

LUNCH & LEARN

PHOTOGRAPHY JULY 14, 2025



UNIVERSITY OF GEORGIA

Franklin College of Arts and Sciences

OVERVIEW

- What We Need
- Process
- What to take photos of
- Do's and Don'ts
- Photography Under Branding Guidelines
- Link to Public Digital Arch
- Getting headshots
- Sending in stories

WHAT WE NEED FROM YOU

- Professional and engaging photos/videos
 - These will be posted on our social media accounts and website along with stories and quotes
- What we want photos of
 - Alumni, faculty, and student success
 - Guest speakers
 - Major events
 - Students engaging in their field
 - Hands-on projects, capstones, and study away
 - Day-in-the-life videos



PROCESS

- Start with understanding the who/what and where
 - *Who is the subject(s)*
 - *Where will the subject(s) be during the event*
 - *Where will photographer be standing*
- Obtain any permissions/likeness release forms
 - *Have a sign-up form posted in class*
 - *If having 1:1 or off campus, send email*
- Come with camera settings prepared and shot ideas you need
- Review photos after every change of view and before event is over
- Always collect subject information – name, degree/field of work, and relevance
- Take video(s) if you can



DO'S AND DON'TS

The Do's



- Use natural light when possible
- Take candid shots of authentic moments
- Hold camera in landscape mode
- Leave space in your frame to crop
- Pay attention to composition
- Be respectful of subjects and privacy
- Edit lightly and consistently
- Post signs in class
- Pay attention to background



The Don'ts

- Taking images that lack a focus point or are blurry
- Stretched or disorient images
- Applying filters
- Applying text over faces
- Subject looks awkward/not camera ready



TIPS FOR GREAT SHOTS

- Take practice shots
- Get a variety of angles
 - Close up (waste up), far away (includes feet), not looking at the camera, area shot (extra far, taken high from corner), and candid/action shot (subject is moving naturally, close up of relevant object(s))
- Stage the shots you want
 - Position people
 - Ask them how you would like them to interact
- Double check that pictures are right
- Natural poses, no figleaf, angled hips, and front foot out
- Record videos
 - We can edit for socials
 - Try to get interview Q/A and/or quotes
 - For interviews we can transcribe to pull quotes



TYPE OF PHOTOS TO GET

CLOSE-UP



- In focus
- Waste up
- Good lighting
- Clean background
- Stand close
 - Don't zoom
- Use portrait mode

ACTION



- Interactions between students, alumni, faculty, exciting part of an event
- Stage this if needed
- Natural/authentic looking

AREA



- Take from multiple angles
- Show the environment
- Take photo in landscape mode

