

Guidelines for News Images

When beginning to develop your story, be thinking about the visual components from the start.

Things to consider:

- How best to visually convey the subject matter? Show people, places, objects and interactions that will help the audience understand and engage more effectively.
- Which visuals can best enhance the audience experience for the story?
- Is the concept difficult to explain without show and tell?

Novel photography or illustrations that speak to the specific storytelling effort is encouraged. However, this is not always feasible. When existing visuals are necessary, search CMU assets:

1. [CMU Selects](#): CMU's best selection of general, periodically refreshed images. Search all four categories; Academic/Classrooms, Research, Campus/Architecture, Lifestyle. Log-in is not required.
2. [CMU DAM](#): a searchable library of thousands of CMU images and video b-roll captured by University Communications & Marketing (UCM) photo/video team. Log-in required. To request a license to log in or DAM assistance, please email marketing-info@andrew.cmu.edu.

When looking to create custom/novel images with UCM, follow this process:

1. Pitch your story idea to [April Kaull](#) who will confirm with you whether custom imagery is warranted.
2. If warranted, contact [Brian James](#) to engage UCM Creative as soon as possible. This should preferably happen during the investigation and interview phase allowing CMU photographers to join interviews or schedule additional photo sessions if appropriate.
3. Brian will consult with the writer to determine if photography, design or video (or all) should be included in concepting.
4. The appropriate UCM Creative team members will conceptualize photo or illustration options with the writer.
5. Concepts will be approved by April and Brian before execution.
6. Allow a minimum of 10 days for photos and 14 days for illustrations.

Do's:

- Photograph actual people and results; prioritize environmental photography that reflects people engaged with activities, including research.
- Include portraits or headshots of subject experts mentioned in the article.
- Choose high-quality, authentic images from CMU photographers.
- Use illustrations or infographics to convey difficult subjects.
- Choose images that media outlets will want to use.
- Follow the [Associated Press Code of Ethics for Photojournalists](#).
- Consider the end use(s) for the best format(s) (e.g., vertical vs horizontal).

Don'ts:

- Per the Associated Press policies:
 - Do not use non-CMU stock images.
 - Do not use photorealistic AI generated images.
 - Do not transmit any images that are suspected or proven to be false depictions of reality.
 - Do not retouch or manipulate any images.

Samples of preferred images:

Existing assets



Examples: Stylized or non-specific images



Archival or general culture image

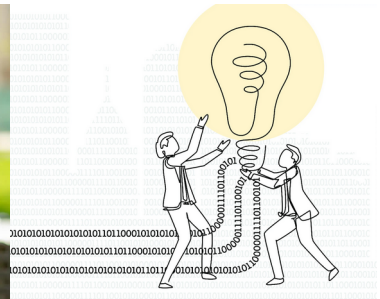
Custom/novel visuals



True, in-situation photo



Environmental portraits



Custom illustration