



PHOTOGRAPHY STYLE GUIDE

2020

HELLO

Welcome to the team! We're so glad working for Media Services can be a part of your student experience at Lee. We know starting out can feel overwhelming, so we've provided a style guide to help you better understand our brand. This guide is going to walk you through every facet of what we do, from shot selection to file management. While our guide will address most of your initial questions, we know content creation can be a complex learning experience. Should you ever find yourself unsure of

REAL-TIME WORKFLOW



The first thing to know about working on a real-time team is everything moves FAST. Our goal is to put out content 30 minutes after it happens.

Photographer

WHAT TO LOOK FOR

Find The Emotion

Look for smiling faces, people hugging each other, etc. Anything that captures the positive energy of the event.

Know Who The Important People Are

Keep an eye out for any special guests / artists interacting with students and/or attendees- these are the best moments to capture.

Pay Attention To Diversity

Consider ethnicity, gender, and age whenever you are shooting.



Talk To People

Don't be afraid to talk to people or to orchestrate a moment if you're struggling to find one!

Pay Attention To Attendees

When capturing worship / stage content, don't forget about the attendees! Crank up that ISO and capture the attendees engaging with the stage content.

TIME SAVERS

Your editor is going to be sifting through hundreds of photos throughout the day. These are a few things you can do to make their job easier:

- Mark photos you know are great with one star. If you are using a different system, communicate that to your editor.
- If you know the photo you just took is unusable, delete it.
- Always remember to format your card after your editor dumps it. You can get your files from the editor at the end of the night if you want them.
- Always have an extra SD card on you so you can hand off a card and keep shooting.



THINGS TO AVOID

Shots of the backs of people

Shots of people not smiling or engaging with the environment

Logos

RECOMMENDED Stage Settings

- Don't drop below a shutter speed of 1/200 when shooting in a stage setting
- Know how your camera handles ISO, but don't be afraid to use a high ISO if it is needed.
- 1/200 and an ISO of 800 is our team's sweet spot 90% of the time in stage situations

Editor

The editor's job is to deliver the best content to the producer as quickly as possible. You need to make snap judgement on photos and know which ones are going to elevate our client's social experience best.

FINDING THE SHOT

Your job is to find and edit the most compelling images and passing those onto the Producer.

WHAT TO LOOK FOR

- Smiles, smiles, smiles. Always be on the lookout for shots of people smiling and having positive interactions with each other.
- Special moments from the event, i.e. someone being crowned at POF, a student receiving a scholarship check, a team winning Dorm Wars, etc.
- Speaker shots with clean backgrounds for quotes.

WHAT TO AVOID

- If a shot blurry or the focus is off, skip it. Every so often, a moment is big enough to overlook slightly off focus, but for the most part, do not use a shot if it is unfocused.
- If everyone's backs are to the camera, pass over it.
- Avoid logos — especially if they are for brands that compete with the principles of Lee University. In layman's terms: pay attention to what people's shirts say.

ORGANIZATION / FILE

Create a new Lightroom Catalog at the beginning of every event. Name the file with the date and event name: **09.12.19_Aurae.**

File Naming

It is important that your files show up in order of export when they are uploaded to a gallery.

The best way to ensure that is to streamline your file naming:

In Lightroom set your export setting to Custom Name - Sequence. Name the files by **date_ event: 09.12.19_Aurae.**

FINAL DESTINATION

- All photos need to be uploaded to SmugMug as soon as they are exported. Your Video Lead will provide you with a link to their intended location.
- At the end of the event your whole project need to be uploaded to Google Drive. The video lead will provide you with these links as well.

EDITING

At Media Services, we aim for a clean edit on all of our content. Though we match the tone of the event, our content is rarely over-stylized or trendy. Our focus is on matching the emotion of the event, clean skin tones, and true (never overwhelming) colors.

MEDIA SERVICES EXAMPLES



The examples displayed above are from various clients and environments. Notice how the skin tones are always clean and the images are as bright as they can be.

ONE MORE THING

Take the extra few seconds to be detail oriented. Is there something distracting in the background? Are there a bunch of small lights in the background that makes it feel cluttered? That extra second makes a huge difference. And that's how we do it! Now let's go make some good content!