STUDENTS

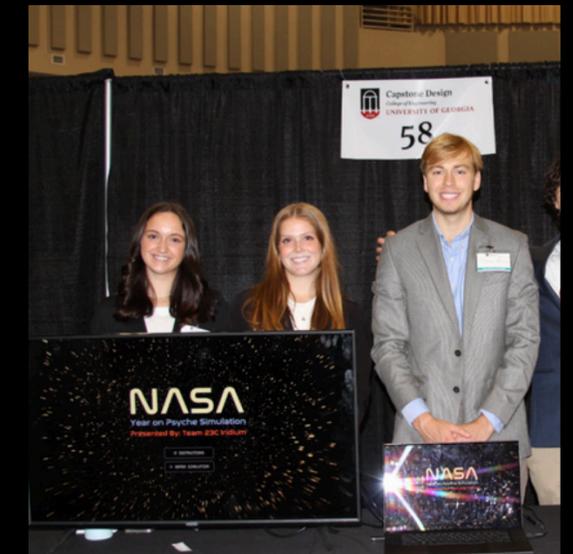


- Get students with faculty, guest speakers, at events, doing hands-on projects

EVENTS

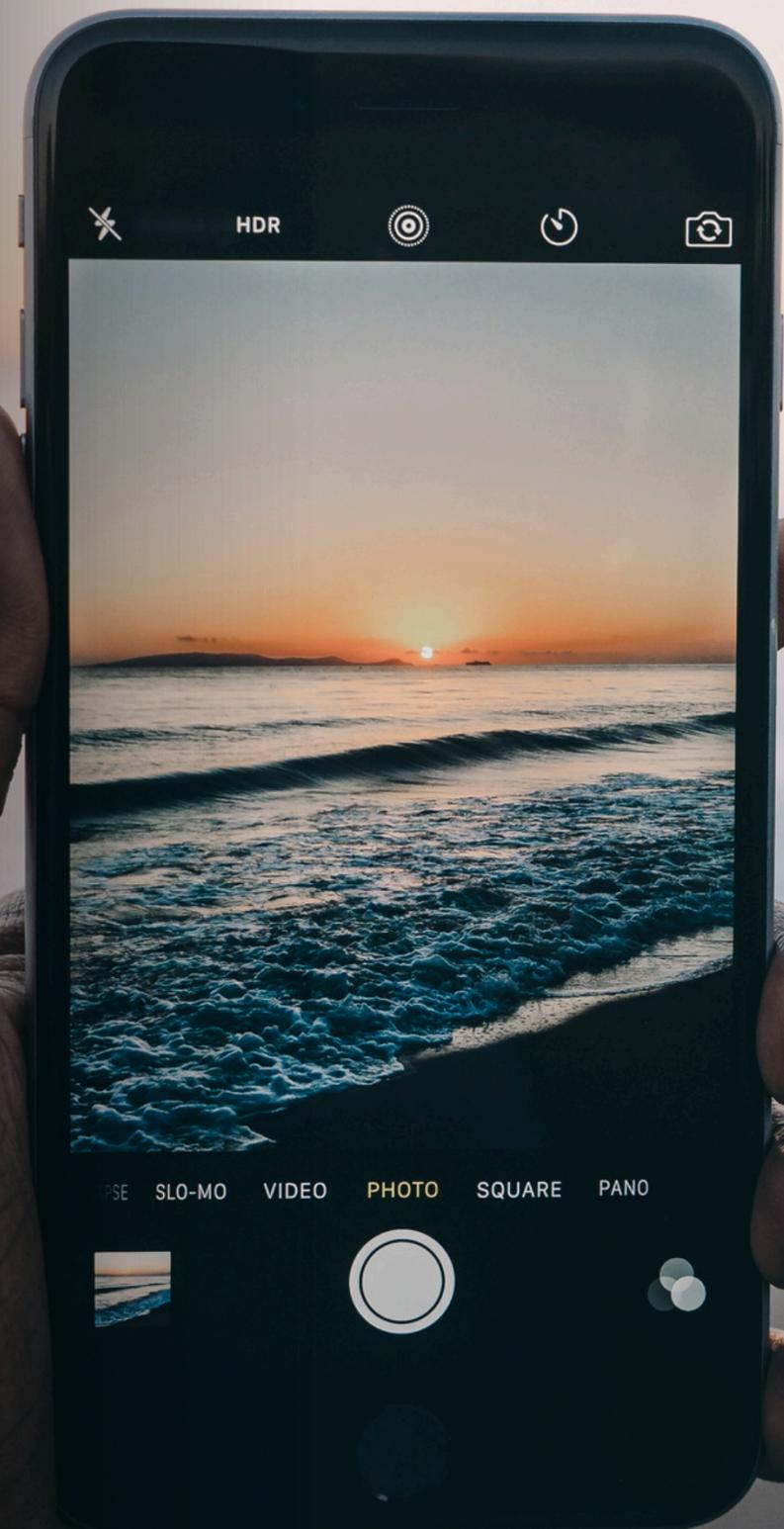


EXAMPLES



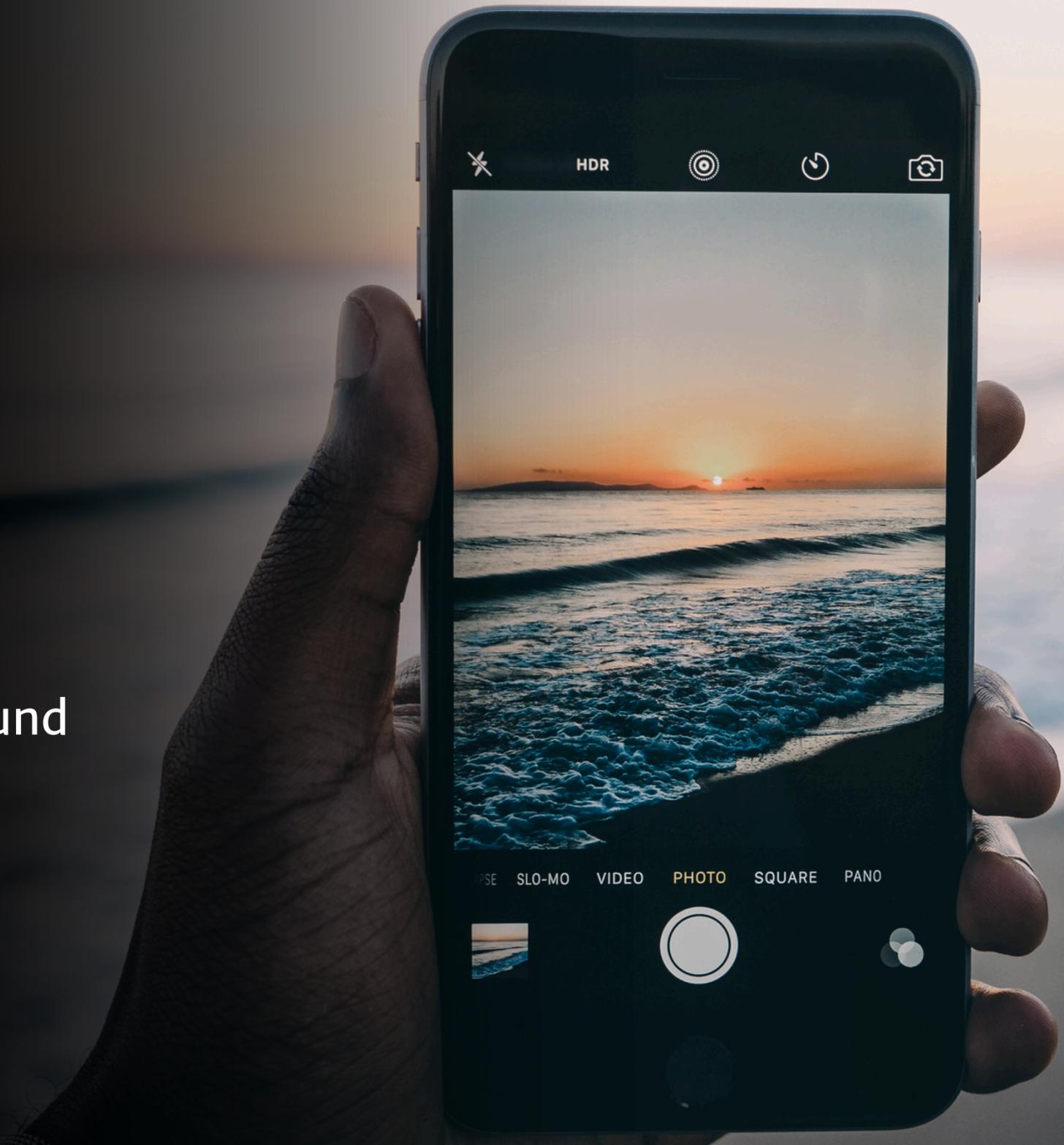
HELPFUL CAMERA SETTINGS

- Tap on subject to bring into focus
- Tap on sun icon to change brightness
 - For a person:
 - Use portrait mode
 - For groups:
 - Stand back take normal
 - Stand back, hold the phone in landscape
 - For objects:
 - Use portrait mode
 - For events:
 - Take from high angle
 - Use 0.5 lens in large settings

