CTS PHOTOGRAPHY GUIDELINES

Photography is one of the most vital elements of the Chicago Theological Seminary brand. It evokes emotion and connects people to the seminary, maximizing their relationship with CTS.

Just as important, the photography has a point of view. It says that CTS is unique, that our folks think differently. Of course, we want to present beautiful photography. But we also want that photography to convey the epic quality of the seminary and the progressive, diverse, and welcoming nature of our programs.

On a technical note; in our marketing and online production, we will always use landscape more often than portrait. Feel free to experiment and certainly shoot both, but be sure to err on the side of landscape.

Scheduling a Photographer - Please contact Marketing to schedule a student photographer for your event. Because student schedules vary, we appreciate at least a two-week lead time whenever possible. If you are taking your own photos, the following over view of our photographic styles may be helpful.

CTS Photo Release Form - make copies of this form for subjects to complete. We do not need release permission for crowd shots where no one person is a dominate figure, but it is best practice to get the completed release in hand. Please return completed release forms to the CTS Marketing office.

Share Photos on CTS Social Media - Remember to submit a few of you favorite photos to us for use on social media. Just send a brief description of the event and attach a few pics. Send the email to **social@ctschicago.edu**

Photographic styles

Leader (portraiture)
The leader/subject of the photograph always should be the main focus. Leaders/subjects should be placed in the foreground so that the viewer's eye is drawn straight to them. In addition, leaders should be photographed at an angle to give them a larger-than-life aura. The leader should appear hardworking and humble, yet accomplished and heroic.

Still Life
Used to highlight a specific theological initiative, writing, or opportunity at Chicago Theological Seminary, still-life photographs should be shot in the same fashion as leader photos. The still-life photos can be composed against a clean background or with a unique element of our building as background. In addition, the composition of the photograph shoud provide room for headlines and other typography.

Landscape
Landscapes, both as background for leader shots and on their own, should be expansive, awe-inspiring, and epic.

Photojournalistic
Often the brand will require supporting photos for various materials. In cases where the brand does not use a singular leader, still-life, or landscape photograph, then the photographic style should be photojournalistic. This documentary style should maintain a high standard of production quality and a clear, thought-provoking point of view.

CTS Professional Headshot Criteria
The Person
The person's clothing is professional and refined; the person in the photograph looks composed.

The Photograph
The picture is vertical. The image includes the face, the head and shoulders, a plain background, and is not cropped too closely to the head. The picture should be in color, in focus, have proper lighting, good composition, and expert color correction and retouching.

File Size
The image file needs to be at least 300 dpi, with the vertical side of the image at least 1,600 pixels high. While this is the minimum, to accommodate "Retina HD" resolutions we recommend uploading a much larger size at 4,096 pixels high. Images fitting these files sizes will be between 1 MB and 8 MB in file size.

How Do I Check the Pixel Size and DPI?
There are varying ways and programs to use to achieve an image with high enough resolution, but a general rule of thumb is that the vertical side of the image needs to be at least 1,000 pixels long and the dpi needs to be at least 300 dpi. Again, you should have a file that is more than 1 MB to achieve this.

PC
If you are using a PC, you can right-click on the image and select "properties." Under the "General" tab you can view the file size, and under the "details" tab you can confirm the pixels and dpi information for your image.

Mac
If you are using a Mac, you can use ctrl-click, select "open with Preview" from the drop-down menu. In Preview, select "Tools" from the main menu, and then "Show Inspector." This will give you the file size, the image size, and the image DPI.