



THE UNIVERSITY  
of ADELAIDE

# Event Photography Guide



# What we are looking for

- A blend of staged and candid images
- Natural light sources (as much as possible with event time permitting of course)
- People smiling
- People talking
- One to two photos per speaker/presenter on stage or at the lectern
- Shots of the event location itself
- Big group shots (time and facilities willing)
- Images of the speaker and University staff with attendees
- A variety of different people to highlight the attendance of the event
- A balanced mix of landscape and portrait images.

*For reference please see the images on the right*

When hosting events it is important to ensure that attendees are aware images are being taken. Ensure that either photography signs are on display or that talent release forms are signed and saved in the accompanying folder with the images.









# What we are not looking for

- Photographer water marks
- Images of people while they are eating/drinking (holding a glass is fine)
- Images of food (unless they are of high quality or vital to the event)
- Images where subjects are visibly intoxicated
- Images that are unflattering
- People with their backs facing the camera
- People on their phones
- Event staff
- People looking bored or restless while sitting in the crowd for a speech
- Backs of heads in the foreground
- Overly intense flash photography
- Overtly branded wardrobe.

*For reference please see the images on the right*















# Phone photography guidelines

In the off chance that there is no photographer available for an event yet there is still a desire to provide images you may be required to use a phone. While modern smartphones have high quality cameras there are still limitations as to what they can offer compared to a professional camera.

When taking images with a smartphone please adhere to the following practices:

- Ensure that there is ample lighting and only use the flash when absolutely necessary
- Take images in both portrait and landscape mode
- If your smartphone camera has 3 or more lenses (that provide different focal lengths) carefully consider how you use it. Wider angle lenses are more appropriate for landscapes or capturing a scene but have a tendency to distort and warp subjects close up. If taking images of people ensure you are using a narrower focal length (e.g. 1x or 2x zoom)
- If you edit any of the images ensure it is only minor adjustments that only enhance the image. Excess use of filters or drastic edits can make images undesirable or unusable.

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#### **Kaurna acknowledgement**

We acknowledge and pay our respects to the Kaurna people, the original custodians of the Adelaide Plains and the land on which the University of Adelaide's campuses at North Terrace, Waite, and Roseworthy are built. We acknowledge the deep feelings of attachment and relationship of the Kaurna people to country and we respect and value their past, present and ongoing connection to the land and cultural beliefs. The University continues to develop respectful and reciprocal relationships with all Indigenous peoples in Australia, and with other Indigenous peoples throughout the world.