



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

BRANDING AND IDENTITY GUIDELINES

QUICK TIPS

Producing Great
Photos and Videos
from Anywhere

Current as of 03/01/2020. For the most recent guidelines, please visit identity.unc.edu.

QUICK TIPS

Videography

Camera angle. Try to position the laptop/phone/camera at a good height. That might require putting the computer on a few books to help level it out. The idea is to have as little room at the top of the screen, above the head of the person speaking, as possible.

Lighting. It's also good to position the computer/phone/camera so light is on the face of the person speaking and to avoid having a light in the background.

Background. If possible, try to record in a room with some books or something interesting in the background.

Noise. If it's practical, try to record in a space that is quiet and doesn't have too much background noise. Furniture, carpets and wall furnishings can help keep the noise from having too much of an echo. If you're recording outside, be mindful of windy conditions. Even a slight breeze can blow across a microphone and make the audio hard to hear.

Orientation. If you're using a phone, please try to record horizontally/widescreen by turning the phone sideways. Hold the phone as steady as possible or use a tripod.



QUICK TIPS

Portrait Photography

Orientation. Horizontal orientation is best for web use and could be cropped vertical or square if needed. This also allows for view of a background scene.

Shadows. Try to avoid shadows. Photograph the subject in open shade (for example, under the shade of a large tree or the shaded side of a home/building), which provides diffused light.

Lighting. The light level of the background should not be greater than the light falling on the subject. This will cause the subject to look too dark. If possible, try to keep the subject and background equal in light level or have the subject be slightly brighter than the background. Light that is too bright will cause squinting, so avoid direct sun if outdoors whenever possible.

Spacing. Separate your subject from the background. Try to have empty space (6 to 10 ft. or so) between the subject and background. Avoid having someone stand against a wall, if possible.

Background. Don't have a busy background. Avoid distracting objects and bright light sources.

Light source. Any supplemental light source should be high and angled at about 45-degrees towards the subject. It should be large and soft enough to not cause hard shadows.

Look and feel. Finally, this is a great opportunity to see what “look” best suits someone. Try angling the subject to the right and left and even shooting from a slightly elevated angle. The photographer standing on a stool or short step ladder will work. Even trying different facial expressions may help.



QUICK TIPS

Scenic Photography

Orientation. Horizontal orientation is best.

Composition. Composition can vary, but make sure the subject or pertinent information is easy to find. Your eye should easily focus on the important information in the photo and not have to hunt around.

Background. Clean backgrounds without a lot of distracting information is usually more appealing.

