

Great stories start with great photos.

We created this quick guide, so our university partners have a reliable “cheat sheet” for capturing moments for Lander news, marketing and social media. Help us bring the Lander story to life!

The Smiling Groupshot

Most photos we receive are posed group shots with smiling faces. We love the enthusiasm, but they often leave out the most important part: the story! Without visual context or a sense of place, even the best moments can fall flat.

Don't: Pose against a blank wall.



What Actually Tells the Story

Great photos don't just show who was there; they show where, why and what it felt like. Visual interest, authentic moments and energy turn a snapshot into a story worth publishing.

Do: Include signage, distinct architecture or the event space in the background.



Best Practices:

- Capture candid moments: Catch people in the act of doing, learning or reacting.
- Show the space: Step back to include the room, architecture, or landscape.
- Look for branding: Include signage, name tags or branded materials.
- Change your angle: Move around to find the most interesting viewpoint.

Common Mistakes:

- Only taking posed, "say cheese" photos.
- Cropping out the background entirely.
- Featuring messy or distracting items in the background.
- Taking only one type of shot (e.g., only close-ups).
- Capturing the same angle for each shot



Whether you're attending an event, studying abroad or supporting a campus initiative, here is how to take clear, impactful, engaging smartphone photos that will showcase Lander in the best way.

Think Like a Storyteller

If a MarCom team member is unable to attend an event, your photo(s) should show:

- Where it happened
- Who was there
- What took place
- What it felt like

The 3 Shots You Need

Aim for a mix of these three angles to tell the complete story:

- The Wide Shot (The Big Picture): Establishes where you are. (Capture entrances, setups or recognizable locations).
- The Medium Shot (The Action): Captures interactions, groups and people doing things.
- The Close-Up (The Details): Highlights expressions, hand and body movement and branded materials.

Thank You! Your photos help us share the true impact of Lander University.