

Photography Guidelines

Reflect the MUSC Brands

Be sure that your photos reflect the MUSC brands. These include MUSC, the university, and MUSC Health and MUSC Children's Health, the clinical enterprises. Adherence to the brand guidelines ensures that we communicate a consistent look and feel that reinforces the superior research, education and clinical care available at MUSC. All subjects should be comfortable on camera and should effectively communicate the MUSC experience and reflect the diversity of our employee and patient population.

Content

Photography for general public consumption should not be overly graphic in their portrayal of surgeries, before and after shots, etc. The intent is to educate, not to frighten or make the viewer squeamish. Any photography involving animals and animal research must be approved prior to photography. There can be absolutely no promotional use of photos with animals other than pet therapy animals. These should be confined to viewing by very select audiences, i.e. other researchers, or institutions involved in similar studies, etc.

Misrepresentation

Be careful to not misrepresent, even unintentionally, people or places. For example, do not use a photograph of a cardiac surgeon to represent a pediatrician. Be careful to not use a photograph of a person who no longer works at MUSC or MUSC Health or who is deceased. If the photograph is to represent a particular procedure, medical device or research protocol, be certain that it is accurate.

Compliance

Leadership of the University and MUSC Health reserve the right restrict or remove any photos if requests to make the photos compliant are not met. The MUSC Medical Center policy, [Photographs and Videos C-006](#) is available for review.

Patient Consent Forms

The "Patient" consent form may also be used for other subjects, such as visiting professors, parents, siblings, etc.

Photographs of patients taken by MUSC staff cannot be used for ANY personal use or on any personal social media, even if a release is signed.

Think about the many individuals and groups who will be impacted by your photography. Make sure to get appropriate approvals from all involved including having a legal photography release form (known as the Patient Consent Form) signed by any and all persons that can be recognized in the photo. It is not necessary to have a signed release from MUSC or MUSC Health employees, but any other persons must sign a release. Should you be taking photography outside, on MUSC property, you legally do not have to have a release signed – particularly if it is a crowd scene. However, we do encourage anyone who is easily recognizable and not part of a crowd be approached to sign a release.

Photography/Video Consent Form Naming Convention

File naming conventions are an agreed-upon method of naming files that a group of users utilize to help coordinate and manage files. Naming consent forms consistently, logically and predictably will facilitate the storage and retrieval of records, enabling users to browse and find files more efficiently.

Include the subject's last and first name and the date the photograph was taken. Be sure to separate words by an underscore and use all lowercase.

(lastname_firstname_yyyymmdd)

Example: smith_joe_20160122.jpeg

Uploading Photo Release Forms

Please email photoconsent@musc.edu for access to the secure MUSC BOX account to upload the patient consent form. You will be granted access to the BOX folder to upload a scanned version of the signed consent. You will also be able to view all of the consents that are in the folder. No access will be given to download or delete any consents from that folder. A copy of the Photography/Video Consent Form can be downloaded [here](#).

Use Professional Photography Equipment

Be sure to use professional photography equipment, including proper lighting sources. Despite the higher resolutions on cell phones, these may not offer the optimum image quality.

Photography Quality

All photography should be shot at the camera's highest resolution. Any images used in print MUST be 300 dpi. Images for web use should be 72 dpi. Images CANNOT be pulled from the web and used for print.

- Lighting: Subject should be evenly lit without harsh shadows or blown out highlight areas.
- Resolution: Images should be at a resolution suitable for their output. At least scaled to 100 percent at 300 dpi for printed materials, and at least scaled to 100 percent at 72 dpi for web images.
- Screen Grabs: Images pulled from video lack the clarity and resolution to be reproduced. Images should not be pulled from websites to be used for reproduction either. Use images taken with a high-resolution camera and proper lighting.

Frequently Asked Questions

Where can I find a photography release?

The Patient Consent Form is available [here](#).

Request from news outlets and other organizations?

Any external source (local or national media) that receives photography that was provided by MUSC must use the photo credit line "Courtesy Medical University of South Carolina.

Can I use photos taken with my phone?

Most photos taken from a smart phone are not high enough resolution for print or MUSC websites. However, these photos may be acceptable for use on social media.

Where can I get a professional headshot taken?

Digital Imaging at MUSC can take your professional headshot for use on your profile on MUSChealth.org, musc.edu or other needs you might have.

Who do I call if I have questions on the photography guidelines?

For further information or questions, please contact Brennan Wesley by phone at 843-792-1951 or by email at wesleyb@musc.edu