
Photography Brief

Portrait Shots



We can never have enough good portraits of students. A face tells a tale. We have and use a good mixture of happy/content/serious looking poses. Here's a selection of some of these shots.

Photography Brief

Group Shots



Group's of students in varying sizes from two to twenty always work in depicting the societal and community based nature of the Irish third level experience. It appeals to our innate tribal sense and that human hunger to be a part of something bigger than oneself. From the chat and the craic to the communal nature of working on ideas, solving problems and learning new things, it's all integral to the third level education experience.

Photography Brief

Students singular or in groups doing what students do.



In the library, in the lab, in the classroom, in the construction workshop, laughing around a laptop, out and about in the locality. Photos that document the many situations and scenarios a student finds themselves on campus, at their accomodation and just in their general life as a student. A 'looking on' documentary style of photography in these varied situations helps portray a real world everyday feel to student life.

The less posed these shots are the better, our goal here is to be **honest**, **believable** and **real** and within this reflect our brand values of **togetherness**, **optimism**, **excellence** and **consideration** with a nod to our brand personality which is to be **collaborative**, **genuine**, **driven** and **empathetic**.

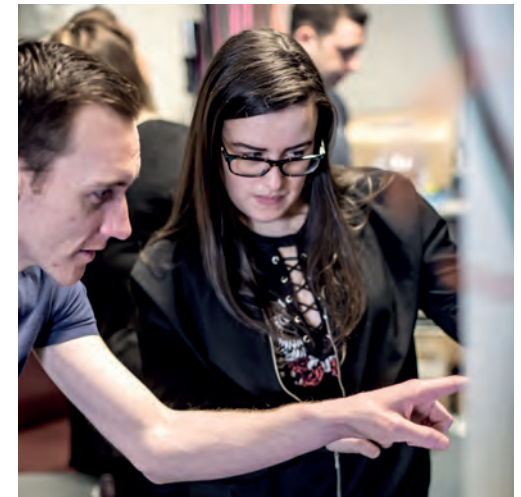


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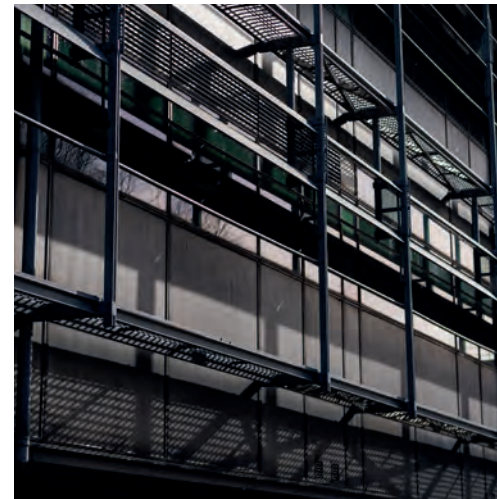
Photography Brief

Students singular or in groups doing what students do (cont.).



Photography Brief

Architecture



Arguably some of the finest buildings built in Ireland in the last 30 years have been on the campuses of third level education institutes. Maybe it's the open minded nature of education, research and that overall idea of education being at the core of the advancement of humanity that these advancements in architecture, engineering and design are on the islands many third level institutes.

Whatever the case may be it leaves ample opportunity for good architectural photography on any of our eight campuses be they the older more traditional buildings or some of our more recently commissioned ones.

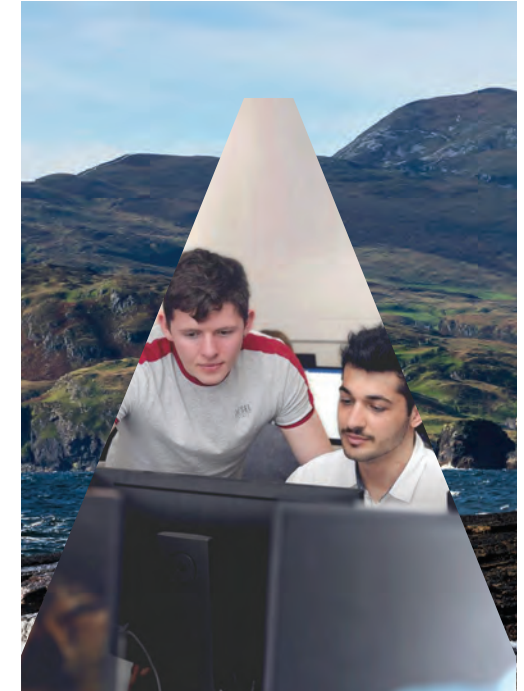
Photography Brief

A frame shots

We have a new brand asset which is part of our new ATU branding toolkit which we refer to as the “A frame shot” or ‘cut-out frame’. It’s a device developed to add a bit of interest and to bring a youthful energetic quality to layouts.

It is based on the shape of the letter A that gives us the icon part of our logo. It can be used in layouts as a device into which images can be placed which can leave us looking for a certain kind of image to fill this space.

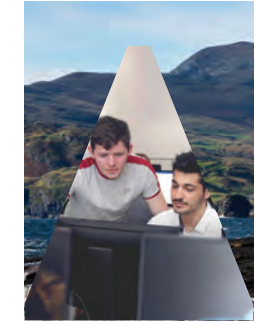
Here are some examples from our brand agency McCann. Overleaf we’ll break it down with some of our own examples.



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A frame shots

You'll notice we've used images in the background area that can be described as broad sweeping areas of college life, campus architecture detail and McCann have used landscape from the region in two of their examples. The front image within the A shape is where the detail or area of interest is captured. Many of our portrait/group/students being students images will work here. We would need to keep an eye out for a more abstract/ architectural/ campus area/ library/ classroom/ lab/ mechanical surroundings style of image for this background area. Those overlooked little details people don't notice but will add interest to that background area and compliment the A frame cut out area.





Thank You