

## CLAS Departmental Website Photo Process

*Jill Tobin, CLAS photographer*

To ensure that we get the best results when using photography to strategically represent a department, major, or program, please consider the following:

- The primary audience for public-facing CLAS departmental websites is prospective students at the undergraduate or graduate level (as opposed to people in the department, faculty from peer institutions, the “general public,” et al.). This audience wants to get a sense of student experiences in your area, and the photography will serve that end.
- It is not possible to photograph every instructor, every class, etc. This means that it is vitally important to choose three to four areas that align with your unit’s strategic priorities.
- Consider various types of diversity when choosing subjects to photograph: racial/ethnic, gender, disciplinary.

We can shoot:

- **Classroom/lab/arts/indoor shots** (can be staged)
  - **The two most important elements of indoor/classroom/lab/studio photos are:**
    - That it is in a space with students and/or an instructor looking interested and engaged
    - That it is in a space or class with visual appeal (often because of what an instructor is presenting), or that is central to the student experience in your unit (e.g., a commons area or studio/lab spaces).
- **One-on-one or small-group “interaction” shots:** These shots can be of an instructor working with a student on research, advising, or other similar situations.
- **Experiential/field shots:** Experiential activities or field courses make for excellent photography, as they move the viewer outside of the walls of your unit.
- **Use of custom stock photos:** Often, the audience will be looking for shots of general campus life, not specific to your unit or building. CLAS has a large (and always growing) library of original stock photos of students on the UI campus. These can be found at <https://uiowaclas.smugmug.com>, and you can either download photos directly (ignore the buttons that say “Buy Photo”) or email Jill Tobin with the shots you select so she can pull them for you. Alternatively, Jill will be happy to select from the library for you, and she can check to see if her central UI colleagues have appropriate photos. Using these

CLAS/UI-specific stock photos can be a way of meeting gaps in representation for a particular project.

Please contact Jill Tobin at [jill-tobin@uiowa.edu](mailto:jill-tobin@uiowa.edu) if you have any questions about photography. She's happy to help!