

5 | PHOTO POLICIES



Photo Policies

Across all CIEE print and web assets, photos should be welcoming, youthful, and embody the CIEE brand aspirations: HUMANISTIC, INCLUSIVE, and STUDENT-FOCUSED.

Photo Policies | Introduction

CIEE's core is about learning new things, broadening perspectives, and bridging the gap between people around the world. Photos should reflect this mission and allow the viewer to live vicariously through the experiences featured.

Photos should also reflect our mission to increase access to study abroad to groups currently underrepresented. Consider using images that reflect diversity as often as possible.

Photos taken by students are great assets.

Student photos have a more genuine feel than stock photos and provide a realistic glimpse into the study abroad experience. These photos should be used as often as possible. Students should be encouraged to take photos throughout their journey to capture their first-person view.

Sourcing images from students should be promoted. To avoid copyright violations/complaints, it's important to get the student's permission for photo use. When appropriate, the photographer should be credited for the photo.





Landscapes

Landscapes should be used as hero images, large photos, overlays, or as small accent points in a layout. Choose bright, colorful, and horizontal photos that include students interacting in the landscape.

Photos should be well-composed and have a depth-of-field. If the photo lacks people, make sure it stands out. Avoid photos of people in cliché poses, jumping in the air, drinking alcohol, or in dangerous situations.



Slice-of-Life Photos

Slice-of-life photos should be used as hero or large images, overlays, or as small accent points in a layout. The photos should include people that are engaging and should tell a story or express a mood.

Candid photos from the student's perspective are ideal choices. Stay away from landscapes with no people, photos that are unbalanced, or don't have a unique perspective. If the photo doesn't draw in the viewer or looks cliché, you shouldn't use it.



Action Photos

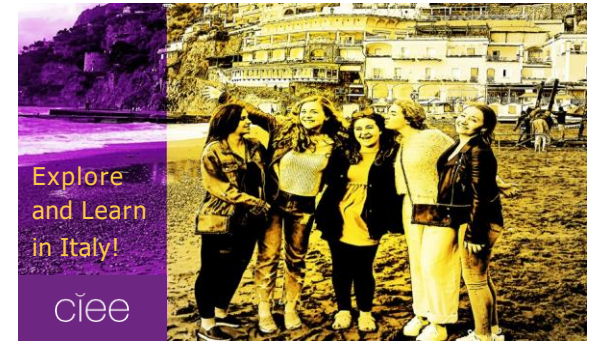
Action photos should be used as large or medium accent points in a layout. Large photos can be used as an overlay. Colorful photos capturing action with frozen or blurred motion can really add spark to a layout.

Photos should be well-composed and have a depth-of-field. Avoid using photos that have too much blur. There has to be a balance or the subject may not be recognizable.



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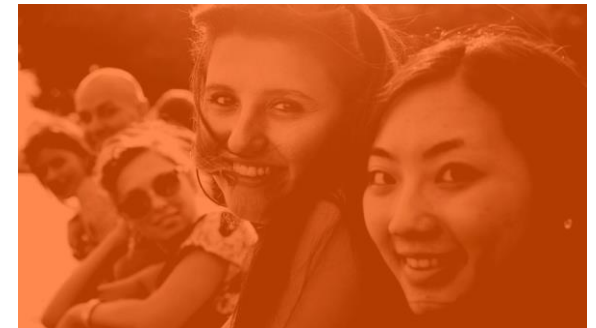
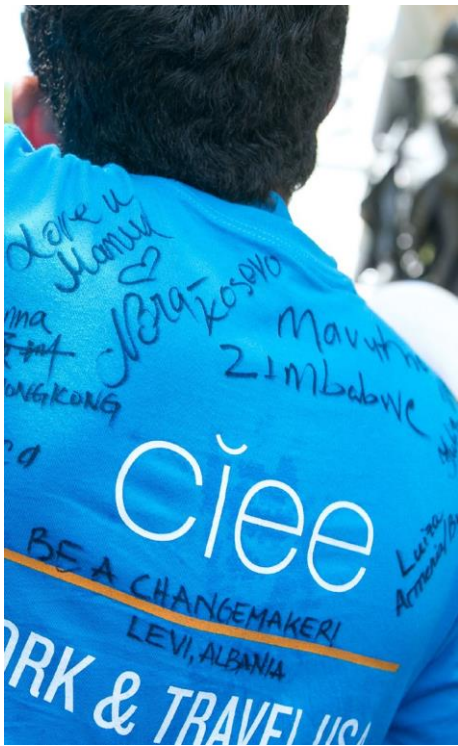


Photo Overlays

Photo overlays should be used as large or medium accent points in a layout. Color or black and white images with enough contrast will work nicely.

Photo overlays should not be so busy that the text or graphic on top is unreadable. Avoid using close-ups and make sure the subject matter is recognizable.



Asset Bank & Stock Photography

The CIEE Asset Bank can be found at: <https://media.ciee.org/assetbank-ciee/action/viewLogin>

When searching for photos in Asset Bank, use the "Advanced Search" option and a combination of search terms for better results. Suggested keywords include: people, life, hero, landscape, interacting, or colorful. Suggested tags: students, learning, internship, work, culture, or study abroad.

Use the "Image Quality" option to search for high-resolution images that are large enough to print at 300 dpi. Image Quality settings are based on the number of pixels in the longest side of an image.

Print: 2500+, Large: 1000-2500, Medium: 500-1000, or Small: <500.

When you find a photo you like, click on it and select "Add to Light Box" option. A light box is a collection of assets that you can add to and share with others.

Many stock photos and student photos have burnt out backgrounds usually caused by the sun. Avoid using them.

When using stock photos, choose those that are both appropriate and don't look commercial. Stock photos can be found at Getty Images: <https://www.gettyimages.com/>. Please note that the Getty license does not permit sharing of downloaded photos with parties beyond CIEE (eg – institutional partners).



Photoshop & Cropping Images

Photoshop is great for color correction, layer masks, and photo editing. Make sure the photos are high resolution and when cropping images, make sure the content is framed with proper balance. Avoid burnt out edges.