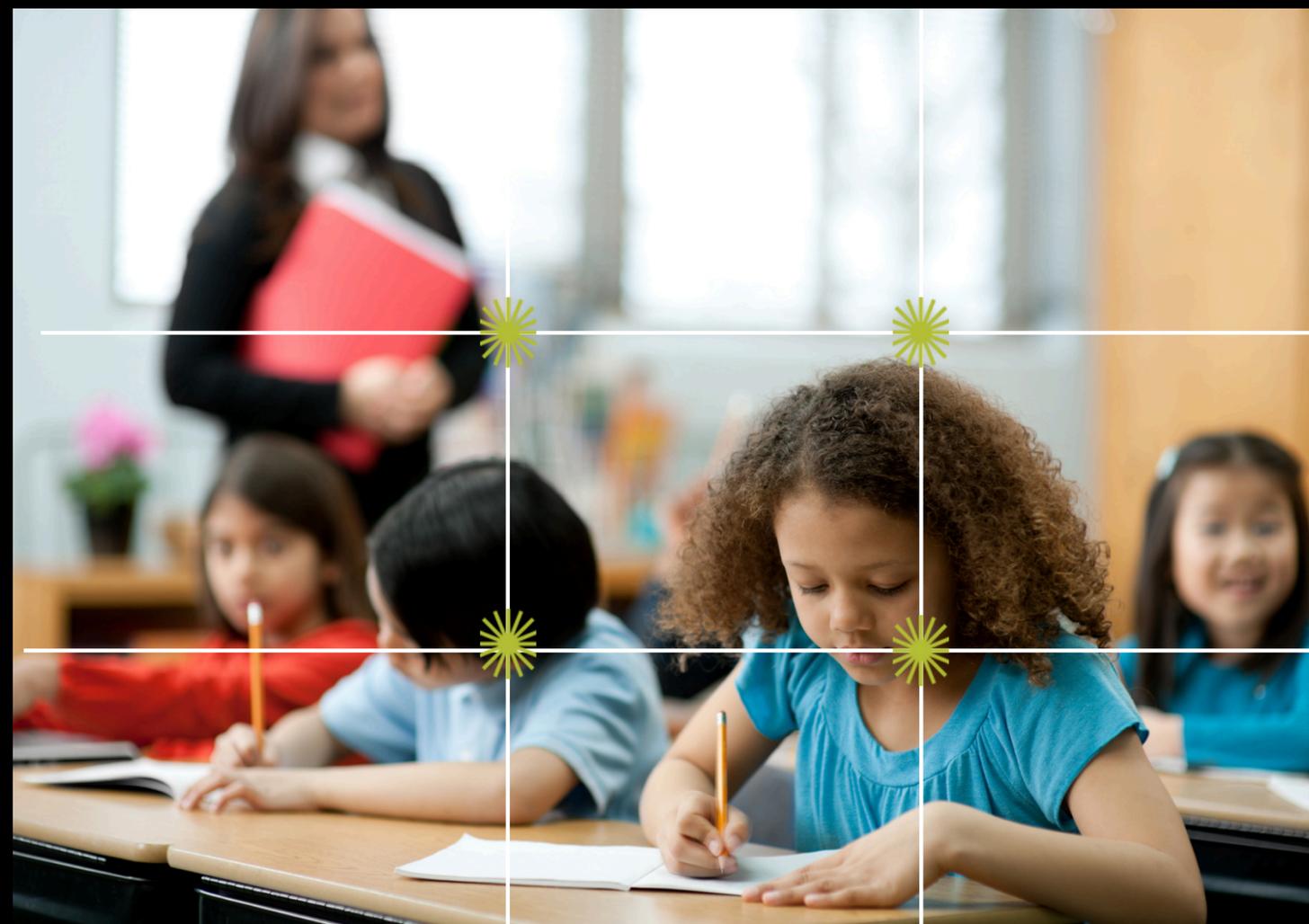
