

Best Practices

Need Photos? Here's What to Know

West Chester University's photographer helps promote the University by capturing compelling images of events, people and programs that showcase the WCU experience. Here's how to make the most of this service.

What Kinds of Events Are Covered?

- Faculty-student research projects
- Activities that showcase student engagement
- Newsworthy events that highlight WCU's mission
- Featured annual events/activities (i.e., Commencement, Welcome Week, Homecoming/Family Weekend, Alumni Weekend, Student Involvement Fair, Ramboree, etc.)
- Professional headshots for faculty and staff (by appointment)

Not covered:

- Events that aren't tied to major University messaging or visibility

How to Request a Photographer

- Submit the online request form at least 10 days in advance
- Be clear about the event's purpose and why it matters to WCU
- Requests during peak times (**Welcome Week, Homecoming/Family Weekend, Alumni Weekend, and Fall/Spring Commencement**) are harder to accommodate

What to Include in Your Request

- A brief shoot list: Prioritize 3 must-have shots; extras will be considered as time allows
- Event schedule or run-of-show
- Headcount for group photos or headshots, if possible
- Tip: Please make sure someone helps the photographer gather people for posed shots!

Time Limit for Photo Coverage

- Photo coverage is limited to one-to-two hours per event.
- Exceptions may be made if the photographer's schedule allows.
- If your event is longer than one hour, please identify the most important hour of programming to prioritize.