

Photography Assignment Evaluation

As stated in our Photography Guidelines, all requests received at least two weeks prior to their service dates are initially evaluated based on the following criteria:

- Direct link to the GC brand and/or aligned with the university's strategic goals
- Potential use of image(s) for university-produced publications, websites or social media
- Residual use of the images (if they can be used for applications beyond the intended purpose)
- Availability of a photographer

Please keep in mind that while these are initial high-level evaluation criteria, there are other factors that we consider when evaluating photography assignments and it is not an exclusive evaluation list. Our resources are limited therefore we are strategic in the projects that we select. We are detailed in the specifics of a project so that we can provide the desired outcome for the client in the most efficient manner possible.

Prior to commissioning a project, please keep the following factors in mind that will be helpful in our further evaluation of projects:

- Be as specific as possible about the type of photo you will need. Helpful descriptors including tone and style of photo (ex: serious, upbeat, light-hearted, somber, natural, staged, close-up, etc.) are strongly suggested. If you are looking for specific actions, scenery or subjects, please indicate this as well. We will arrive at your shoot to capture the images that you have commissioned, however, once we obtain those images your session will be complete. We may be able to accommodate one or two additional requests that come along during the session, however due to the nature of allocated time schedules, we will be unavailable to extend our session longer than what is agreed upon prior to the photoshoot unless there is an extreme extenuating circumstance that arises.
- We enjoy creating photographs for our clients, and we love it when the photographs that we create are used! If your photography project is a recurring request, we may request that prior examples of your use of photographs are provided so that we can capture more current and well-defined photographs for their intended applications. If, in the event that we request prior examples of use and none can be provided, we may have to reevaluate your request.
- The Georgia College community shares the photography resources available at Georgia College. Our photography unit is hourly, so any after-hours photoshoots are arranged on flex time when available. Please make all possible attempts to schedule your photoshoots between normal business hours (Monday – Friday, 8 a.m. – 5 p.m.).

Photography Assignment Evaluation (Continued)

If an after-hours shoot is your only option, we will do our best to accommodate it; however, in some cases, you may be responsible for an over-time charge if we are in high demand with other campus clients during week of your photoshoot. In addition, since photography is a shared resource for all of campus, please be sure to be selective with your projects. If photo shoot and editing time for a single campus department exceeds 15 hours of a 40-hour work week, we may decline any requests that would have us exceed 15 hours and recommend alternatives for you.

- We take many photographs in-classroom at Georgia College. However, due to the nature of the interior of a classroom, unless the classroom is a laboratory or equivalent, all photographs tend to appear similar unless there is a differentiating element in the room (i.e. prop, display, etc.). If you are seeking a photograph of students in a classroom to market or promote a particular project, please contact us in advance so that we can create a highly-staged photograph (or set of photographs) that will fit the selected mediums you intend to use the photographs for (web application, brochure, flyer, etc.) and be crafted in a way that tells the story of what you are trying to promote.
- For photography projects that are located off-site, please keep in mind that if the location is not specific to the story you are trying to tell (For instance, the workplace of a subject would be appropriate; a restaurant or rented conference center room would not be.) and is not easily identifiable as Georgia College-related, we may be better suited to set up a photoshoot that depicts what you are trying to relay in a staged photography session that is held at another time and location. Please contact us so that we may work together to find a suitable solution for your marketing needs.
- If an event occurs outdoors during the evening hours, please note that lighting may not be sufficient to achieve your desired result; many photographs that you see published of outdoor, evening photography are created with photography equipment that may not be accessible for our office. Furthermore, if an outdoor evening photoshoot is required and lighting is available, if it is held during an event, the equipment used for the photographs will diminish the experience for event participants not involved in the photoshoot.
- Due to state law, we are not allowed to use state photography resources (including cameras, lighting equipment, studio space, and existing photographs) for any business or book that is for-profit. Please contact Legal Affairs for more details, if needed.