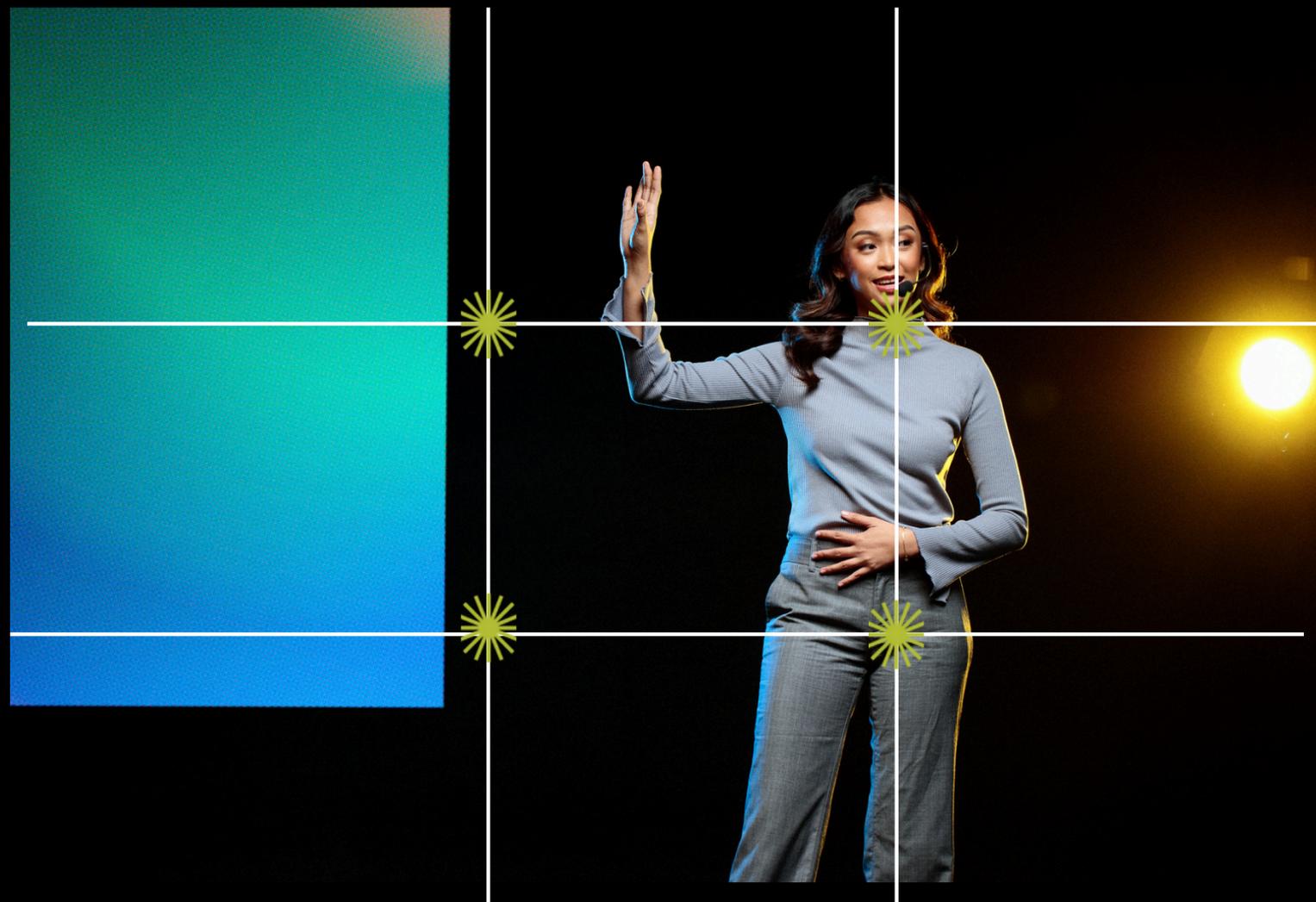


