

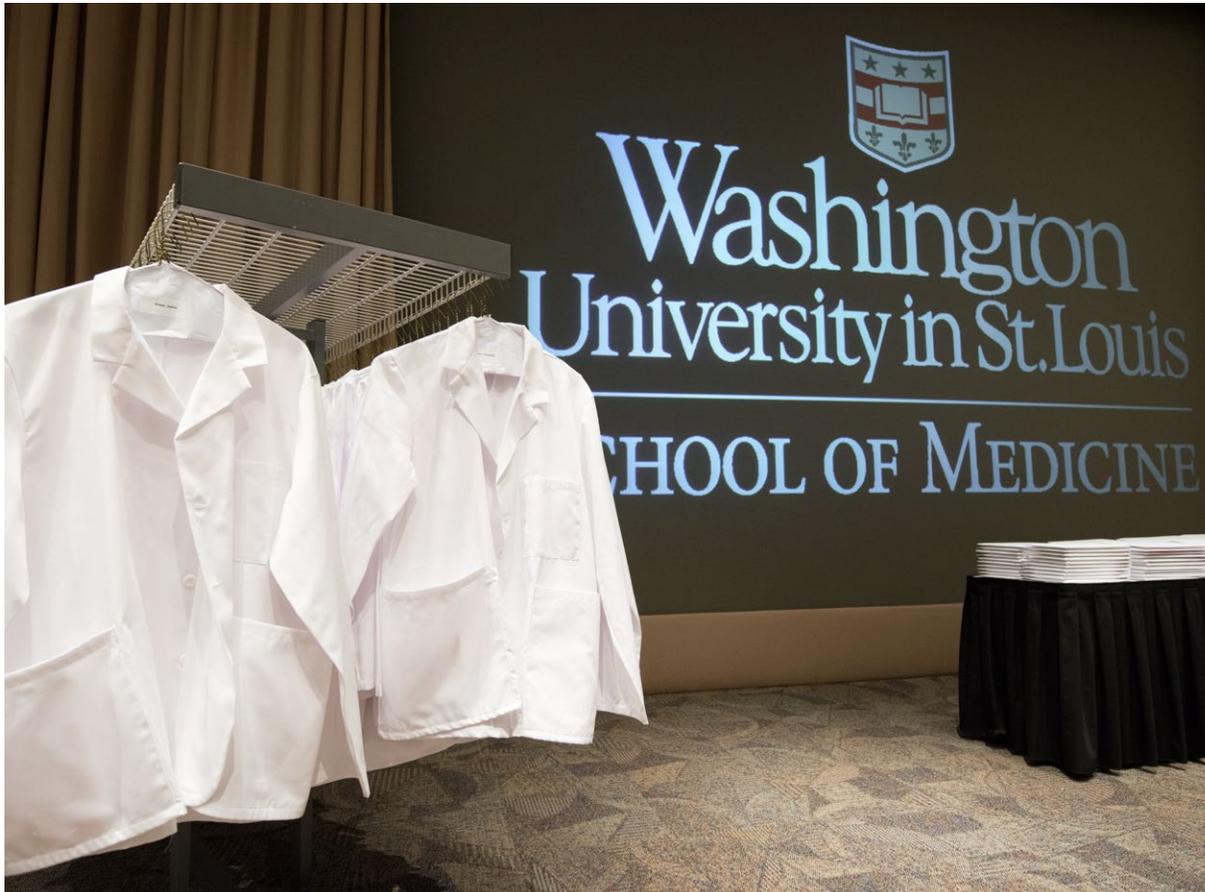
Photography guidelines

 Washington
University in St. Louis

SCHOOL OF MEDICINE

On-brand photography

- Embody the brand attributes
- Convey a sense of place
- Show people in typical settings
- Explore different vantages
- Have a focal point
- Apply natural-looking lighting
- Be candid
- Portray vital activities
- Capture significant moments
- Compose by the 'Rule of Thirds'



Embody the brand attributes

Photos that depict the school's mission are among the strongest visual representations of the brand. These are some key brand attributes:

- **Leaders** We are national leaders in medicine.
- **Established** We have a long history of innovation in research, education and patient care.
- **Driven** We are driven by our mission to advance human health.
- **Innovative** We define the leading edge, developing solutions for the future.
- **Personal** We are a supportive, diverse community that works toward great accomplishments.



Convey a sense of place

Photograph distinctive features of the medical center and the St. Louis region whenever this seems appropriate to the purpose. Look for opportunities to showcase specialized facilities, inviting environments and remarkable places.



Show people in typical settings

Picture the spaces where people live, work, study and receive care. People typically feel more comfortable — and thus photograph better — within their familiar environments. The setting for the photo is as much a subject as the people themselves.



Explore different vantages

Visually tell the story in a fresh way. Move through the environment to explore alternate perspectives. These might include long shots, close-ups, high or low viewpoints, looking over someone's shoulder or through a doorway or window, and so on. Reveal something we haven't seen before.



Have a focal point

Focus the viewer's attention. A photograph can convey a sense of depth, like a window on our world. Consider the space in terms of foreground, midground and background, and put only one of these in focus. Doing so will intensify the photo's visual impact.



Apply natural-looking lighting

Light resonates with emotional impact. Natural daylight lends a touch of authenticity and helps capture subtle skin tones. Supplement with reflected or additional artificial fill light to avoid harsh shadowing and overly contrasty faces.



Be candid

An uposed photo seems genuine. Its informal quality invites viewers to mentally place themselves within the scene. By comparison, posed photos often look stiff and overly formal. Move through the environment as the action unfolds, capturing spontaneous interactions.



Portray vital activities

Members of our community make immeasurable contributions to society. Show them engaged in their primary activities — studying, doing research, treating patients, volunteering. Photos should radiate with the intensity of these impassioned commitments.



Capture significant moments

From a minor insight to a major breakthrough — there is a certain decisive moment that makes for a one-of-a-kind photo. Perhaps a single frame among dozens of exposures embodies such a dramatic instant. Photos of significant moments stand the test of time.



Compose by the 'Rule of Thirds'

Centered subjects look overly formal; symmetrical compositions appear static. Asymmetrical compositions, on the other hand, appear naturalistic, energetic, organic. Imagine a grid that divides the image into thirds horizontally and vertically. The points of intersection offer optimal placements for directing attention to vital subject matter, such as a face. Compose and crop photos with this in mind.

