Procedure for commissioning photography through webteam

Contents

[Summary 2](#_Toc510600339)

[Benefits 2](#_Toc510600340)

[Issues with photography 2](#_Toc510600341)

[Process 2](#_Toc510600342)

# Summary

Webteam regularly commission photography for use in publications, social media, advertising, case studies, websites and other media. This is then uploaded to the image library which is also managed by the webteam.

Anyone may choose to work with the webteam to commission photography whether it is from their own budget or applicable to the photography budget the webteam already manages. If you are unsure about the budgetary aspects, then please raise this early in any conversation.

# Benefits

* Familiarity with photographers. We work with a small group of photographers to ensure they are within reasonable distance of our many sites
* Pricing. Due to the volume of work, it is possible for us to secure improved rates depending on the commission.
* Familiarity with the typical issues encountered during shoots.
* Familiarity with obtaining the required permissions for shooting and using photographs.

# Issues with photography

* **Weather**. This can play a huge part in photography even if the photography is indoors.
* **Seasons**. The light in Scotland can be poor and short-lived in the winter months.
* The **academic cycle**. Holidays, Exams, Placements, terms, etc. all play a huge part in availability and background interest for photos
* **Rewards**. Where photography involves students, it helps to ensure a good turnout if some kind of incentive is on offer. Most often we use Amazon vouchers but there are plenty of other options.

# Budget

Webteam manages budget which is typically used for :

* Refreshing campus specific photography
* Subject specific photography
* Specialist research photography
* Case studies – students, alumni and staff
* Student Life photography
* Accommodation photography

# Process

If you would like to work with webteam to shoot your photographs, then please :

* Discuss your idea/needs as **early** as possible, even if you have not fixed all the details.
	+ It may be that your work could be done in partnership with something else.
	+ It may be that parts of your work could be done at different times.

Then :

* Have a clear idea of :
	+ The shots you need
	+ The purpose the shots will be used for and in what media
	+ The contact details, location and background of the subjects of the shots
* Ensure there is enough time and that there are no clashes with the academic cycle (as above)
	+ We would recommend a minimum of 4 weeks notice for most photography.
	+ You will then need to factor in any further time to make use of the delivered photography. (e.g. print deadlines, design resource, etc.)