Photo Style and Specifications

Style (from NM guidelines)

**Natural light**
Whether indoors or outdoors, lighting should be bright and warm rather than cold or dark.

**Camera angle**
Our images should capture unusual angles, making moments relatable, intimate and surprising at the same time. Line of sight may also be higher or lower than expected.

**Mood**
When possible, images should convey the following mood:

— Confident — Focused — Warm — Engaging

— Energetic — Bright — Clean

Photo Preferences

**Shoot Horizontally** When photographing for web, make sure to shoot your subject horizontally to ensure it will fit the new web sizes

**Detail shots** of things are welcome – these are useful for us when we need a set of 4 similarly composed images with the same level of detail.

Use a **narrow depth of focus** to reduce visual clutter in background and foreground.
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Finding solutions to today's complex and challenging problems.

When possible - keep the **subject off to one side** of the image, or allow for cropping. When image is used online text may be placed over this area.

**Purple elements** are always welcome to be incorporated (clothing, notebooks, backgrounds)

Clubs and Organizations
With more than 400 extracurricular groups, there’s a huge range of amazing activities outside the classroom.

Undergraduate Student Life
Learn about campus life from housing and dining options, as well as our Evanston home and neighboring Chicago.

VIEW ALL CLUBS AND ORGANIZATIONS
GO TO STUDENT AFFAIRS
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Web photo Ratios

- 1440 x 600 – hero shot at the top of the page. Text is placed in the middle of this.
- 720 x 350 – text placed in bottom right
- 550x310 – may not have text placed over, can have subject in the middle