

8.0 Photography

Photography is another key component in the college's visual language. The FIT imagery aligns with the brand voice showcasing an authentic feel, using rich color and, when possible, shot from an unexpected and unconventional perspective.

Strategic POV

Content should represent FIT's new brand language and unwords, for example—**unlimited, unstoppable, unpredictable, unexpected, undeterred, uncommon, unbelievable.**

Subject matter should feel **authentic, and captured in the middle of a moment**, not overly staged.

Scenarios should feel **aspirational but attainable.**

Scenarios should feature shared experiences and interactions, never people obviously posing.

Photos should:

- Represent diversity in gender, ethnicity, and age
- Feature real people of all shapes and sizes

Composition

Photography composition is extremely important in conveying the FIT brand messages. Please follow the rules below:

1. Images should be framed in an unexpected way, showing the subject matter in a distinct and uncommon perspective.
2. Images should be rich in color and tone, but not overly saturated.
3. Avoid placing people and objects directly in the center of the frame. Always strive for the unexpected.

8.1 Photography Do's People



Do use shots of people interacting, photographed from an unexpected angle.



Do use images with aspirational campus environment.



Do use images that are rich in color.



Do use shots with faculty and students engaged in real tasks.

8.1 Photography Do's People



Do use students shown in authentic FIT environments.



Do show active moments captured from an uncommon perspective.



Do use shots of everyday subject matter framing unexpected details.



Do make the action the focal point (students on campus and in classrooms, rather than a just scenic shot of the school areas.)

8.2 Photography Dos Campus



Do use shots that show the building in uncommon angles.



Do use images that highlight the serenity of the campus within a bustling city environment.



Do use campus shots that are stylized and unexpected



Do show the creative and working environment of FIT.

8.2 Photography Dos Objects



Do use detail shots of an action or task in progress.



Do use close-up shots of materials and tools in use.



Do use shots of students engaged in a specific activity.



Do show details of the classrooms and student spaces.

8.3 Photography Don'ts



Don't use photos of staged interactions.



Don't use images with centered subject matter and obviously posing for the camera.



Don't show students outside their authentic FIT environment (staged interaction).



Don't highlight inauthentic group moments.

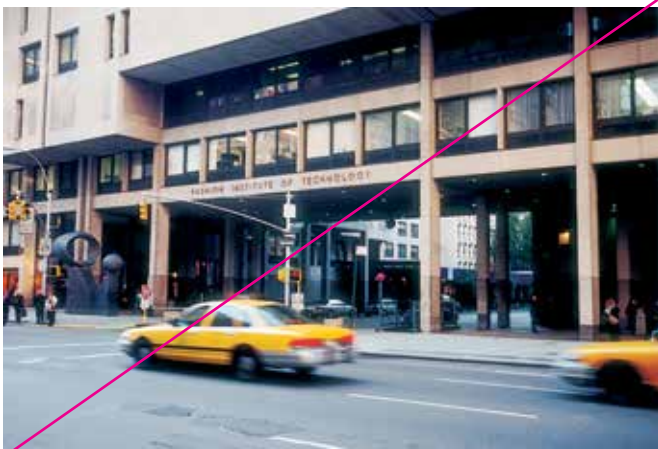
8.3 Photography Don'ts



Don't use images with a busy background.



Don't use badly framed and lit compositions.



Don't use images that are dated and have artificially saturated color.