ADVANCED CAMERA SETTINGS

- Aperture (f-stops)
 - smaller the f-number like f/2.8 will blur background
- ISO: controls:
 - A low ISO (100) is for bright conditions
 - A higher ISO (1600 or 3200) is for low light



RULE OF THIRDS



OBTAINING PERMISSIONS

- Make sure subject is aware of where the photos may end up on
- Post the forms in class
 - Announce in advance
 - If 1:1 send release forms via email
- Likeness release form
 - <https://tinyurl.com/45sckvux>



DIGITAL ARCH

- This is UGA's photo library if you ever need old photos
- The Canva Dept's account and Adobe have stock photos

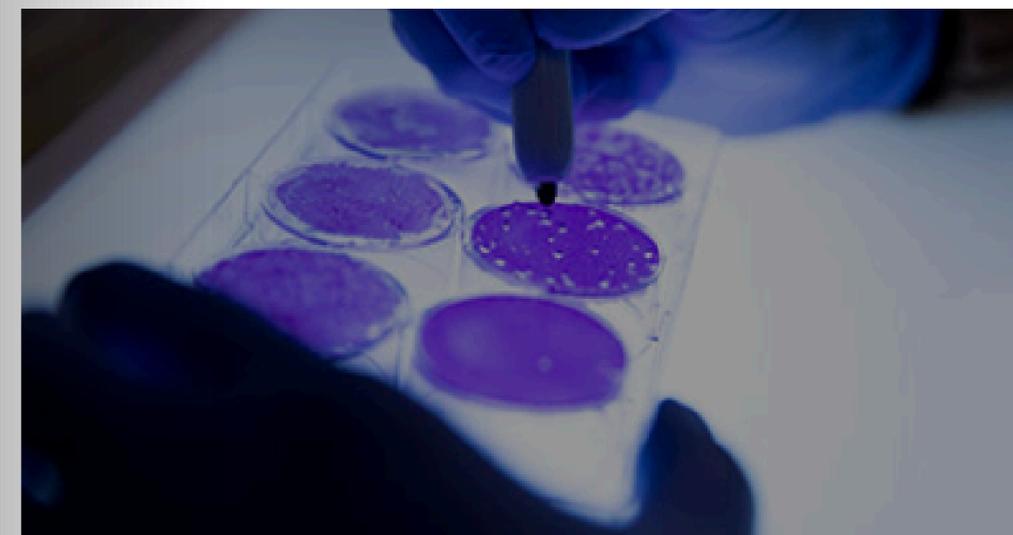


tinyurl.com/y37kd5dw



RECENTLY ADDED

The latest photographic additions to the UGA Brand.



UPDATE YOUR PROFILES

- What profiles should include:
 - One sentence on focus area
 - Short bio
 - Education
 - Professional Appointments
 - Area of Specialty/Research Focus
 - Publications and Scholarly Articles (link to Google Scholar)
 - Honors and Awards (if applicable)
 - Patents/Startups/Intellectual Property (if applicable)
 - Links (to lab website, social media, etc. if applicable)
 - Professional photo

Jenay M. Beer
Institute of Gerontology, Health Promotion & Behavior
Associate Director, Institute of Gerontology
Associate Professor, College of Public Health and School of Social Work

Curriculum Vitae

Institute of Gerontology, Health Promotion & Behavior

Dr. Beer is an associate professor at the University of Georgia (UGA) Institute of Gerontology, with a joint appointment in College of Public Health (Department of Health Promotion and Behavior) and the School of Social Work. Dr. Beer has an interdisciplinary background and experience in Engineering Psychology. Her research program is a mix of social science and technology implementation to investigate technology applications that promote health and well-being for older adults, particularly those with, or at risk for, dementia. Our ever-growing older population is living in a world where technological advances in computers, smart homes, and even robotics are shaping healthcare management, aging-in-place, and access to cutting-edge interventions.

