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

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?
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
S&T professor wins American Prize in Composition

Protet by Peter Eschel
On September 8, 2023

Dr. Kyle Weikel, assistant professor of music at Missouri S&T, has won the American Prize in Composition, 2021 in Orchestral Music (Professional Division) from the American Prize National Music Competition in the Performing Arts.

The competition is a series of contests in the performing arts that recognizes the best performing artists, musicians, orchestras, ensembles, and composers in the United States. Weikel is the fourth S&T prof to win in the category of Orchestral Music in the American Prize awards.

Weikel’s 2021 work "The Vault of the River: Cantata for Bass, Chorus, and Orchestral" is part of a suite that Missouri S&T’s 150th anniversary was nominated for the 2023 Pulitzer Prize in Music.

Recent Posts

Missouri S&T expands online education in historical events seminar
Missouri S&T expands online education in historical events seminar

Recent Comments

"The Vault of the River: Cantata for Bass, Chorus, and Orchestral" is part of a suite that Missouri S&T’s 150th anniversary was nominated for the 2023 Pulitzer Prize in Music.

Missouri University of Science and Technology
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
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
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.

Our Story

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 ➔
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
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.
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

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Learn more
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

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
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
Thank you

Q&A

Michael Pierce
bmpierce@mst.edu

Janessa Buchely
chasteenj@mst.edu