EMU PHOTOGRAPHY RESOURCE POLICY

NOTE: All requests must be made through our photography request web form.

Internal Resources – New Photography
Eastern Michigan University provides internal staff resources for photography that will enhance the University's image and assist in overall marketing and student recruitment efforts. The Integrated Content Team (Division of Communications) manages photography assignments. Priority is given to projects that are strategic and have the broadest reach, including:

- Emich.edu (home page, admissions pages, college pages, recruitment microsites)
- External advertising as directed by Marketing (Division of Communications)
- Eastern Magazine
- HTML newsletters sent to alumni, donors or prospective students
- Studio headshots of faculty, staff and students for university purposes

Decisions to use internal staff resources are made at the discretion of the Executive Director of Integrated Content and the Vice President of Communications.

Internal Resources – Existing Photography
University departments wishing to use existing photography are welcome to browse our online photo library.

External Resources – New Photography
If a new project is deemed strategic as defined by the criteria above and is for overall marketing and student recruitment—and internal resources are not available—then the Integrated Content Team will coordinate with a pre-approved freelance photographer and will manage all aspects of the shoot.

For projects deemed non-strategic as defined by the criteria above, Integrated Content will recommend one of its pre-approved freelance photographers. In these cases, shoot management and all costs associated with the project are the responsibility of the department requesting the photography.

University departments who wish to document an event may borrow a digital camera from Integrated Content. We also encourage staff to use their smartphone cameras to document events, especially if the images will be used on social media. Smartphone cameras provide high-quality shots and the immediacy needed for quick sharing.