Photography Guidelines

INTRODUCTION

Most departments in the division take pictures of their staff and students at events throughout the course of the year. The subjects of those photographs have certain rights to their likeness or image, and photographers own the copyright to their photographs. In order to be able to use those photos publicly (in presentations, on a website, or in publications) and freely (in any form), you must get permission from both the subjects of the photograph/s and the photographer.

In addition to getting proper permission to take and use photos, members in the division should have centralized access to recent, professional quality photos of our students and staff at our events. Further, storing and sharing our photos should be simple and secure.

This document provides divisional guidelines for taking, storing, sharing and using photographs. A list of photographers, forms for permission to use photos, and the location of a divisional photo storage site are included.

UNIVERSITY PHOTO GUIDELINES:

All members of the division should refer to and follow the University photography guidelines that were created by Marketing Communications (Enrollment Management and Marketing). To read or reference the University photo guidelines, visit:
http://brandresources.depaul.edu/vendor_guidelines/g_photography.aspx

PHOTOGRAPHERS AVAILABLE FOR DIVISIONAL USE:

Right now, you have five options for securing a photographer for your event. You can use Public Relations and Communications or Media Production and Training, or you can hire a professional photographer, you or one of your staff members can take photos at your event, or you can reach out to other Student Affairs staff who have offered their photography talents to the division:

Public Relations and Communications:
Contact Jessica Peterson, and she will coordinate OPRC services

Media Production and Training:
http://offices.depaul.edu/is/services/mpt/Pages/RequestingServices.aspx
Student Affairs Staff:
Ziena Miller (New Student and Family Engagement): nmille26@depaul.edu

Professional photographers:
Steve Woltmann: stevewphoto@comcast.net, 630.968.9021
Jennifer Girard: JenniferGirard@jennifergirard.com, 773.929.3730

If you would like further recommendations for professional photographers in the Chicago area, you can contact Deborah Setnes, department assistant in Marketing Communications, at extension 2.6459.

You can also request photos from Amanda Barbush or Laura Steele in EM & M. You must send them an email either describing a picture you saw in an EM & M publication or on the DePaul website that you would like to use, or clearly describe a picture you have in mind (I would like a picture of a student in the Quad during winter). They will pull photos that match your request and that have the proper permissions and send them to you in thumbnail form via email for your review and final selection. If you choose to contact them, please plan for at least two weeks from the time of request to the time the photo is delivered to you for your use.

FORMS:

In order to use photographs in our publications, we have to have two kinds of permission: permission from the subjects of the photos to use their likeness in certain ways, and permission from the photographer to use their photographs for all purposes.

Photographer’s Permission

Getting the photographer’s permission is relatively simple if you know who the photographer is and you will be in contact with them before the event that you want photographed. However, photographers can limit the permission that they give you. If you use a photographer internal to Student Affairs, unlimited permission might be easier to get. If you use a professional, use of their photos might be limited by their terms.

If you do not know who the photographer is and cannot secure permission to use a photograph, you cannot use the photograph unless the photographer has stated somewhere that his/her photo/s are available for free and unlimited use.

A photographer’s permission form is attached for your use (Appendix A). The letter acts as a contract, and can be amended by either party (you or the photographer). If any changes are made to the final document, both you and the photographer will need to initial the change/s.

Photo Release Form

You must obtain the permission of the photography subjects to use their image/likeness. There are a number of ways you can do this:
1. Have your subject/s sign a photo release form sometime prior to the photo shoot (Appendix B).

2. Make the photo release form part of the hiring packet for new professional and student employees. Any photos you take of your professional and student staff can then be used publicly and in many forms.

3. Use student workers or student leaders as subjects, and have them sign a form that gives you permission to use their likeness. You can then photograph them in staged shots, or in candid shots at events.

4. If your event has a registration card or RSVP, you can include a statement on the registration or RSVP. (Appendix C)

5. If your event does not have a registration or RSVP card, and you do not want to use student leaders or student workers, you can post a sign in multiple locations throughout your event. (Appendix D)

Please keep in mind that if you do not get the permission of the subject of the photograph to control the rights to and use of the photograph, you and your department are not at liberty to use the photo in any public way. You cannot upload the photograph to the shared drive and you cannot share the photos with other departments and individuals for their use.

