Imagery Photography

Photography plays a key part in most University publications so it is important that it is well considered and consistent, and portrays the University in an authentic way.

When commissioning new photography, the style should reflect the qualities listed opposite. The subject matter should correspond to one of the defined areas overleaf (details, people and context). Imagery from all three areas may be used to build up a picture of life at the University, or to tell a story.

Briefing guidance

When briefing photographers, please consider:

- style and subject (see pages 63-65)
- end use – the size at which the image will be used; whether the image is for print or web
- quality – all images should be 300 dpi
- format – landscape or portrait; colour or black and white
- layout – how will the images be used? Leave space for text if necessary
- location – outdoors or indoors; weather-dependent; travel expenses
- props – source on the day or book in advance; realistic to situation
- representation – gender; ethnicity; sensitivities towards religious beliefs
- consent forms – required when photographing people (see below)
- copyright – see above

Copyright

Photographers should assign copyright to the University of Bristol. The University reserves the right to use images for marketing and editorial purposes in all media worldwide; without restriction and in any format. Photographers will be credited where possible/appropriate.

Consent forms can be found at bristol.ac.uk/visualidentity/photography.html
**Imagery** Subject

**Detail**
Detailed shots that help tell a story and set the scene.

**People**
Close-ups, individuals, groups, looking at or away from camera.

**Context**
University buildings and locations as well as Bristol scenes that reflect the diversity of the city; green areas, beautiful historic buildings, urban spaces, water features, with or without people.
Imagery Cropping

An image may be cropped to give it more of a focus and to create more impact. To do this successfully, focus on a single subject and crop out any peripheral clutter or distracting shapes. Leave space for typography or any graphic elements that may be placed over the image.

Original image

Cropped area

Cropped image

Other examples

Imagery Incorrect use

Do not use bad crops

Do not use low-resolution images

Do not use posed images

Do not use out-of-focus shots

Do not distort images
Imagery Illustration

Illustrations may be used to convey messages or intangible concepts that are difficult to express through photography.

Briefing guidance
When briefing illustrators, please consider the following:
- End use – where the image will be used, whether the image is for print or web, the print-run of the publication – where it will be distributed
- Style of document in which the illustration will be used
- Size of illustration – whether it is full page, a double-page spread or a bespoke size
- Subject matter or any accompanying text
- Layout – how the image will be used, whether it is necessary to leave space for text
- Format – landscape, portrait or a bespoke size to fit with specific editorial content

Copyright
Copyright is not required when commissioning an illustration. However, it is important to agree on the licence time-frame. The illustration should also not be used for purposes other than the original intended brief without prior permission. Illustrators will be credited where possible/appropriate.

Imagery Illustrative styles

Illustrations can be split broadly into three categories depending on the nature of the topic to be illustrated.

Diagrammatic
A diagrammatic approach is often suitable for illustrating scientific or technical subject matter.

Infographics
An information graphic is an interesting and engaging way of representing statistics or data.

Stylistic
Stylistic illustrations tend to be more conceptual and creative.

Important
Never use clipart or similar imagery from image banks or free websites. Illustrations should always be commissioned.