

OUR PHOTOGRAPHY

LARGE-SCALE PHOTOGRAPHY

Images that show the scope and scale of what our students and faculty do.

FPO

Large-scale images serve as an engineering-specific analogue to the landscape images from the master brand level. They are meant to capture the inherent beauty in engineering fields cinematically.

The images focus on things like machinery, equipment, tools or anything that seems complex or intricate in nature — bonus points if there's an outdoor element.

The number of large- and small-scale photos should be balanced in all publications along with the eight master brand photo categories. Used appropriately, these photos give more context and help tell a more complete story. While people are not absolutely necessary in these images, they can certainly be present when it's relevant.



SMALL-SCALE PHOTOGRAPHY

Images that capture the small, intriguing and beautiful details within the fields of engineering.

Small-scale images serve as a counterpoint to the large-scale images. Instead of focusing on the macro, they instead explore the micro. They are very much an engineering-specific analogue to the detail images from the master brand level. As such, they should prominently capture the details of our equipment — showing their inner workings — and our surroundings.

Again, the number of large- and small-scale photos should be balanced in all publications along with the eight master brand photo categories. Used appropriately, these photos give more context and help tell a more complete story. While people are not absolutely necessary in these images, they can certainly be present when it's relevant.

