Photography Policies and Procedures

The Photography Department provides images to market GPC to the college’s faculty, staff and the public through a variety of media including Web, newspaper and print publications.

Policies

- Requests for GPC’s photographic services are honored based on the priorities of the college. All other requests will be processed on a first-come, first-served basis.

- Requests are prioritized and entered into a project queue based on the following factors:
  - Date the project is received
  - Project deadline
  - Complexity of the project

It is possible that not all photography requests can be met, based on time and resource constraints. At these times, a person from photography services may recommend a freelance photographer (to be paid by the requesting department).

- If a scheduling conflict occurs, the office of Marketing and Public Relations may hire a freelance photographer, or a freelance photographer may be recommended for possible hire by the requesting individual/department.

- Only GPC employees may request GPC’s photographic services.

- Cost associated with prints or CDs requested by the client will be the responsibility of the client.

- Any changes and/or cancellations of a photo shoot must be communicated immediately to the Photography coordinator. Failure to do so may result in charges to the requesting party, if a freelance photographer is involved.

- All photo shoots are limited to two hours. In the event that the photo shoot requires additional time, the requesting party must specify an estimate of the time required to complete the photo shoot.

- Evening and weekend photo shoots are provided only if there is no other time available to photograph the event or subject.

- All images taken by the college photographer are owned and copyrighted by Georgia Perimeter College. Any reproduction, duplication, transmission or publication without written permission from the Office of Marketing and Public Relations is prohibited.

- A third party may not use images taken by the college photographer as a tool to promote an agency, organization or individual, publication or release of an image.

- No images taken by the college photographer or freelancer hired by MPR may be used on personal social media sites and/or websites.
• Any subject under 17 years of age must have a parent or guardian’s permission in writing to be photographed by a GPC photographer prior to the shoot date. Failure to secure permission will result in cancellation of the photo shoot and the requesting party may incur charges, if a freelancer is involved.

Procedures

• Clients must complete a Photo Request Form and submit it to the Photography coordinator 10 business days prior to an event or photo shoot. Six weeks notice is required for major projects.

• The photographer will communicate with the appropriate media relations or publications staff member in the office of Marketing and Public Relations concerning use of the requested photo.

• Upon receipt of the Photo Request Form, the client will be notified by email that the request is scheduled or cannot be met.

• Any changes and/or cancellation must be communicated immediately to the Photography coordinator. Failure to do so may result in charges to the requesting party if a freelance photographer is involved.