Use natural light whenever it is available.

Try to “fake” natural light with lights or exposure.

Make sure to white-balance so photos don’t look too warm.
Even the simplest setting can be made interesting if shot correctly.

Subject doesn’t have to have the standard smile. They can be looking slightly away or have a pleasant (no teeth) smile.
PORTRAITS

- Make it look like you captured a moment rather than staged a shot.
- Even the simplest location can be dramatic if shot well.
When shooting in labs, try to come up with interesting ways to shoot. Make sure you clean up the space of any trash or clutter that is distracting.
LAB SHOTS

- Some lab environments may not have windows for natural light. Try to “fake” it with lighting and shoot as brightly as possible.

- Stay away from dark lab shots with gels over lights.
MEDICAL ENVIRONMENT

- Shooting from down a hallway or through a doorway makes it feel like you are peeking into something, therefore adding interest.

- Some of our indoor walkways on campus are the best places to shoot. The light is nice and there is walking action that adds interest.
When shooting in classrooms, focus on the environment and lighting as well as the diversity of the students.
When shots have a good bit of dead space within the composition, you have the ability to put text on the photo. Dead space is not a bad thing.

Shoot in a journalistic way (not staged but shooting actual moments).
Take a basic subject matter and shoot it from overhead or through elements in the environment to add interest.

Utilize interesting architectural elements or furniture in the environment as you are shooting.
Try to capture personalities and moments rather than just capturing the person or action.
Late afternoon lighting makes beautiful campus shots.

Always scout your location for interesting angles and architectural elements.
Web banners need to be shot with a strong horizontal crop in mind.

Shoot so the image can be used as a standard horizontal and a strong horizontal for web banners.