Yale School of Medicine Website—*Photography Types*

When working with a photographer, it is important to know what you would like to accomplish and what you are asking the photographer to do.

| Action Pictures

General Website | **Before the shoot:**
Think about who, what, and where you want photographed—called "scenarios." The easiest way to think about this is to determine what is important about what you do, and then organize photographs that illustrate that.

Determine the Purpose:
Think about what you want to use the images for, and if you need them to be vertical or horizontal.

During the shoot:
It will take the photographer 15 minutes to move between scenarios. (Complete location changes often take 30 minutes to move equipment). Each scenario will take at least 30 minutes to work through lighting, posing, and then to actually photograph. Schedule the subjects to arrive every 45 minutes. During a three-hour shoot, six to eight scenarios can be photographed.

Use:
These can be used to accompany text on your website or illustrate concepts not in the website banner. The rights to the image are owned by the photographer or YSM, but the organization can use the photographs for their website. Publication in a book or article outside of YSM requires approval or re-use fee paid to the photographer. | **Clinical**

Research

Education |
| Action Pictures

 Website Home Page Banner | **All of the above, plus:**

Images for the home page will have the horizontal aspect ratio and possible right-hand overlay in mind, including dead space on the top, right, and bottom of the full-frame image to crop.

The photographer will work through this during the shoot, but it is important to allow a little extra time for these photographs due to the shooting contraints. Schedule people to arrive every 45 minutes, but allow 30 minutes between scenarios. | **Image will be cropped** |

Headshots	• **Setup** Setup is about 30 minutes and requires its own room. It often includes two lights and a background display. All the people to be photographed should be scheduled to arrive within five minutes of each other, consecutively, once setup is complete. • **Use** These can be used for staff and faculty listing pages, or for accompaniment to an article about this person. The rights to the image are owned by the photographer or YSM, but the subject can use the photograph for their own needs. Publication in a book or article outside of YSM often requires re-use fee paid to the photographer.	
Environmental or **Equipment Portraits**	• **Setup** Setup requires 30 minutes, which includes time to scope a location and set up lights. If there is one subject to photograph, the schedule should allow 30 minutes to work with that person. If more than one subject is to be photographed, the schedule should allow 30 minutes between locations, and 30 minutes between subjects. • **Use** These can be used for accompaniment to an article about this person. The rights to the image are owned by the photographer or YSM, but the organization can use the photographs for their website. Publication in a book or article outside of YSM requires approval or re-use fee paid to the photographer. **Equipment**　　　　　　　　　　**Administrative** 	**Clinical** **Research**