken designate a point of contact to coordinate all of their schedules with ours.

Portraits:
1. Location of the portrait depends on the subject – faculty is in-office and outdoors and staff are usually outdoors.
2. Appropriate business attire is suggested.
   a. For Men: wear a Coat and Tie (no jeans).
   b. Try to avoid a busy print on shirts or blouses.
   c. Women should wear a nice suit or dress with solid colors.
   d. Female students can wear pants or a skirt with a button down top or sweater set.
   e. Women, please wear pantyhose and closed toed shoes.
3. Mornings between 8:30 and 11 are the best times to shoot.

Please Note: As a technology center we can only provide photos for use on the College web site. If you need photos for use in your print based publications please contact Tracey Johnson in the Publications department for a list of resources that can accommodate your needs.

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