

Ivy Tech Photography Guidelines & Best Practices

The following guidelines and best practices are suggested when using photographs of individuals in your promotional materials and media. It is important to consider when a Photo Release form from the photograph's subjects/models is required before the photograph is published or otherwise made publicly available.

When a Release is Not Typically Required

A release is generally not required if students or others are:

- photographed in a public space or at public events, including campus events. These types of photographs are often considered "campus scene" photos.
- invited to attend a group activity/event and chose to participate of their own free will.
- the photograph is taken in a non-public environment and the primary focus is not recognizable, such as when a silhouette, posterior/dorsal view, or out of focus shot is taken.
- Ivy Tech faculty or staff.

When a Release is Typically Required

A release is generally required if students or others are:

- the primary focus of a photograph taken in a non-public space, are recognizable, and have been recruited specifically to serve as subjects/models.
- Minors (anyone under age 18). It is very important to obtain a Photo Release form.
- current students, clearly identifiable and who are the main focus of the photo, and in a location for a specific purpose other than being photographed.

Best Practices

- Advise guests that photos may be shared through the College's media outlets (e.g. Facebook or Instagram) with signage. For example, a sign may read "Event photographs may be shared in promotional materials, media or advertising. Follow us on [insert media outlet] to view event images."
- If an individual asks not to be in a photograph, respect his or her wishes.
- If an individual's image is shared and subsequently that individual requests his/her photograph be removed from a social media outlet, please do so as a courtesy.
- Be very sensitive when using photos including minors. Aim for a broader image where the focus is not directly on the child and where he/she is not recognizable. If an image is to be used featuring a minor, please obtain a Photo Release form.
- A Photo Release has been embedded in the generic release and waiver of liability.

Photo Release Form

To be completed and signed by the model or his/her guardian

I grant permission to Ivy Tech Community College of Indiana ("Ivy Tech") and its agents and employees the irrevocable and unrestricted right to reproduce the photographs and/or video images and/or interviews taken of me for the purpose of publication, promotion, illustration, advertising, or trade, in any manner or in any medium. I hereby release Ivy Tech and its legal representatives for all claims and liability relating to said images and/or interviews. I will make no monetary or other claim against Ivy Tech for the use of the photograph(s)/video and/or interviews.

Name: _____

Signature: _____

Date: _____

Relation to subject (if subject is a minor): _____

Address: _____