How Have Our Photography Services Changed?

Like every unit on campus, Creative Services has a limited pool of money in our budget to cover student wages. As the demand for our services has grown, we have hired additional student designers, writers, photographers, and videographers. Our student wage budget has not increased with the growth of our student staff.

We've been paying student photographers from our budget to go on photo shoots that create large albums of photos that are never used in any of the college's marketing and communications efforts. We literally have thousands of photos that have never been published and have only been viewed by the event participants.

We realize capturing images from a variety of events is an important part of recording our college's history, so we will continue to offer our professional photography services for any event that departments or programs want to commemorate. However, starting in fall 2015, we will require reimbursement for student wages on photo shoots that are not conducted for the marketing and communications efforts of our college. A few examples of photo shoots that would require reimbursement are cocktail receptions, awards presentations, white coat/pinning ceremonies, student poster days, and guest speakers.

Our photography services are still provided at no charge for *most* college activities – like showcasing engaged teaching and learning activities, capturing work done in our labs, and sharing our student and faculty research. We will also continue to offer a photo day once a year so faculty and staff can have new headshots made. Our budget can sustain up to two free hours of photography coverage for shoots of this nature.

If there is an event that falls in a gray area, we will work with college leadership to decide on a case-by-case basis. The hourly rate for photography services is $10 and the minimum booking time is 2 hours. All photo shoots remain subject to photographer availability.

We Have a New Project Request Form!

Our new project request form will go online in mid-September. The form remains the same for most types of projects. The new form will ask for additional details for news stories and photo shoots.

When you request a news story, the form will now require a brief description of the focus of the story, a list of questions you would like included in interviews associated with the story, and contact information for people you would like interviewed.

When you request a photo shoot, we will ask about the type of shoot so we can determine whether or not student wage reimbursement is a factor. We will also ask for location, time preferences, and contact information.

All other types of project requests remain the same.

Why Do We Ask for Web Updates to be Submitted in Word?

There are several reasons we require that website updates be sent to us electronically using Track Changes in Microsoft Word.

ACCURACY
Sending requests in Word guarantees that your content changes will be implemented exactly as you have asked. Using Word allows us to copy and paste directly onto your webpage, eliminating any potential transcription errors on our part.

EFFICIENCY
Changes sent in Word take very little time for us to integrate into your website. Handwritten changes and edits described in a narrative email take too long to analyze, find in your site, and retype.

ACCOUNTABILITY
Sending updates in Word creates a record of who requested the update, when it was requested, and what each update included. If questions ever arise about updates, we all have documents on file for reference.

SUSTAINABILITY
Sending updates electronically is green! No paper is wasted from printing out webpages for handwritten changes. This is in keeping with the university's goals.

**Full instructions for sending web updates (including a video tutorial)
can be viewed on our website:
http://creative.chbs.jmu.edu/webupdates.html**