



# COVID-era Imagery Guidance and Checklists

Office of University Communications and Marketing

Last updated October 2020

## General overview:

The University of Pittsburgh has established [health and safety rules](#) for all members of the Pitt community, and it's important that all of our communications during the pandemic reflect those standards of behavior.

This guide will help photographers and videographers, as well as those using visual content, align with those rules. The checklists should be used for original photography/video and submitted photography/video. It's on all of us to make sure the imagery we use reinforces appropriate health and safety standards.

**Reminders:** You can [book photography through the UCM visual services team](#). But if you need to hire a freelance photographer or photograph someone yourself, please remember: If your unit's [activity area plan](#) says you need permission to be on location or take other precautions, be sure you've done so ahead of time. And please follow the health rules yourself while taking the pictures.

Have an image that's borderline or other questions? [Contact the Resilience Steering Committee \(RSC\) for guidance](#).

## Checklist for photographers and videographers on location:

- ✓ Are all subjects—even those outside, even off campus, even alone—wearing face coverings?
  - Is the mask covering both their nose and mouth?
  - Does the mask fit close to their face (no sagging)?

**Note:** Bandanas and gaiters are acceptable face coverings, as long as they adhere to the above.

**Note:** Face shields without face coverings underneath are not acceptable for use in communications from the University, even if the subject has permission to wear one. We should always show the rule, not the exception.

- ✓ Make sure subjects appear 6 feet or more apart.
  - Keep in mind angles and perspective: If the subjects appear to be less than 6 feet apart in the final product, we probably can't use it, even if they were distanced.
  - Position your subject to decrease the chance an unmasked or un-distanced group might wander into the frame.
  - If the subjects are family members or roommates, they may be photographed closer than 6 feet, but they must still be masked unless indoors at their own home.

- ✓ Consider bringing an assistant to the session to help spot the above recommendations so you can focus on other aspects of the photo/video. Make sure you and any colleagues remain at least 6 feet apart.

- ✓ As usual: Always ask for IDs and signed permission.

## Some phrases that can help if your subject isn't following guidelines:

- "We can't use your photo if you don't wear your mask properly. Could you please put it over your nose?"
- "You're a little close. Six feet is about two arms' lengths away. Can you please step apart?"

## Tips for capturing personality when you can't see a smile:

- Focus on posture and hand gestures.
- Is the brand's [hero pose](#) (which can convey humility, focus, confidence or seriousness) appropriate? Or, can you show motion, action or [progress](#)?
- Can the [location](#) give the image some personality?
- Ask the subject if they can wear a favorite mask or Pitt gear that shows off their style.
- See if their eyes are conveying emotion and focus in close (with your lens, not your body).

## For content creators selecting and using images or video:

- ✔ Are all subjects—even those outside, even off campus, even alone—wearing face coverings?
  - Is the mask over both their nose and mouth?
  - Does it fit close to their face (no sagging)?
- Note:** Bandanas and gaiters are acceptable face coverings, as long as they adhere to the above.
- Note:** Face shields without face coverings underneath are not acceptable for use in communications from the University, even if the subject has permission to wear one. We should always show the rule, not the exception.
  
- ✔ If more than one person is pictured, are they 6 feet apart?
  - Check the foreground and background: EVERYONE pictured needs to be masked and distanced.
  - If the subjects don't appear to be 6 feet apart due to the angle, don't use it.
  - If the subjects are roommates or family members and less than 6 feet apart, it must be noted in the cutline or anywhere the photo is used. (Note: This does not exempt them from masking in public areas.)

If you are unsure whether an image meets the above criteria, please use the [Resilience Steering Committee \(RSC\) approval](#) form or [contact Meg Ringler](#).

## If you're using an image taken before the pandemic, here's language you can include:

Some photos in this publication were taken prior to the COVID-19 pandemic and may not reflect current health and safety guidelines.



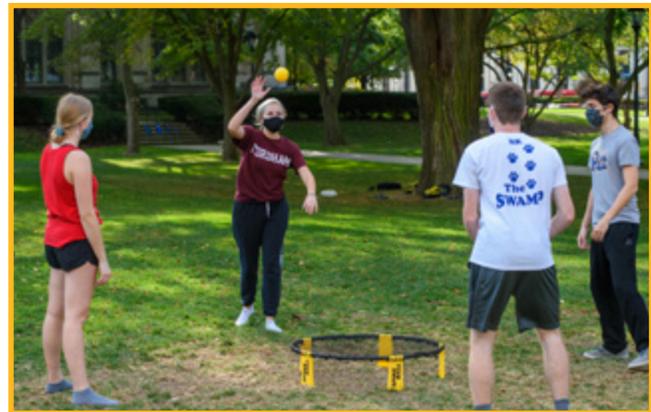
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## Recently rejected photos:



- ✘ Subjects are standing too close to each other indoors



- ✘ Students on right appear to be standing too close; fortunately, this can be cropped to work



- ✘ The subject isn't wearing a mask outside