

# Photography

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In the spirit of The Florida State University positioning, all photography should draw inspiration from the positioning's underlying voice attributes: decisive, creative, and compassionate. Photography that features people can communicate many aspects of the University's positioning. Candid shots and dynamic angles convey the creativity and energy of the University. "Select-focus" style

reinforces the message and composition of an image and helps convey a focused, decisive voice. Editorial style shooting gives a "real-feel" to the subject with natural lighting and an overall sense of spontaneity.

Use full-color photography in all applications to enforce a vibrant and dynamic atmosphere. Reserve black and white photography for specific occasions that necessitate its use. Also reserve black and white photography for newsprint and other media that may require it.