

PHOTOGRAPHY GUIDE

JUNE 2025



**MONASH UNIVERSITY RECOGNISES THAT ITS AUSTRALIAN CAMPUSES ARE
LOCATED ON THE UNCEDED LANDS OF THE PEOPLE OF THE KULIN NATIONS,
AND PAYS ITS RESPECTS TO THEIR ELDERS, PAST AND PRESENT.**

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(internal to Monash only)	

MONASH UNIVERSITY PHOTO SHOOTS

Organising and directing photo shoots can be difficult and requires a lot of planning and preparation. Some photography knowledge is also helpful in order to guide your photographer so they can capture a successful suite of on-brand and engaging images.

This kit is designed to assist you in the basics of planning a shoot, educate you and your photographer on the Monash style of photography, offer some helpful tips and supply you with some examples to use as a starting point.

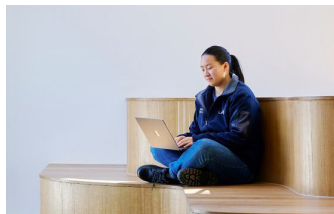
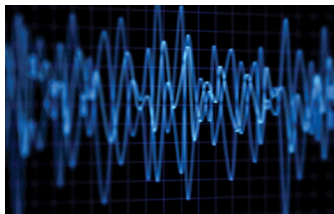
THE MONASH PHOTOGRAPHY STYLE

Monash photography needs to be consistent in terms of style in order to be easily identified as Monash in market. Our photography has a photojournalistic style that visualises our brand personality: authentic, ambitious and fiercely purposeful. Imagery should feel raw, authentic and show the humanness of the brand. Images are to be candid, they need to depict real-life scenes.

We always celebrate our diversity and our imagery should reflect this. It's important that everyone can see themselves in our brand. Additionally, our choice of imagery should showcase the University's commitment to sustainable practice, where possible.

Applying Monash blue

Monash blue is our most identifiable colour. Please consider opportunities to add touches of Monash blue (or blue in a similar tone) when setting up shots. Monash blue can be incorporated into photography via props and styling or it can be added in post production via Photoshop. Adding a subtle touch of blue reinforces brand consistency, and ties to brand alignment and brand recognition.



1. Our people

Our people are authentic, diverse, active, ambitious, fiercely purposeful, engaged in their surroundings, genuine and friendly, optimistic, collaborative and focused.

Our **everyday** people imagery is to be raw and authentic, and should capture a single moment of time. This photojournalistic style shows the humanness of our brand. For everyday shots, move away from conventional, generic student imagery of happy smiley faces staring directly at the camera. Consider locations, props and apparel to assist in the storytelling of the shot.

Portraits of Monash students and staff should capture an authentic sense of self that ties in with our photojournalistic style – raw, authentic and evokes a sense of bravery. Portraits can be used to feature our people and highlight human stories for application in *Monash Life*, campus life and testimonials.

Whilst social media shots tend to be more organic in nature, our photographic guidelines still apply.

Everyday (reportage)

Raw, authentic and candid real-life scenes. Moving away from conventional, generic student imagery. Photojournalistic style photography that shows the humanness of the brand. These images can be used as an identifying feature for disciplines/courses.



Portraits

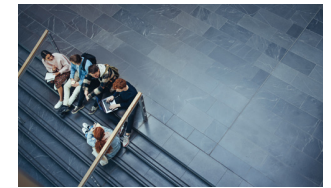
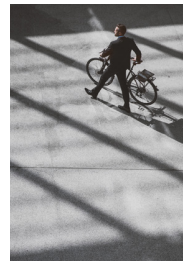
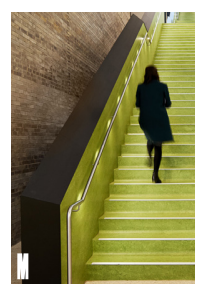
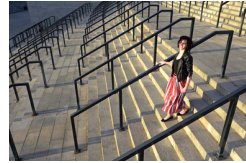
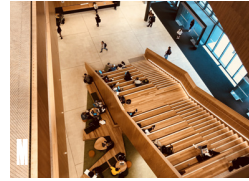
Portraits of students and staff of Monash that capture an authentic sense of self. Ties in with our photojournalistic style – raw, authentic and evokes a sense of bravery. Used to feature our people and highlight human stories for application in *Monash Life*, campus life and testimonials.



2. Campus life and architecture

People actively engaged in their environment make for great shots. Our campuses are vibrant, and full of life and energy. Our architecture is modern, dynamic, cutting-edge, innovative and bold. Always consider looking at things from a different perspective, and investigate new dynamic angles. Our imagery is to reflect an active campus and we need to showcase our facilities in action. For instance, having people walking past the outside of a building provides both context for the building and a human connection to the image.

