

TYPE:	Administrative
TITLE:	Photography and Videography
NO.:	ADMIN-274
RESPONSIBILITY:	Associate Vice President, Communications and Marketing Chief Administrative Officer
APPROVED BY:	Durham College Leadership Team
EFFECTIVE DATE:	June 2020
REVISED DATE(S):	
REVIEW DATE:	June 2023

1. Introduction

Promotion of Durham College's (DC) brand through compelling photo and video content is a key component in attracting and influencing prospective students and stakeholders.

The Communications and Marketing (C+M) department is responsible for corporate level photographs and videography for the purposes of marketing the college and its programs.

2. Purpose

The purpose of this policy is to provide a framework for ensuring that a strong, positive brand image, which is consistent with DC's mission, vision, and values, is demonstrated in our photos and video footage.

3. Definitions

Refer to [Durham College's Standard Definitions](#).

4. Policy statements

- 4.1. Strategic promotion of DC's brand through our photography and video content is important in attracting and influencing prospective students and key stakeholders including donors, business leaders, community partners and educators.
- 4.2. C+M works collaboratively with departments and academic schools with diligence in ensuring appropriate representation of programs and services.
- 4.3. C+M maintains a database of all marketing-related photos and videos. Brand-specific DC images used for marketing purposes, including images of students, employees, Board members, campus buildings and grounds facilities are captured, stored, maintained and accessed through the C+M department.

5. Procedure

5.1. Request for service

Employees may request C+M photography and/or videography services for corporate-level events or activities on campus. Requests should be directed to the associate vice president, Communications and Marketing and will be considered on an individual basis. C+M cannot commit to providing specific service for all requests and is required to prioritize according to strategic priority and resource availability.

5.2. Capturing images

5.2.1. C+M captures photos and videos in a variety of ways. Photoshoots are conducted as required, utilizing employee and external photographers. C+M may also take photos and/or video footage at corporate and/or strategic campus events. Photos and/or videos may also be submitted to the multimedia specialist for use in promotional materials (e.g. website, print publications, etc.) and storage in the department's electronic database.

5.2.2. For all DC events, media release posters must be prominently displayed indicating that photos and/or video footage is being captured and that by participating in the event, individuals agree to the use of their image in the College's promotional materials.

5.2.3. In the case of photoshoots and/or photos and/or video footage submitted for use in promotional materials and storage in the department's electronic database, a media release form must be signed by those whose images/video are captured and submitted to the multimedia specialist in order for C+M to use the image. Images and video footage, including music, submitted to C+M become property of DC.

5.3. Storing and maintaining images

Promotional images used by C+M are stored in the department's internal electronic database.

5.4. Accessing photos

A selection of photos for employee use is available through DC's online [photo database](#).

6. Roles and responsibilities

- 6.1. The associate vice president, Communications and Marketing is responsible for overseeing the management of photography and videography for DC as outlined in this policy and procedure.
- 6.2. The multimedia specialist is responsible for receiving images and maintaining the department's electronic database.

7. Accessibility for Ontarians with Disabilities Act considerations

Accessibility for Ontarians with Disabilities Act (AODA) standards have been considered in the development of this policy and procedure and it adheres to the principles outlined in the College's commitment to accessibility as demonstrated by the Accessibility Plan (ADMIN-203).

8. Non-compliance implications

Non-compliance with this policy and procedure could negatively impact the current and prospective College community with both external stakeholders and the media, which could lead to significant financial loss and damage to the College's reputation.

9. Communications plan

The associate vice president, Communications and Marketing will ensure that a message is posted on ICE alerting employees when departmental policies and procedures are created or revised. Policies and procedures relevant to students will be posted to MyCampus and the Durham College website.

10. Related forms, legislation or external resources

- [Photo, video and multimedia consent form](#)