

PHOTOGRAPHY CREATIVE BRIEF

Name:	Date:
Email:	Phone Number:
Department:	
What are you promoting?	
How will the photos be used (e.g., brochure, flyer, onli	ne, social media, etc.)?
Please provide links to or examples of photos that yo	u like and think best exemplify what you're promoting.
If you do not have examples, can you describe what y	ou would like to see visually?
Are you hoping to see (Check all that apply)	
Student	Classrooms
Faculty	Campus
Student with faculty member	Something more abstract/conceptual
Groups (students and/or faculty)	

Are you hoping for lifestyle/candid or posed photos?
If you have current photos that are not working, can you tell us why you don't like them or why they're not working?
Are there any specific class or lab times that could work for a photoshoot? If so, please provide details.
Are there any events coming up that would help showcase your program (e.g., conferences, panels, hackathons, contests, etc.)? Please provide specific dates and times.
Are there any specific locations where a photoshoot should take place? Either on-campus or off-campus, such as a place of employment. • Does your program have any partnerships with companies where a photoshoot could be done?
Are there any students that you would like to highlight? Please list names and contact information.
Additional notes: