



Missouri University of Science and Technology

# Visual Storytelling, Photography, and S&T's Photoshelter

**Brand Symposium**

Sept. 14, 2022

# Michael Pierce

## Photographer, Creative Services

- ▶ Background in advertising and design
- ▶ Freelance photographer with a wide variety of clients
- ▶ Photographer at Clarkson Creative assigned to the Colorado Rockies (MLB)
- ▶ Lead photographer for Los Alamos National Lab
- ▶ University photographer at S&T



# Overview

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S&T's Photoshelter

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Requesting photos

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Selecting photos

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Understanding your audience and medium

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Creating a story

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Things to look for and things to avoid

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Q & A

# S&T's Photoshelter

<https://photos.mst.edu>

- ▶ SSO login
- ▶ Searching for photos
- ▶ Exploring galleries
- ▶ Workspaces with designers



# Requesting Photos

<https://marketing.mst.edu/photos/>

- ▶ What qualifies for a request?
- ▶ Filling out the request form
- ▶ Logistics and expectations – Project X
- ▶ Thinking ahead
  - Making vs. taking photos
  - Example: Hands-on undergrad research photography vs. poster sessions

# Selecting Photos with Strategy

- ▶ What's the purpose of using photos?
- ▶ Who is your audience?
- ▶ What do you want to show them?
- ▶ What emotions do you want them to have?
- ▶ A sentence or a story?



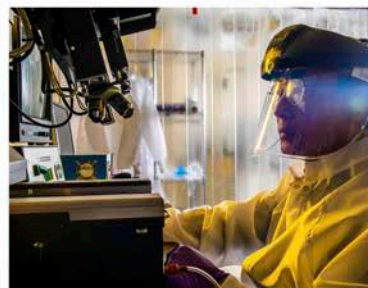
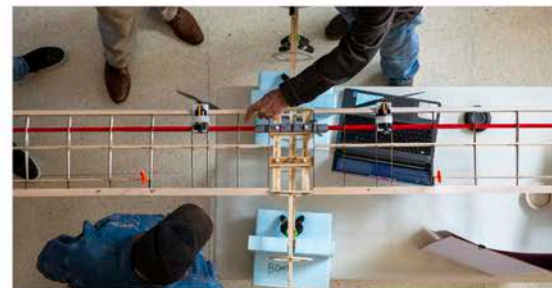




PERSONALITY TRAITS

WELCOMING  
AMBITIOUS  
IMAGINATIVE

COLLABORATIVE  
DYNAMIC  
VISIONARY



# Understanding Your Audience

- ▶ Future students
- ▶ Current students
- ▶ Parents or family
- ▶ Researchers/academia/industry
- ▶ Alumni
- ▶ Faculty and staff







# Understanding Your Medium

- ▶ Print, screen, mobile, banner, other
- ▶ Size and scale of medium
- ▶ Viewing time and attention span
- ▶ Filling the frame vs. negative space



# NEWS AND EVENTS

## S&T professor wins American Prize in Composition

Posted by Peter Eluhsard  
On September 8, 2022



The S&T symphony orchestra performs at the 2022 Spring Concert under the direction of Dr. Kyle Wernke. Photo by Michael Purno/Missouri S&T.

Dr. Kyle Wernke, assistant professor of music at Missouri S&T, has won the American Prize in Composition, 2022, in Orchestral Music (Professional Division) from the American Prize National Nonprofit Competitions in the Performing Arts.

The competition is a series of contests in the performing arts that recognizes the best performing artists, directors, ensembles and composers in the United States, from professional levels to local community efforts. Awards are based on recordings of live performances. This is the 12th year the prizes have been awarded.

Wernke's 2021 work "Da Vinci at the River: Cantata for Bass, Chorus, and Orchestra," created in part to celebrate Missouri S&T's 150th anniversary, was nominated for the 2022 Pulitzer Prize in Music.

## Looking for something?

## CASE Department News

Army ROTC Stonehenge Battalion (14)

Department of Arts, Languages and Philosophy (276)

Department of Biological Sciences (93)

Department of Chemistry (130)

Department of English and Technical Communication (62)

Department of History and Political Science (135)

Department of Mathematics and Statistics (43)

Department of Physics (75)

Department of Psychology (30)

Department of Teacher Education and Certification (24)

## Recent Posts

S&T professor to speak on Quaker organization in Holocaust event series

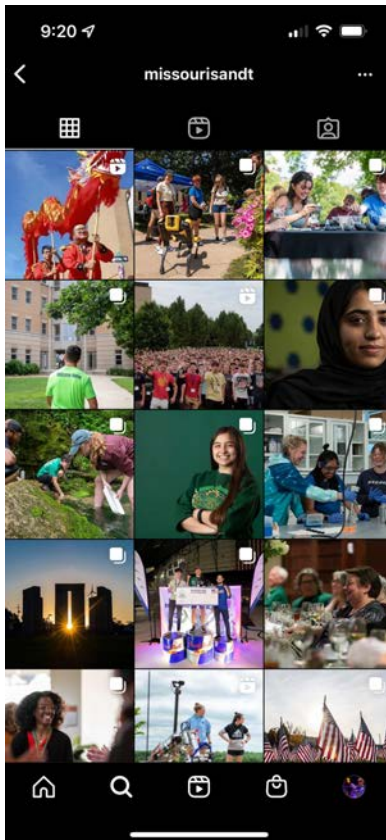
Past Marilyn Kallat reads at Missouri S&T Sept. 20

Ecology expert Louis J. Gross addresses the human side of climate change Sept. 20

Celebration of Nations returns Sept. 24

S&T professor wins American Prize in Composition

## Recent Comments



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S&T

# EXPANDING RESEARCH OPPORTUNITIES



HBCU students gain hands-on experience through the Summer Engineering Research Academy at Missouri University of Science and Technology. For eight weeks, they work alongside faculty experts on real-world projects.

To learn more, contact the Missouri S&T College of Engineering and Computing at [cec@mat.edu](mailto:cec@mat.edu), and visit [cec.mat.edu](http://cec.mat.edu) for more information about the college's academic programs.

1

Dania Colie tested bridge-girder strength as part of her research.

2

Tykerria Fowler analyzed solar plasma to support life on the moon.

3

Tony Munnings studied how plants can clean pollutants from soil and water.

See how you can expand your opportunities at [cec.mat.edu](http://cec.mat.edu).

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# Engaging Your Audience

- ▶ Mobile, screen or physical
- ▶ Time and attention span
- ▶ Interesting or dynamic











# Single or multiple images?

- ▶ Is it representative of your subject/story/intention?
- ▶ If multiple images, do they relate?
  - Subject
  - Style
  - Color, lighting, scale



# Example selection situation

News story about patents at S&T



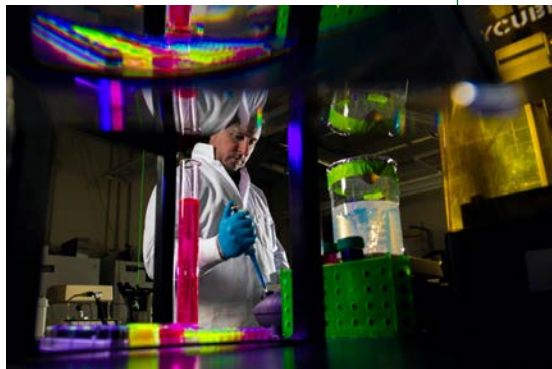
Dr. Convertine



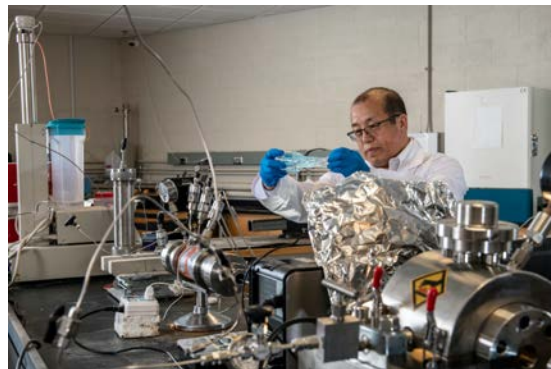
Dr. Bai



Dr. Kim



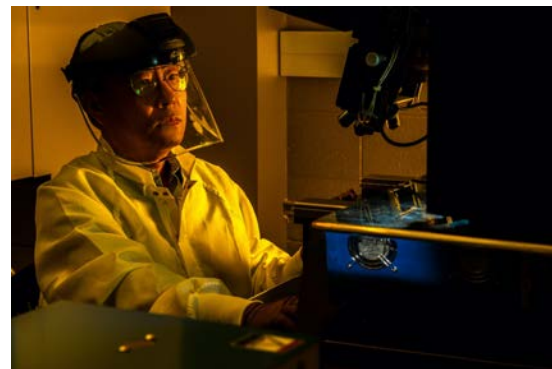
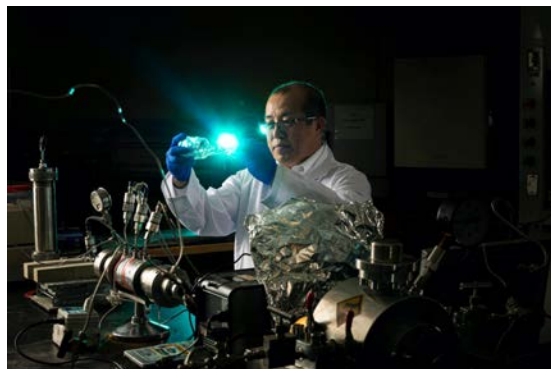
Dr. Convertine



Dr. Bai



Dr. Kim



# Things to avoid

- ▶ Bad expressions
- ▶ Clutter
- ▶ Wrong subject or subject matter
- ▶ Soft focus, unintentional blur
- ▶ Backs of people
- ▶ Subjects that are alone – campus images
- ▶ "Dutch angle"
- ▶ Background, background, background

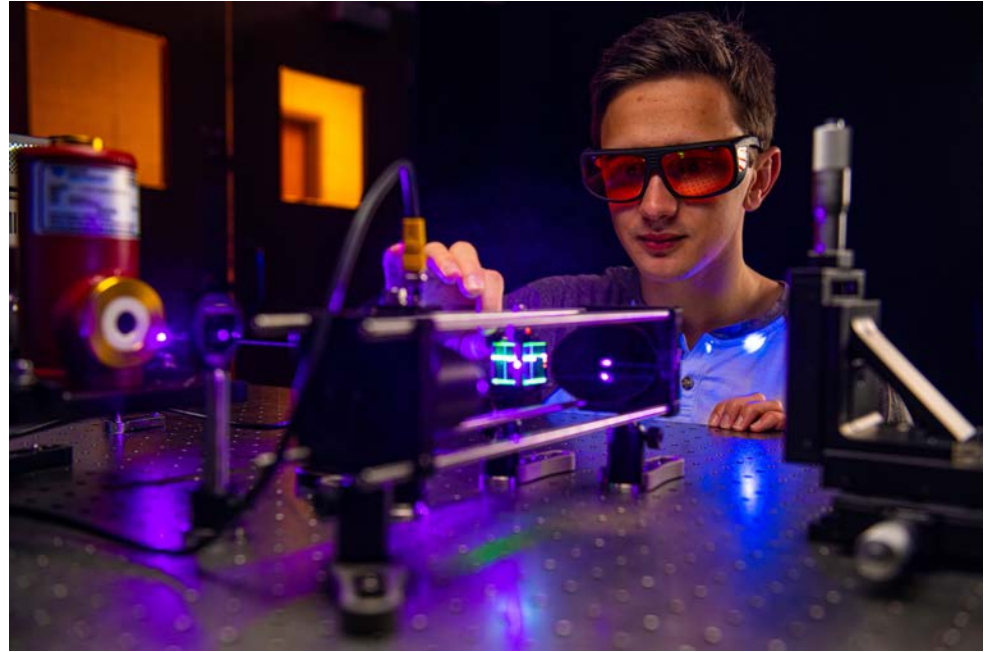


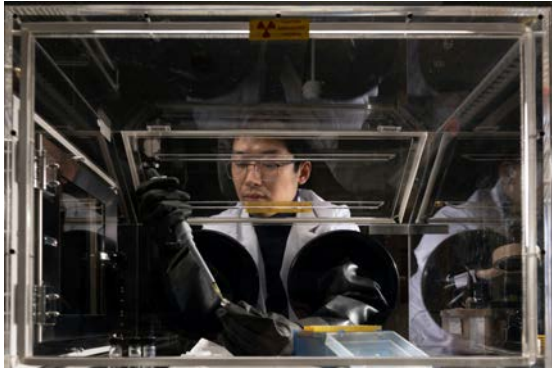




# Things to look for

- ▶ Dynamic
- ▶ Collaboration
- ▶ Engaging
- ▶ Expression
- ▶ Intent of photo
- ▶ Authentic
- ▶ Background, background, background





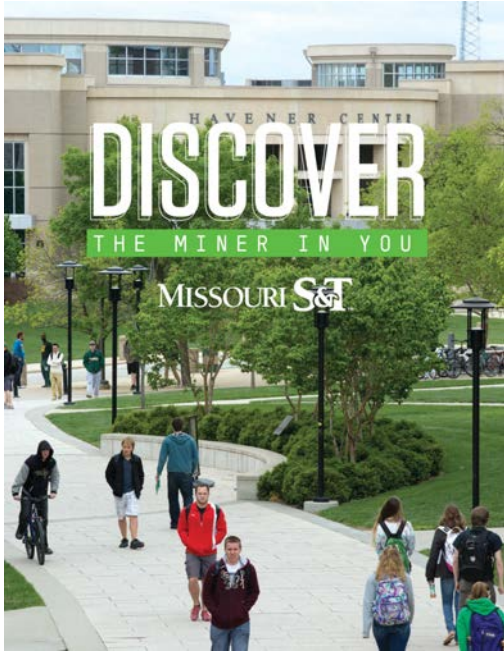


# A sentence or a story?

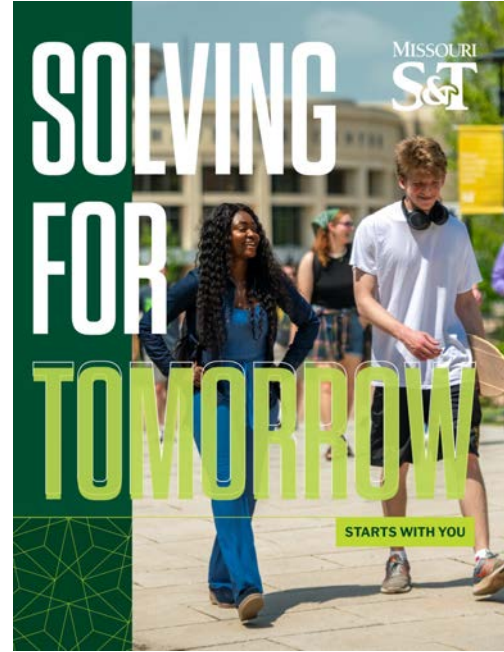


# Examples of our direction

2021



2022





Previous



New



Missouri University of Science and Technology

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### Our Story

#### We're Missouri S&T

We are Missouri University of Science and Technology - Missouri S&T for short - and we've been at the top of the research and innovation game for a long time. Founded in 1870 as one of the first technological institutions west of the Mississippi, we've been building on our heritage of discovery, creativity and innovation to equip and inspire today's students to meet tomorrow's great global challenges.

SEE HOW WE RATE



## New

### Missouri S&T: Solving for Tomorrow

At Missouri University of Science and Technology, you'll cultivate opportunities you've never imagined. Anticipate challenges that haven't yet arisen. While preparing for careers that don't yet exist.

Join our community of curious minds and creative spirits to collaborate and discover solutions for an increasingly complex world.

Because here, the future is not an uncertainty, it's a destination that, together, we'll actively, relentlessly shape with every lesson learned, every opportunity pursued, and every discovery made.


Right here, right now, we're focused firmly on what's next. Because at Missouri S&T, we are **solving for tomorrow**.

See how we rate →



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### We've Got You Covered

Looking for a top-notch engineering or computing education? Great. Looking for an inclusive liberal arts education? Also great. Our College of Engineering and Computing features 18 engineering and computing undergraduate degree programs, while our College of Arts, Sciences, and Business offers a vibrant mix of liberal arts and humanities, biological and physical sciences, education, business, behavioral sciences, and military science disciplines.

[EXPLORE ACADEMICS](#)

## New

Academics



### We've Got You Covered

Looking for a top-notch engineering or computing education? Great. Looking for an inclusive liberal arts education? Also great. Our College of Engineering and Computing features 18 engineering and computing undergraduate degree programs, while our College of Arts, Sciences, and Education offers a vibrant mix of liberal arts and humanities, biological and physical sciences, education, behavioral sciences, and military science disciplines. And our newest college -- the Kummer College of Innovation, Entrepreneurship, and Economic Development -- infuses a spirit of innovation into business, economics, engineering management, and information science and technology programs.

[Explore Academics →](#)

# Previous

Athletics

Get Active

Our intercollegiate athletic teams compete against other NCAA Division II universities across the country. From touchdowns to chemical equations and home runs to genetic research - our athletes take the game on and off the field seriously. Whether you're a Division II athlete or just into intramural sports, you'll have plenty to choose from at S&T.

EXPLORE ATHLETICS

# New

Athletics

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Explore athletics →



## Previous



### Miner Happenings

This is no ordinary campus - St. Pats, Celebration of Nations, Diwali! There's a lot going on here, and you won't want to miss any part of it. Students at S&T are heavily involved in happenings on campus, from joining a design team, to Greek life, to groundbreaking faculty-student research.

[LEARN MORE](#)

## New

Campus Life



### Miner Happenings

This is no ordinary campus — St. Pats, Celebration of Nations, Diwali! There's a lot going on here, and you won't want to miss any of it. Students at S&T are heavily involved in happenings on campus, from joining a design team, to Greek life, to groundbreaking faculty-student research.

[Learn more →](#)



## Previous

### Focused and Diverse

Research is at the forefront of an S&T education. Regardless of your major, you can expect to do interesting and extensive research in one of university's four Signature Research Areas: Advanced Manufacturing, Advanced Materials for Sustainable Infrastructure, Enabling Materials for Extreme Environments, and Smart Living.

[LEARN MORE](#)



## New

### Our Research

### Focused and Diverse

Research is at the forefront of an S&T education — for undergraduates and graduate students alike. Regardless of your major, you can expect to do interesting and extensive research with renowned professors and your fellow students in a range of multidisciplinary research areas.

[Learn more →](#)



## Previous



### Come and Visit

Want to tour our beautiful campus located in the heart of the Missouri Ozarks? Take a virtual tour or schedule a visit to experience S&T first-hand.

VISIT CAMPUS

## New

Tour Campus



### Come and Visit

Want to tour our beautiful campus located in the heart of the Missouri Ozarks? Take a virtual tour or schedule a visit to experience S&T first-hand.

Visit campus →



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# Thank you

## Q&A

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