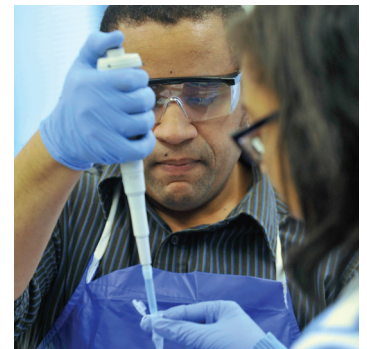


Gwynedd Mercy University Photography Guidelines

Quality photography is a crucial part of brand GMercyU. Our goal is to use interesting, compelling imagery which reflects GMercyU's dynamic environment and engages the audience.

Following are some guidelines to consider when taking photos:

- Take close and wide shots, and shoot both horizontally and vertically to allow for more flexibility in using your image.
- Ensure that subjects look engaged and happy. For example, candid photos of students and faculty who are involved in classroom or campus settings are preferred over staged images.
- Subjects should be dressed neatly and appropriately and wearing GMercyU branded clothing whenever possible. Avoid non-GMercyU collegiate wear; prominent display of national brands; revealing/ripped clothing; hats/caps and clothing with words or sayings (unless GMercyU-related).
- Take both candid and camera aware (subject looking into the lens) shots.
- Be mindful of diversity. When possible, include a mix of people of different genders and ethnicities.
- Strive to take campus photos filled with students. Empty campus spaces, while beautiful, do not convey the warmth and personality that are GMercyU.
- Be sure you have permission to photograph anyone not affiliated with GMercyU. This is especially important when traveling off campus for study abroad or Alternative Spring Break trips.



Examples of imagery to avoid:



Too staged



To far away and unengaging



Empty campus



Posed group, no activity