**University Bulletins**

**Undergraduate Bulletin Image Guidelines**

**IMAGE FILE SUBMISSIONS:**

Please title your photos with the following information:

**COLLEGE PAGE**

* College Name Landing Page
* Example: Arts and Architecture Landing Page
  + Horizontal
  + 1300px width x 645px
  + Resolution at least 72dpi

**PROGRAM PAGE**

* Program Name, Program Code
* Example: Art History, BA ARTH\_BA
  + Horizontal
  + 1300px width x 645px
  + Resolution at least 72dpi

**ALTERNATIVE TEXT**

Please submit alternative text for each photo on the [Image Alternative Text Form](http://www.registrar.psu.edu/staff/bulletins/update/undergraduate/tempates/image-alternative-text-form.xls). Images without accompanying alternative text will not be included in the University Bulletin.

**PHOTOGRAPHY GUIDELINES**

Penn State photography brand guidelines:

* Strong photography in a photojournalistic style—which prioritizes action and emotion over posed photos. Your subject should not look camera-aware.
* Photos should capture candid moments to show our inspired doers in action, providing a compelling visual experience while reinforcing our brand strengths.
* Plan to photograph your subject in their natural environment doing what they do routinely. Ideally, your subject will have someone or something to interact with.
* Keep in mind what the brand is representing: excellence, innovation, passion, collaboration, and a can-do spirit.
* Images also should convey a sense of place, putting Penn State in a visual context and reminding users that our locations are accessible to them across the state.
* For more information, please visit the [Penn State Brand Manual](https://brand.psu.edu/index.html).