We acknowledge sometimes there is a need to shoot pure architectural 'utility' shots where striking angles and textures dominate the shot.



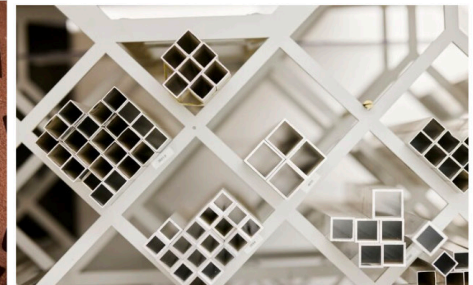
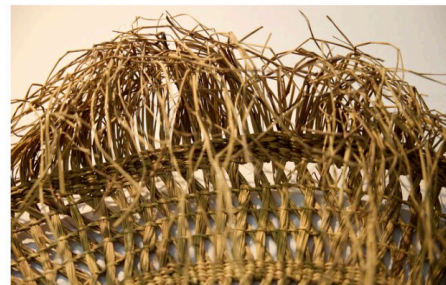
Everyday (Campus life)

Looking at things from a different perspective.
To showcase the Monash campus, interesting spaces and facades can be captured from unexpected angles. Ideally some human element or representation of life should be included.

 = Monash University imagery

3. Detail and abstract images

Textures, patterns and close up detail photography work well in some of our more restricted/limited spaces, eg. web banners. While shooting at locations, look for any opportunities to photograph this type of shot also.



WRITING A PHOTOGRAPHY BRIEF

- Keep your brief short and sharp.
- Don't forget to ask for a quote.
- Reference the Monash University photography style (see pages 4-6).
- Give some context around what your photographic needs are and what you are wanting the images to reflect.
- Explain how the images will be used and in what channels. This will assist in advising the variation in shot formats you will require.
- Mention whether your shoot will involve people/talent or not.
- Your location needs to be identified, in case of any travel requirements.
- Request a quote with the brief.

Quote request should contain the following:

- your budget estimate
- timelines/dates:
 1. possible shoot dates (consider seasonal weather and key university dates eg students on holidays, graduations etc.)
 2. when you require final Hi-res edited images to be delivered.
- a request for rates (both full day and half day)
- a request for rates for editing/post production.
- photographer to supply any additional costs for things like a photography assistant, travel, parking, a recce (pre shoot visit to location to determine its suitability for shooting) etc.
- Monash is to have full ownership of images (both edited and raw).
- request that the quote be itemised.

The next pages provides an example of a UMAC photography brief and request for a quote. If you're unsure of anything you can always contact the photographer.

See example of a brief on next page.

EXAMPLE ONLY – Photography brief

Hi XX

Please see details below for an upcoming photoshoot for Monash University that we'd like you to quote for. The below brief has some background information about the shoot, our photographic style guide as well as some broad categories that we're aiming to capture through this project.

Timings: Photoshoot dates: Early – mid-September (TBA).

Brief overview: Increase Monash's photography library to support our new brand evolution execution, by way of improved photography consistency and alignment to our photojournalistic style.

We want to capture our people, and our vibrant campuses and incredible facilities across all four of our Victorian campuses (Clayton, Caulfield, Peninsula and Parkville).

Monash's photographic style: Our photography has a photojournalistic style that visualises our brand personality: authentic, ambitious and fiercely purposeful. Imagery should feel raw, authentic and show the humanness of the brand. Our images need to convey the grit and impact of who we are and what we do.

Images need to be shot to work in Monash's various channels, both print and digital.

[Photographic style information and examples shared with Photographer \(pages 4-6\).](#)

Photography categories: The following areas have been identified as high level photographic categories. We want this photoshoot to have a focus on bringing the 'life' into our campuses and facilities through the placement of students and researchers in each photo.

Priority categories:

- campus facilities
- campus life
- teaching and learning
- building and architecture.

NOTE: there will be a mix of external quick walk around type shots, and more formal set-ups requiring lighting etc. Locations will be both internal and external, and across our four Victorian campuses: Clayton, Caulfield, Peninsula and Parkville.

To assist in focussing your energies on shoot days, we'll prepare you with a shot list draft and include an image of the existing location so you're able to prepare for any potential challenges ahead of time. We will also meet via Zoom for a briefing session beforehand (if needed) to run through what needs to be achieved.

Quote request

Please quote for the following:

- estimated X shoot days (please supply full day and half day rate)
- infinite and absolute (total buyout) usage in all media current or future on all images shot on any shoot that is part of this project, ie. Monash to have full ownership of images (both edited and raw)
- Monash to be provided with a full suite of at least fully edited appx 60-70 images
- image editing and post production (rate)
- photography assistant (if required)
- travel expenses (Victorian campuses (Clayton, Caulfield, Peninsula and Parkville))
- please advise of any additional costs and/or requirements that we have not included eg meeting times, recce of location if required etc.

