

# MCLA WEB PHOTOGRAPHY GUIDELINES

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## HERO

These photos appear behind the page title and should be carefully selected for text readability and proper tone-setting.

### Environmental

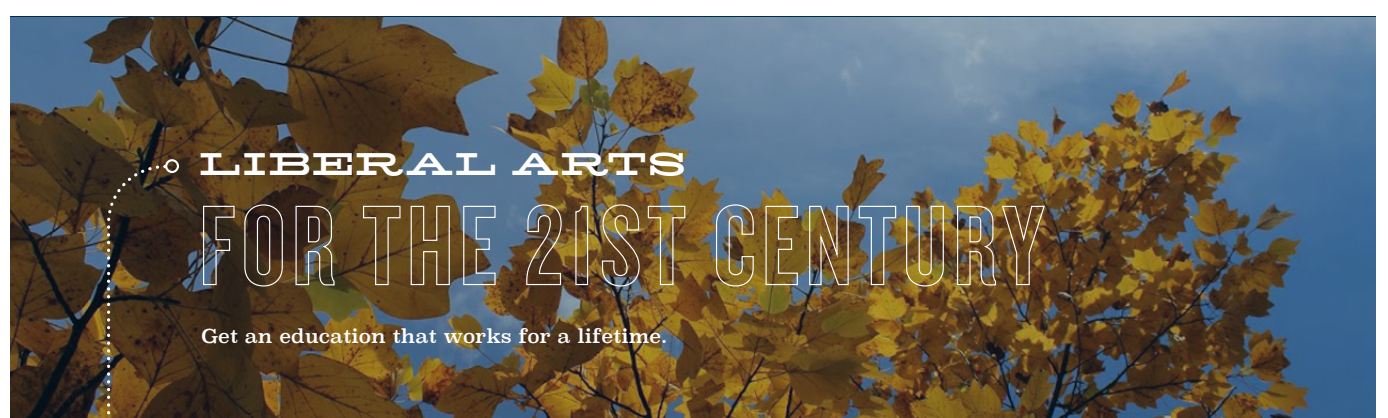
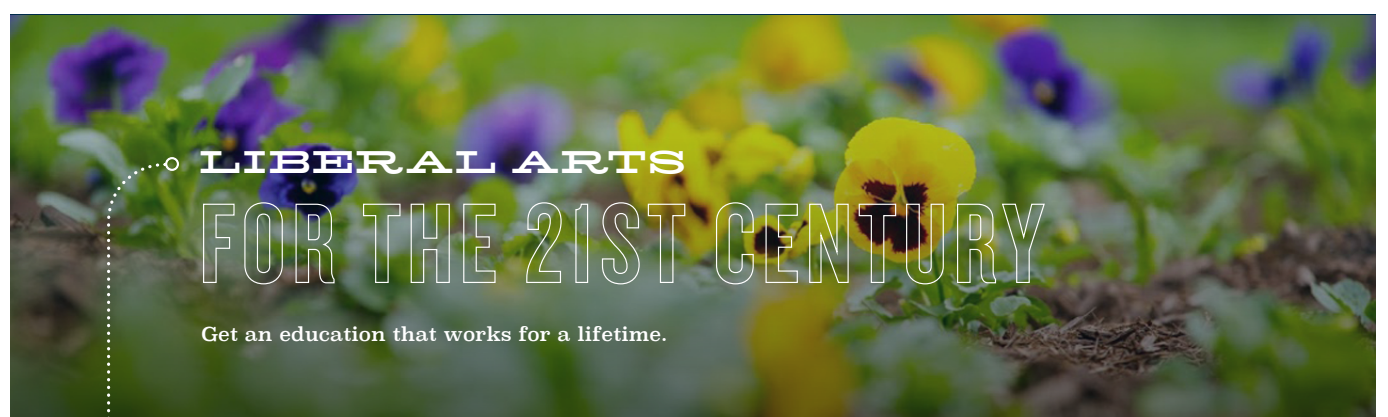
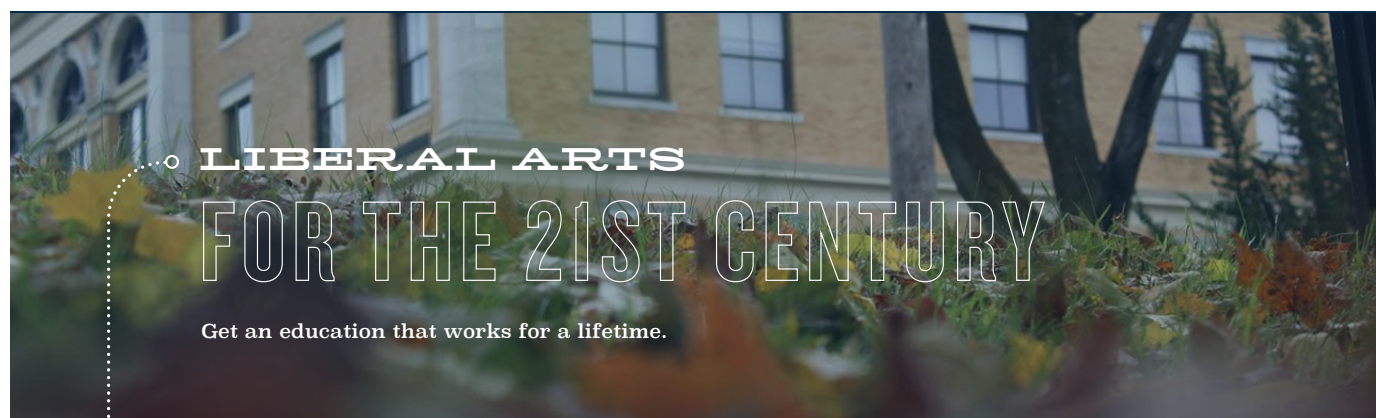
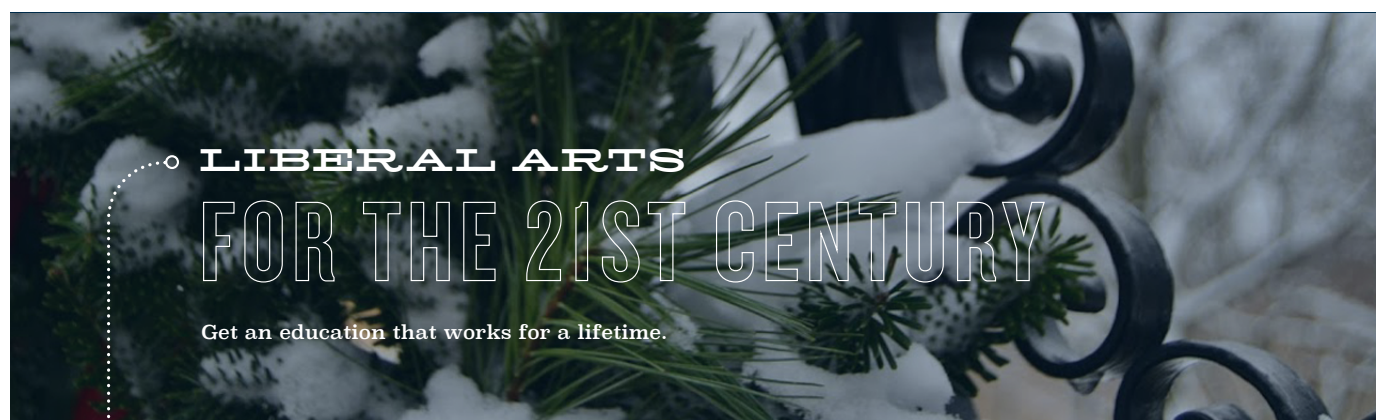
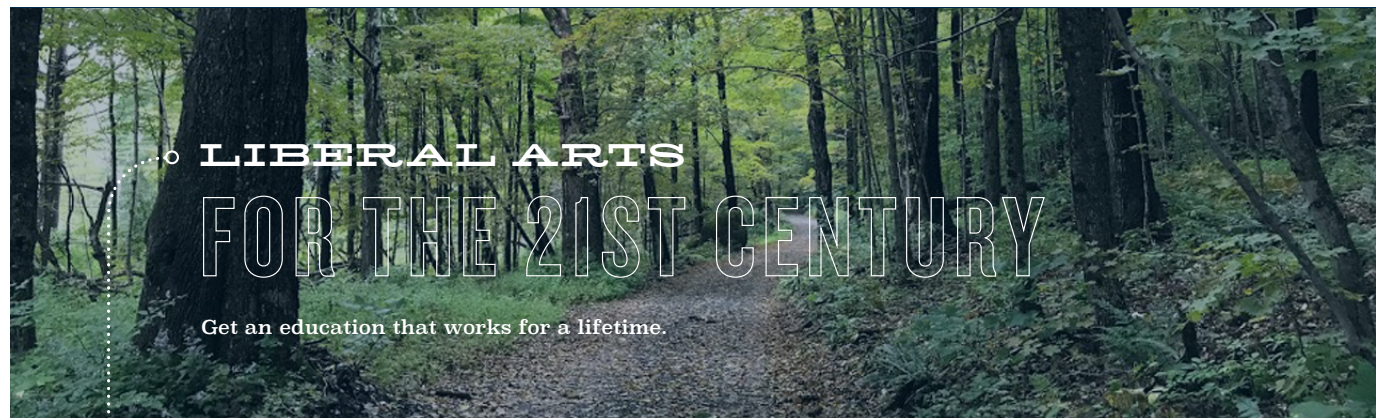
Convey the natural surroundings of MCLA by choosing landscapes, seasonal scenes, and campus architectural details.

### Textural

Choose images that work best as a backdrop for text. They should not have a strong subject (person or object), which will interfere with the text.

### Dark

The overall color tone should be on the darker end of the spectrum. Avoid white or very bright photos. The website's stylesheet automatically applies a "dimming" overlay on the images. For lighter photos, a shadow can be added to the bottom half of the image to aid the readability of white text.



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## HOME PAGE STORIES

These photos convey the strength and personality of MCLA people.

### **Shallow depth of field**

The background should be out of focus (or entirely flat) to keep attention on the face and avoid visual noise.

### **Variety of angles**

Avoid using only straight-on mug shots. Mix in active poses with hand gestures and gazes off camera.

### **Genuine expression**

Ensure faces convey genuine emotion – pride, happiness, determination. Avoid blank expressions and “fake” smiles.