Dr. Beer has investigated the usability, acceptance, and adoption of technology supports and interventions ranging from web-applications to advanced robotics, with over 60 peer-reviewed publications on related to technology interventions for persons with dementia, their caregivers, persons aging with disability, and rural older adults. In 2019, Dr. Beer was selected as one of two inaugural UGA Innovation Fellows. Dr. Beer is also the Co-Director (along with Dr. Renzi-Hammond) of the Cognitive Aging Research and Education (CARE) Center, an interdisciplinary multidisciplinary center for dementia diagnosis, care, clinical research, and education for rural Georgians.

EDUCATION

Ph.D., Department of Psychology, Georgia Tech, 2013, Engineering Psychology

MS., Department of Psychology, Georgia Tech, 2006, Engineering Psychology

AREAS OF EXPERTISE

Aging, Aging-in-Place, Assistive Technology, Educational Robotics, Caregiving, Dementia, Gerontechnology, Gerontology, Human Factors, Human-Computer Interaction, Human-Robot Interaction, Psychology, Smart Homes, Telehealth

HONORS, AWARDS, AND ACHIEVEMENTS

UGA Faculty Innovation Fellow, 2019-2020

COURSE INSTRUCTION

GRNT 8200 Public Health and Aging

GRNT 8200 Public Health and Aging

S. JACK HU, PH.D.

UGA Foundation Distinguished Professor

UGA Foundation Distinguished Professor of Engineering

Senior Vice President for Academic Affairs and Provost

University of Georgia

Dr. S. Jack Hu joined the University of Georgia as Senior Vice President for Academic Affairs and Provost in 2019. In this role, he provides visionary leadership for the UGA academic enterprise and oversees instruction, research, public service and outreach, technology, and UGA's 19 schools and colleges. Hu is also a UGA Foundation Distinguished Professor in the College of Engineering.

Before his appointment at UGA, Hu was Vice President for Research at the University of Michigan, where he oversaw a research enterprise that generates annual expenditures exceeding \$1.5 billion and spans the university's campuses in Ann Arbor, Dearborn, and Flint. He was Professor of Mechanical Engineering, Professor of Industrial and Operations Engineering, and the J. Reid and Polly Anderson Professor of Manufacturing at Michigan.

Dr. Hu's research and teaching interests are in manufacturing systems. His work has been supported by more than \$46 million in external funding from agencies such as the U.S. Department of Energy, Department of Commerce, and the National Science Foundation, as well as corporations such as General Motors. Hu has authored or co-authored nearly 200 peer-reviewed journal articles related to his research in manufacturing systems, assembly, and engineering statistics. He holds ten patents, co-founded a startup company based on his research, and worked closely with several industry partners to enhance manufacturing quality and productivity.

Hu is a member of the National Academy of Engineering, a Fellow of the American Society of Mechanical Engineers (ASME), the Society of Manufacturing Engineers (SME), the National Academy of Inventors, and the International Academy for Production Engineering. He is the recipient of various awards, including the William T. Ennor Manufacturing Technology Award and the DeVor/Kapoor Manufacturing Medal from ASME, the SME Gold Medal, and several best paper awards. In 2021, SME named him one of the 20 most influential academics in smart manufacturing.



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United States

GET YOUR HEADSHOTS

- The dean is requesting that all faculty and staff have a professional headshot taken and uploaded onto the directory by **NOV 30, 2025**
- Get free headshots at the career center
- OneCard offers headshots (\$15):
 - tate.uga.edu/ugacard/uga-photography-services/



SEND US YOUR SOCIAL LOGINS

- We want to add your social media accounts into Hootsuite to track progress, engagement and send monthly analytic reports
- Please send via UGA SendFiles so your private information is secured
 - <https://tinyurl.com/4ezmk8jf>



SEND US YOUR STORIES

- Do you have stories – send them in!
 - Awards, Internships, projects, interviews, and Study Away trips
 - Send photos and quotes
- Send marketing request/reviews
 - Email Franklinstories@uga.edu

Reminder Franklin Fest is September 15!



QUESTIONS?



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