

PROCEDURE APPROVAL TEMPLATE

Instructions: Complete each field with information that pertains to the procedure you are proposing. Overwrite or delete all of the guidance in each field before submitting for review. If the field does not apply, leave blank, or list “N/A” to mean Not Applicable.

Procedure Name	Requesting photography and/or videography
Responsible Division Head or VP	Creative Director
Responsible Department(s)	Design and Web Services
Procedure Author(s)	Creative Director and VP for Communications
Last Known Revision Date	2/17/2022
Previous Version Number	
Current Procedure Effective Date	2/17/2022
Current Version Number	
Related Policies	

PROCEDURE TEXT

TO REQUEST A PHOTO SHOOT, please complete this form approximately six weeks before desired photo shoot: <https://admin.albright.edu/pubformmain.php>

After your request is received, a member of the Communications team will contact you for a creative consultation. Please be prepared to answer the following questions:

- Which department is responsible for the photography request?
- Who is the point person for the request?
- What is the purpose and audience of the photography?
- If the photography is needed for an event, what is the event date/time?
- Are there specific photos needed from the shoot?
- If photos are needed by a certain date, please include date (Photos are not processed on the day of the shoot)
- Which dept. is responsible for payment? (Communications is happy to discuss partnering on photography requests that further the mission and goals of the college.)

During the consultation, Communications design staff will assess need and budget. For certain on-campus events, freelancers may not be necessary and student photographers may also be available. Communications reserves the right to determine need based on the complexity of the shoot, event, and availability of photographers.

Please confirm arranged time, location and details with the design team no less than three days prior to the scheduled shoot.

Final photos will be delivered to the Communications team who will share a link to the photos with the requesting party.

Question? Contact photography@albright.edu or 610-929-6787.

Accessing College Images

Please contact photography@albright.edu for access to images.

Credit

Credit for photography gifted to Communications will be given when deemed appropriate for usage.

Faculty/Staff Headshots

Official headshots of faculty and staff used for publicity purposes may be arranged by contacting Communications. Faculty and staff may also submit professional headshots for use on the web or in print accompanied by the written consent of the photographer.

PRIOR TO STARTING A VIDEO PRODUCTION (approximately six to eight weeks before expected project delivery), please complete this form: <https://admin.albright.edu/pubformmain.php>

After your request is received, a member of the Communications team will contact you for a creative consultation. Please be prepared to discuss the following questions:

- What department is responsible for the project?
- Who is the point person for the project?
- What is the purpose of the video?
- What is the main message and intended audience? (Communications reserves the right to determine need based on available budget, marketing relevance and availability).
- Is editing required and if so, how extensive will editing be?
- Has a budget been established and approved for this project? If so, what is your budget?
- Will the shooting be seasonal/repetitive yearly work and, if so, for what duration and at what cost?
- If in-house, Communications must review the work before release to the public to ensure quality and liability
- If project is substantial enough, it may require storyboarding or scripting

- ** Please allow for branding constraints as determined by the Communications office. Video is created in support of college marketing initiatives and not for individual dept. use.**

REVISION LOG

DATE OF REVISION	MAJOR CHANGES <i>(Note: electronic copies of the former versions of the procedure must be maintained within the unit, department, or division)</i>
Click or tap to enter a date.	
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