Photography 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.

- Requests for GPC’s photography 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 may 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, a freelance photographer may be hired by the Office of Marketing and Public Relations, or a freelance photographer may be recommended for possible hire by the requesting individual/department. (See the Videography section for further explanation).

- 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.

• No images taken by the college photographer may be used by a third party as a tool to promote an agency, organization or individual, publication.

• Any subject under 17 years of age must have a parent or guardian’s permission in writing to be photographed by a GPC photographer. (Appendix IV)
photography

Procedures

Please follow these procedures:

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

• The Assistant Director of Photography and Creative Imagery 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 Print Request Form, the client will be notified by email that the request is scheduled or cannot be met.

• Any changes and or cancellations must be communicated immediately to the Assistant Director of Photography and Creative Imagery. Failure to do so may result in charges to the requesting party if a freelance photographer is involved.
Please follow these guidelines:

- Images submitted for publication must meet a standard suitable for publication.

- Photos submitted must be original work. Photos of paintings or any other copyrighted materials are prohibited from being published.

- Person(s) appearing in the images may need to sign a Photo Release Form.

- Images to have to be sharp, with plenty of detail. The resolution has to be at least 250 to 300 pixels per square inch or ppi (dpi- old school)

- Images have to be color-corrected for reproduction quality.
photography

Photography for Publications

Call the editor of the publication before requesting services from the photography department, if a photograph is needed for a program or a college publication.

The LOOP
editor:
Carol Lynn 678-891-2683; email: carol.lynn@gpc.edu

The Chronicle
editor:
Wade Marbaugh 678-891-2682; email: wade.marbaugh@gpc.edu

Media Releases
assistant director media relations:
Beverly James 678-891-2686; email: beverly.james@gpc.edu