At this stage, we don't require a make-up artist on shoot days, but if you have a preferred supplier please ensure this is included separately in your quote.

Please itemise your quote with all details broken down and provide a quote by no later than COB [\[INSERT DATE\]](#).

If you need any further information or have any questions please reach out.

NOTE: A Monash University staff member will be present at the photoshoot at all times to manage the day, liaise with talent (staff/students), manage building access and security, and to collect/collate talent release forms.

TIPS TO HELP ENSURE IMAGES ARE ON BRAND

Our style of photography is described as photojournalistic. It captures a moment in time and conveys a story. The location, the props, what people are wearing etc. should assist in the story telling of what is being captured.

- Our people are diverse, active, driven, engaged in their surroundings, genuine and friendly, optimistic, collaborative and focused. Our imagery should reflect this.
- People should be engaged in their environment. People should be hard at work, active, focused on what they are doing.
- Monash facilities/buildings can be portrayed as pure architectural shots highlighting interesting angles and textures, but more importantly our campuses are to be active and busy, so we recommend building shots show people using our facilities, so our campuses don't appear empty and lonely.
- Keep composition nice and tight so there is one focal point, eg. if you're shooting photos of two people, don't line them up beside each other with a large gap between the two being the focal point of the image. Consider other ways, such as shooting over the shoulder of one so you may only see one face but having the back of someone's head and shoulder in the frame, we know there is interaction between the two people. Shoot from the side as another perspective. Ask the photographer to walk around the subject/talent to get the best composition and a different perspective.
- Images should feel natural and genuine, not too posed.
- Please review the background of your image to make sure items such as rubbish bins, overhead power lines, rubbish, unwanted signage etc. are out of shot.
- Review the foreground and ensure there is nothing obstructing the focus of the shot eg. a drink bottle on the desk which dominates the shot and distracts the eye from the subject.
- Pay attention to detail. Remove mobile phones in pockets, etc, tidy fly-away hair and necklaces, and fix collars that are not straight etc. Missing details like these can potentially weaken the shot and may require some minor photoshop work to tidy up, adding to cost.
- Talent should wear block colours and not too much pattern. Consider our primary colour when advising on wardrobe. Minimise T-shirt wording/branding etc. However, some of this can be deleted at the editing stage.

- **If there is a possibility to add a touch of Monash blue to the styling of the shot, please do so.** It could be a Monash blue lanyard or piece of apparel etc, or to subtly introduce the Monash University logo – that would be great. However be careful not to 'oversell' the branding in the shot.
- Think outside the box when taking good shots. Search locations with interesting settings and potential backgrounds. Look at things like textures/pattern/angles/ dynamic architecture/ interesting interiors/equipment carefully positioned in backgrounds (and foregrounds), relaxed outdoor settings with greenery, look at colour etc. Steer away from boring beige walls!
- All images must be shot in colour.
- Check the shot is in focus.
- No effects or filters should be added.
- Shoot various formats of each set up. Variations give you more options to suit our various channel formats and sizes, eg. web and email banners, social media and print formats. Vertical and horizontal options are recommended, but also adding a mix of wide, mid and close up options gives you more flexibility.
- Ideally, all images should be 300dpi for print and/or 72dpi for web to ensure the highest-quality output.
- If you have multiple shots of the same set up, please ensure you only select up to 2-3 so there's variety in composition, facial expressions and/or format (portrait vs horizontal) etc, we don't need 20 shots of the same set up.
- Permission from students/staff must have been obtained prior to the uploading of image and talent release forms need to be easily accessed by the image owner. For more information visit the Legal requirements [page](#) in our Brand book.
- When Hi-res files are finalised, please be selective and submit a range of your best shots to be uploaded to Bynder so they can be shared with the rest of the University.

For more information please visit the imagery [page](#) of our Brand book.

CLOTHING GUIDELINES

WHAT TO WEAR

- Ensure you wear something you feel comfortable in and works with your personal brand.
- Bring an alternative top when possible.

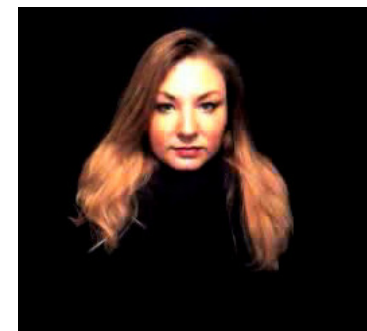


AVOID

- Avoid wearing bright white, solid black and bright red.
- Avoid patterns and large jewellery – keep it simple!
- Avoid clothing that has large branding on it (unless it's Monash branded).
- Avoid clothing that will match the background (if on Zoom).



