

Alumni Leader Best Practices

Photography

Great visuals are the most powerful way to share your chapter's story. Whether capturing the energy of a game watch or the impact of a scholarship fundraiser, this guide will help you produce content that aligns with the WVU brand: energetic, determined, and full of Gold & Blue spirit.

The WVU Aesthetic

It is easy to take a picture, but it takes intention to take a great picture.

- **The Vibe:** Photos should be slightly warm, bright, punchy, and contrasty.
- **The Subject:** Show alumni, students, and staff who are engaged, determined, and having fun.
- **The Goal:** Bring the viewer into the moment.

Composition and Technique

How you frame your shot changes how people feel about it.

- **Get Close:** Don't just stand back. Physical proximity creates emotional intimacy.
- **Use the Foreground:** Place happy people or interesting elements in the foreground to create depth and frame your subject.
- **Aperture & Depth of Field:** Shoot with a large aperture (aim for f/2.8). This keeps your subject sharp while blurring background distractions—a hallmark of professional photography.

Lighting Best Practices

Lighting makes or breaks a photo.

- **Golden Hour:** The best natural light occurs just after sunrise and right before sunset.
- **Avoid Midday Sun:** Bright, overhead sun creates harsh, ugly shadows on faces. If shooting midday, move your subjects into the shade for soft, flattering light.
- **Seasonal Color:** Use the environment to your advantage, especially autumn leaves and campus greenery.

What to Photograph

Aim for a variety of formats (vertical for stories, horizontal for feed posts/web) covering these four categories:

- **Portraits:** Close-ups that reveal personality.
- **Task Focus:** People engaged in an activity (volunteering, working).
- **Interaction:** Candid moments of people reacting to each other (not the camera).
- **Scenery:** Beautiful shots of the location or event setup.