Please feel free to contact us with any questions.

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The following are key features we seek in photography submissions:

- Clean, thoughtfully composed images with clear, immediately apparent central focus.
- Both landscape and portrait orientations.
- Wide, medium, and detail shots that establish a scene, capture its focus, and show, close up, details of it.
- Options that place main subjects to the left or right of center, or above or below center, leaving negative space for designers to place text.
- Smart use of selective focus with wide apertures that draw attention to the important elements in a photo. Shoot frames with sharp focus from front to back and also ones with shallow depth-of-field with soft foreground elements.
- Both straight-on and oblique or unexpected angles. (Although we love energetic and dynamic angles, avoid extreme gimmickry and excessive distortion unless it is necessary to capture something essential of the subject. Unless directed otherwise, please do not use fisheye lenses.)
- Versions shot with available light instead of flash, whenever possible. When flash is required, please use it subtly and employ bounce.
- Lively, candid photos with a spontaneous feel—applies to all groups of subjects, whether at events or in classroom settings. Avoid the static or awkwardly posed. When posed group shots are requested, such as for PR uses, also capture images of the group interacting and engaging with one another.
- A sense of context and setting conveyed through the inclusion of architectural and other environmental elements including signage.
- Judicious editing; we strongly request that photographers edit submissions to a tight selection of strong images instead of supply a huge digital dump.

In addition to the selections below, also look around the website at images that have made it through the design selection process.
METADATA AND TITLES

Before you begin processing files from a shoot, make sure you have some basic information, such as the subject, date, and location of the shoot you were hired for. Identify main subjects, other important attendees, and settings documented in your photographs. M&C staff can help you identify key people and event titles for photo shoots. Files for all jobs delivered must contain certain IPTC metadata embedded during your image editing. Most image management programs (e.g., Lightroom, Aperture, Bridge) allow this.

As a rule, include the following information:

• Your name for photo credit located in “IPTC Creator” field
• The date of the shoot or “Date Taken” field
• The name of the event (or, for photo essays or portraits, the subject)
• The division(s) and/or school(s) and department(s) involved

Date of Shoot in YYYYMMDD format_Title_With_Each_Word_Seperated_00X
(Representing the numerical list in ascending order by time taken)

For example, if the title of the shoot is “Data Visualization Lab” and the shoot date is 12/15/2015, the resulting name would look like:

20151215_Data_Visualization_Lab_001.jpg
20151215_Data_Visualization_Lab_002.jpg
20151215_Data_Visualization_Lab_003.jpg
...
20151215_Data_Visualization_Lab_111.jpg
20151215_Data_Visualization_Lab_112.jpg

EDITING OF SHOOTS

Please edit your shoots judiciously and to a reasonable number of images. Edit out unfocused or poorly exposed images without exception.

When documenting events, please do not deliver six shots of the same two participants photographed together from the same angle and cropped alike,
nor supply images in which subjects looked bored, disengaged, or have their eyes closed. Also consider usability: Can your photo be easily used by the press, successfully combined with text and printed, be cropped or scaled for websites and other digital platforms? When in doubt, include images but also be selective.

**FILE SPECIFICATIONS FOR DELIVERY**

**DELIVER ALL SHOOTS LESS THAN 75 IMAGES TO:**

dal.newschool.edu

For shoots exceeding 75 images, we accept and prefer digital delivery. We prefer that you use The New School’s dedicated We Transfer account:

thenewschool.wetransfer.com

We Transfer allows for 20GB uploads without login. Please note — every internet connection is different and we cannot attest to the stability or integrity of the uploading. When uploading to either of these tools be sure you’re in a place where you are prepared to ensure the success of the upload and that your computer is not set to put the hard drive to sleep as this may time-out a large upload.

Delivery of the photoshoot should be made to your point of contact at The New School. Your deliverables should have ALL the following specifications:

- Hi Resolution JPEG
- 300 DPI (240 is not acceptable!)
- Images renamed with the above nomenclature
- Appropriate Metadata fields filled out

We **Do Not** need a copy of the RAW Files or TIFFs. We **Do** ask that you keep a copy of the RAW Files on your machines/drives/servers for a period of **6 Months**, after which time, you can purge the files.
The following is a selection of images that we believe epitomize the visual look of what we are seeking in our photography. That being said, this list is meant to be exemplar, but not exhaustive of the various ways that great images can be taken around campus. It is also not meant to restrict creativity - if there is an image that you believe could be incredible, please take it! We cannot account for every possible modality, and sometimes “edgier” images fit the bill perfectly, even though they fall outside this limited scope.
Use of negative space allows design to insert objects, graphics, and logos.
Be sure to take photos in both the vertical and horizontal to allow design flexibility with layouts.

Good composition lets the eye move from the front to the back of the image. Please strive to keep individuals faces unobscured.

Changing perspective can provide distinct and unique photography.
LIGHTING

Natural lighting is always preferred when available.

Barring circumstances outlined in the creative brief, flash & strobes should be used as a fill.
Portraits

Showing the surroundings of the subject can show more about their personality and the type of work that they do.

Natural Lighting by a window can provide an easy softbox look.
Details

When possible, try and get close-up detail shots of the surroundings during a photoshoot.

Detail shots of Student work are very useful to have in our database, but please also try to get the information on the artist.

Even something as innocuous as textbooks taken during a lull in the action have a place in our database.