

## Preparing for your photography session

### Information for the Shoot Organizer:

The new website for your department/organization needs images for a banner.

- The images are a very specific shape—long and very short—which means they are difficult to fill. Images that are best suited for the space have the most interesting parts (like peoples' faces) all on the same plane. But let the photographer worry about that.
- The three missions of the School are Research, Education, and Patient Care. Your images should represent those that are relevant to you, in addition to other topics such as Community. Try for two of each to make your new website live.
- Before a photography session, think about at least three possible scenarios with the subjects you have invited to participate.

### Information for the Subject:

You need to think about what is most important about what you do and how we can represent that visually.

- Images should be “action” shots—not group shots or head shots of faculty members.
- Though these images will be staged or “fake,” all standard protocol should be followed in the “fake” images as it would be in real life. If you use a “fake” patient (like a co-worker), please make sure they have street clothes to wear (not scrubs!).
- All real patients will sign a HIPAA Media Release form.
- Though the overall shoot often takes two or three hours including setup and take-down, if the stage is prepared and people are ready with ideas, the individual’s time being photographed can be less than a half-hour.

### Sample Scenarios

#### Patient Care

- Doctor examining patient
- Doctor reviewing chart
- Doctor working on computer or in surgery
- Doctors discussing case

#### Research

- Researchers in discussion
- Researcher at computer with interesting image
- Researcher using special equipment

#### Education

- Attentive students
- Professor lecturing
- Professor in discussion with group of students
- Professor using model or illustration

#### Education:



#### Research:



#### Community:



#### Patient Care:

