



VCU

School of Education

VCU SOE Photography/Videography Guidelines

All photographs/videos created by VCU School of Education (SOE) faculty/staff or vendors are the property of the SOE and are available for non-commercial use, social media outlets and publications.

As a general rule, it is not necessary to obtain a release for any individual or group photographed/videotaped in a public venue or while attending a public event. This includes all public spaces across campus, such as exterior walkways, entryways, atriums, sports fields, conference rooms, and classrooms. Individuals can be photographed/videotaped without their consent except when they have secluded themselves in places where they have a reasonable expectation of privacy.

If, however, an individual is photographed/videotaped while in a public space and is recognizable in the photograph/video, a [Photography/Videography Release Form](#) should be obtained if the photograph/video will be distributed or published outside the university or posted online (websites/social media). Please save the release forms or send to Director of Communications and Enrollment Management for archiving.

It is important to obtain a Release Form for any photography that will become the centerpiece of a marketing or advertising initiative.

Photography Management

All photography created by VCU SOE faculty/staff or vendors should be saved in the School of Education Flickr account, as follows:

Flickr Log In

vcusoe1@yahoo.com

password Oliverhall#1

First name: School of Education

Last name: VCU

- Create an album titled using the name of the event that was photographed and date (month, year): i.e. Graduation December 2014
- In the description of the album, credit the photos to the faculty/staff/vendor who took them.



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- Save photos in the album and where possible tag photos with names of individuals.
- Remove all blurry or otherwise unusable pictures.

Videography Management

All videography created by VCU SOE faculty/staff or vendors should be saved in the Flickr account if size permits. If the files are too large, please provide a copy of the video to the SOE Director of Communications and Enrollment Management. Each video should be titled using the name of the event and date.

For additional information on photography or videography, contact Diana Burkett at dburkett@vcu.edu or call (804) 827-2614.