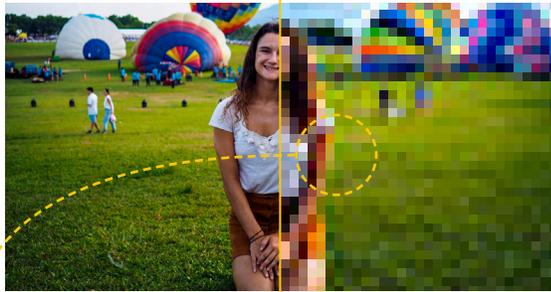


Tips for taking great photos

Whether you're taking a selfie or have camera help from a friend, please follow these composition and clothing guidelines to boost the success of your photo and keep the focus on your visual storytelling:

I. Composition



Check phone/camera settings

Make sure your camera or your phone setting is for the highest-quality image (high resolution/high pixels). Low-quality files will result in pixelated photos that we probably won't be able to use. Turn off the date/time stamp so it doesn't appear in the photo frame.



Highlight interesting backgrounds

Choose items around you to help to tell the story of where you are and what you're doing, such as iconic features, historic architecture, distinctive landscapes or interesting lab equipment. Be sure nothing "grows" out of anyone's head in the background.



Avoid distracting elements

Do wear Rowan gear or apparel appropriate for your work or study and avoid logos from other schools or brands (see next section). Avoid things that distract from the main visual message and can date the photo or tie it to a different story topic.



Visually tell a story

Shoot horizontally, with plenty of room to capture a good view of you if you're alone, or to identify you easily if you're in a group. Remember, homepage carousel graphics are sized at a ratio of (about) 7:3. Include props, equipment, etc., that help tell the story and frame the photo's subject.



Group photos can be a challenge

When taking group photos, shoot multiple frames to provide more options. The more people in the shot, the harder it will be to get everyone properly posed. Avoid distracting background elements and/or individuals who are separate from the group. Remove sunglasses so everyone's face and eyes are visible.



Send original digital file

Send the original high-resolution photos directly to your Rowan contact. Don't downsize or optimize for e-mail or add any photo filters. While some cell phones shoot images in the HEIC format, high-res JPEG images are best. Compressing your photo (.zip) is a good idea, but not required.

II. Clothing

Photo shoot tips

Participating in a photo shoot? Please bring a few apparel options and props that you can easily swap in during the course of the session, especially if various backgrounds will be used or if the photos will serve different purposes.



Lab shoot tips

For those using lab coats, please make sure they don't look either too new or too old, used or dirty. Whatever is under the lab coat should be free from logos (except Rowan), messages or distracting patterns. Appropriate goggles, gloves and other safety gear must be available and used during the shoot.



What to wear

1. Clothing appropriate to your role or the story being shared (what you wear in class or lab, better a notch higher than lower; apparel you would wear to present at a conference among peers and leadership)
2. Something you're comfortable in, that won't need adjusting throughout the shoot
3. Solid colors (blues, tans and browns, mid-to-dark greens, etc.) or subtle patterns, regular stripes and plaids
4. Clean clothing, including shoes
5. Combed hair and groomed facial hair (photos and lighting can exaggerate details)
6. If you wear glasses, make sure they are clean. If you don't wear them all the time, decide whether you should be photographed with and without them as an option

What not to wear

1. Avoid black, red, white and soft pastel colors unless you plan to break it up with a jacket or sweater
2. Athletic-style clothing (except for athletics/recreation photos)
3. Large logos or distinctive designer branding
4. Detailed (busy) prints or narrow patterns
5. Artsy, hip and trendy clothing that may appear outdated quickly
6. Anything extremely dressy or formal
7. Anything sleeveless (except for athletics/recreation photos) or low-cut (men and women)
8. Distractive jewelry or accessories
9. Anything that will appear distinctly seasonal and thus look odd when a photo is published out of season
10. Anything overtly or excessively Rowan-branded. Limit Rowan colors and identity to a small pin for employees and one logo item for students (not a hat and shirt and jacket)