Avoid long fine lines, causing 'branding effect'. This is impossible to remove after.



An example of blending in with Zoom background.

PHOTOGRAPHY RUN SHEET

A photography shoot run sheet (similar to the example below) outlines the day's agenda and acts as a reminder of the type of shots required from each set up (image examples to appear in the grey boxes). It's useful to share and discuss with the photographer prior to shoot day to make sure all expectations are set. It's also a good way of keeping everyone on time and making sure everyone knows where to be, and when.

Use this example as a guide to create your own run sheet. Ensure you have run sheets available on the day of the shoot for team members.

NOTE:

UMAC recommends that a Monash University staff member is always present at a photoshoot in order to manage the day, liaise with talent (staff/students), manage building access and security, and to collect/collate talent release forms.

CLAYTON DAY 1
FULL DAY
11.50am - 4pm
TUES 5 AUGUST
 'TITLE OF SHOOT'

CONTACTS:

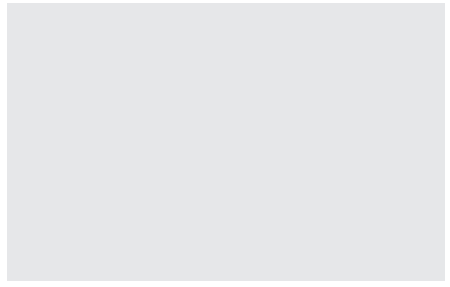
Photographer's name, Mobile xxxx xxx xxx
 Monash contact/s, Mobile xxxx xxx xxx

WEATHER FORECAST:

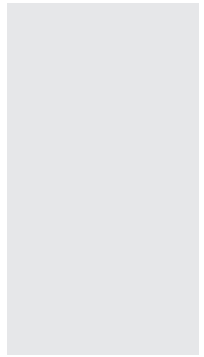
Simple rundown of weather

PARKING:

Offer parking options for photographer, maybe a map.
 Advise of cost and if there is a quick drop off/pick up point for photography gear.

TIME	LOCATION	RECCE IMAGE/EXAMPLE IMAGE	AIM / DESCRIPTION	TALENT	PROPS
Arrive 11.50am	Meet at Sir John Monash statue outside of Religious centre.		- Students walking in front of Sir John Monash Statue. Any further detail	6 x people in group shot	Bags Headphones
Shoot 12pm					

12-12.30pm LUNCH

TIME	LOCATION	RECCE IMAGE/EXAMPLE IMAGE	AIM / DESCRIPTION	TALENT	PROPS
12.30pm	Learning Teaching Building Level 3/4 Talent: various levels on staircases		- Students studying in break out spaces Mix of close up of students and group shots. Mix of single student and groups. Need sunlight to capture strong lines from recce - Green stair case walking up		Bags Headphones Keep cups/drink bottles Laptops / iPads

OWNERSHIP

Ideally, Monash University is to own all images outright (both Hi-res and RAW files). All talent release forms are the property of Monash University and are not to be shared externally (including with the photographer).

BYNDER

(internal to Monash only)

Bynder is Monash University's Digital Asset Management (DAM) system and is available to all Monash staff. It houses over 2000 on-brand and approved images available for staff to search, download and use.

When a photoshoot is completed and final Hi-res images are supplied, please find the time to tag your strongest images and upload them into Bynder for the University to share. That way we can build up our image library resource.

NOTE: Bynder is not designed to be a storage server for all university images. We ask that you streamline your selections to only your best on-brand shots and only upload 2-3 versions of the same shot (ideally a vertical and a horizontal option).

You can find out more about Bynder [here](#).

TALENT RELEASE FORMS/DOCUSIGN

(internal to Monash only)

Information regarding consent to be photographed and the relevant PDF talent release forms can be found [here](#). If permissions have not been sourced, images cannot be used. Docusign information is also available here, and is our preferred digital consent platform.

NOTE: Only Monash University staff members are to collect signatures and personal details of the talent.

PREFERRED PHOTOGRAPHER SUPPLIER LIST

Dan Mahon

Mobile +61 402 286 909

Email daniel@danielmahon.com

<http://danielmahon.com/>

Melissa Cowan

Mobile 0424 998 320

Email melissa.cowan@gmail.com

www.melissacowan.com.au

Simon Milder

Mobile +61 419 665 656

<https://www.simonmilder.com/index>

Greg Ford

Email greg@gregford.com.au

<https://gregford.carrd.co/>

For further information contact:

Brand requests

[Submit to our brand request form](#)

University Marketing, Admissions and Communications (UMAC)

contact-UMAC@monash.edu