STORAGE/USE:

Photographs that we have unlimited permission to use can be stored centrally for all departments to use on the w (shared) network drive at W:\aa\Student Affairs Photographs. Each department has staff members who have access to the shared photography drive. They are as follows:

- Adult, Veteran and Commuter Student Affairs: James Stewart, Lauren Cole
- Center for Intercultural Programs: Stefanie Smith, Scott Tharp
- Center for Students with Disabilities: Jodi Falk, Judy Kolar
- Dean of Students Office: Rhone, Shea Wolfe
- Health Promotion and Wellness: Rima Shah, Michelle Johnson
- Multicultural Student Success: Nydia Santana
- New Student and Family Engagement: Nickelaziena Miller, Kevin O’Brien
- Student Involvement: Nicole Beuerlein, Kristin Hagen
- Student Leadership Institute: Dave Borgealt, Natellie Ibarrientos
- Residential Education: Nadia Alfadel, Amanda Laskowski
- University Counseling Services: Jeff Lanfear, Bruce Czuchna
- University Ministry: Celeste Frontczak
- Vincentian Community Service Office: Ruben Alvarez
- Office of Religious Diversity: Quang Luu
- Student Affairs: Jessica Peterson, Tyneka Harris, Ellen Meents
- DeCaigny, Aaron White
If you need a photo for a publication or website or would like to share photos (that you have received permission to use and share), please contact your departmental representative/s.

Make sure to keep the permission you obtain on file (paper, scanned digital or email) by event title, month and year. If there is ever a question about our ability to use a photo, we will need to be able to locate the permission forms.

CONCLUSION:

Most departments in the division take and use photos. In order to make sure that we protect the rights of the subjects and of the photographers, we must get permission from both to take or use the photos in certain ways. Once we have done that, we should use them, but we should also share our photographs with our colleagues so that all of the work that we do as a division is represented in marketing and communication across the division. The centralized photo storage system is a perfect way to do this. These guidelines, and the University’s guidelines, will help us better manage our photographs and, then, our communications. We hope you find them helpful!
Appendix A: Sample Photographer Contract Letter

Date
Name
Business
Address
City, State, Zip

Dear Name:

Thank you for your interest in taking photos for DePaul University. Please sign and return this letter, which serves as our work for hire agreement.

DePaul will hold the negatives, positives and/or digital files and will own all rights, including copyrights, in and to the photos you take for the university. This means that DePaul may use the photographs at its discretion for all purposes, including public and media relations, marketing and fundraising communications for the university. The photographs may be used in formats including, but not limited to, brochures, print and direct mail advertising, billboards, newsletters and magazines, Web sites and e-mail communications. DePaul acknowledges and agrees that you may display the photos in your portfolio as samples of your work.

If you have any questions, please feel free to call me at (Your Phone Number Here).

Your Name
Your Title
Your Department

Photographer’s Signature ___________________________________________________

Business Address _________________________________________________________

Business Phone ___________________________________________________________

Agreement Date ___________________________________________________________
Appendix B: Photo Release Form

Photo Release Form

By signing below, I hereby grant to DePaul University the right and license to use my name, image, likeness and comments in DePaul’s materials for internal and external audiences. These materials include but are not limited to advertisements, brochures, viewbooks, news releases, magazines, newspapers, newsletters, videos and Web sites.

Signature

Name (Printed)

Address

Telephone

E-mail

Date
Appendix C: Registration Form or RSVP Card Statement for Release of Rights to Photos

By registering or RSVP’ing to this event, you are granting DePaul University the unrestricted and irrevocable right, but not an obligation, to photograph, film, record and reproduce and otherwise use in any way your voice, likeness, acts poses and appearances in whole or in part in one or more websites, publications, brochures, view books, news releases, magazines, newspapers and newsletters.

By registering for or RSVP’ing to this event you agree that any picture, recording, or footage taken of you shall be the sole property of DePaul University and you have no rights therein in regards to its producing, exhibiting, distributing, or exploiting in any and all media now know and hereafter devised throughout the universe.
Appendix D: Photo Release Event Sign

Student Affairs Photography in Progress

By entering you grant DePaul University the right and license to publish your name, image, likeness and comments in DePaul's materials for internal and external audiences. These materials include but are not limited to brochures, view-books, news releases, magazines, newspapers, newsletters, audio recordings, video recordings and web sites. DePaul University may distort, blur, composite, or otherwise alter any images and/or recordings. You waive the right to inspect or approve finished images and/or recordings and waive the right to any royalties and/or compensation arising from or related to the use of the images and/or recordings. You affirm that you are 18 years of age or older. If you are not 18 years of age or older or have other concerns regarding this
release, you are free to contact the present DePaul University Public Relations representative.