

# DEPAUL UNIVERSITY

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## Use of EM&M Marketing Photographs

**Category:** Academic Affairs - Operational

**Responsible Department:** University Marketing Communications

**Responsible Officer:** AVP, University Marketing Communications

**Effective Date:** 7/12/2017

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### Policy Summary

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This policy requires that the Division of Enrollment Management & Marketing (EM&M) gives permission on a per-project basis for the use of any photographic or video images commissioned by EM&M. Because EM&M owns these images, it must regulate their use so that images are in compliance with copyright agreements, are used appropriately, and do not lose their impact through overuse. This process is designed to protect DePaul's image, reputation and the effectiveness of its marketing campaigns.

This policy also details the procedures to request EM&M digital images and footage for use in print, Web and other projects.

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### Scope

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This policy affects the following groups of the University:

- Full-Time Staff
- Full-Time Staff
- Part-Time Staff
- Full-Time Faculty
- Part-Time Faculty
- Student Employees

This policy applies to all employees responsible for producing advertising, communication and marketing materials, and websites and to the external vendors they may hire to do such work.

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### Policy

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The Division of Enrollment Management and Marketing (EM&M) must grant permission on a per-project basis to any employee, unit or entity that wishes to use digital or print images or videos commissioned and purchased by EM&M. This includes but is not limited to EM&M images and videos on DePaul's website, images in recruitment and other print materials created by or in conjunction with EM&M, videos hosted on DePaul servers, videos on external platforms such as

YouTube in accounts owned by University Marketing Communications, and images in the photo archive (photo library) maintained by EM&M.

As a service to the university community, EM&M makes select images, videos and footage from these libraries available for use in marketing materials and on websites. A fee may be required to use the images in advertising or on the Web or for an employee's personal use.

EM&M regulates the use of these images for several reasons:

- To ensure that use of the images comply with copyright and photographer agreements;
- To ensure that images are not manipulated in any way other than cropping unless approval is given in advance;
- To ensure that images are used accurately and appropriately;
- To ensure that images do not lose their impact through overuse.

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## Procedures

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To request the use of images, please fill out our photo request form at [brandresources.depaul.edu](http://brandresources.depaul.edu) located in the "Requests and Templates" section.

To request the use of footage or videos, email the following information to the web content producer (contact information can be found on the Brand Resource website at [resources.depaul.edu/brand/contact-us](http://resources.depaul.edu/brand/contact-us)).

- Name of project and description
- College/department and contact person
- Vendor (if applicable)
- Description of type of image, footage or video (i.e., students studying, KGSB classroom, student life)
- Name of video or video project, if known
- Number of images needed
- Vertical or horizontal format (for photographs)
- Web, advertising or print usage
- Date images are needed

Photographers and videographers often charge higher rates for images used in advertising and/or on the Web, so additional fees may apply for these uses.

If an employee wishes a photograph or video footage for personal professional use - for example, in their own publication, to accompany an article in a non-university publication, or on a personal website - the photographer/videographer as well as University Marketing Communications will need to grant permission and fees will apply. DePaul's agreements are for university promotion only.

University Marketing Communications will provide the images, for one time use only, within seven to 10 days of receiving the request. University Marketing Communications may request a proof of the publication, marketing material, advertising or website in which the approved images and/or videos are used to protect this policy.

If images are needed for more than one project (i.e. a brochure and a website), submit separate requests for each project. Do not re-use images requested for a previous project without obtaining permission from University Marketing Communications. This prevents overuse of images and protects the project manager from using images that are outdated or are no longer appropriate.

Please note that some images, footage and videos in EM&M libraries are not available for university-wide use.

If an employee or unit uses EM&M images without permission, EM&M will determine the best remedy depending on how the image was used. Options include but are not limited to having the unit pay for the appropriate usage rights, removing the image from electronic media, and re-creating or reprinting the materials.

Questions and concerns should be directed to the Director of Marketing Communications in University Marketing Communications.

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## **Divisional Collaborations**

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## **Contact Information**

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Director, Marketing Communications  
(312) 362-5503

Assistant Director, University Marketing Communications  
(312) 362-6365

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## **Appendices**

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For additional information see:

- [Digital Millennium Copyright Act \(DMCA\) Response policy](#)
- [Brand Resource website](#)

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## **History/Revisions**

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Origination Date: 01/16/2008

Last Amended Date: 07/12/2017

Next Review Date: N/A