

Liverpool Georgia Campus Photoshoot

SAE CONTENT AGENCY



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Overview

The purpose of this photoshoot is to visually document the SAE Liverpool Georgia House Campus and its facilities, from teaching spaces, the awesome students learning to specialist areas of the new building.

These images will be used for marketing and communications to help prospective students understand the campus environment and see real examples of student work in situ.

Authentic, well-composed imagery is essential to reflect the creativity and atmosphere of the campus.

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What will you be delivering?

A successful submission will:

- Clearly document the full Liverpool Georgia Campus, not just individual rooms
- Show all key facilities including classrooms, studios and communal areas.
- Capture students actively working on projects within these spaces
- Include a strong mix of wide campus shots and detailed close-ups
- Feel authentic and unstaged, showing the campus in real use
- Be well-lit, well-composed, and consistently edited in line with SAE's brand

Submissions should give a clear sense of what it feels like to study and work at the Georgia House Campus.

Deadline: Friday 30th January

Submission: Once selected and approved for the brief, you will receive a OneDrive upload link from the Marketing team. All final images must be submitted to this folder.

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Brand & Tone

- **Style:** Bright, natural, and authentic
- **Tone:** Welcoming, creative, and professional
- **Visual approach:**
 - Use natural light where possible
 - Capture real activity rather than staged scenes
 - Show the campus in use, with students engaging in learning and creative work
 - Avoid overly posed or stock-style imagery

Links to Previous Work Commissioned by SAE

- [SAE Sync Photoshoot](#)
- [SAE Campus Photoshoot](#)

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Additional Information

- Please do not use AI-generated content
- Consent must be obtained from any individuals clearly identifiable in photographs
- Avoid photographing students who do not wish to be included
- Images should be submitted as high-resolution JPEGs (minimum 300dpi where possible)
- Minor colour correction and cropping is expected; avoid heavy filters or effects

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Marketing Contact & Payment Information

- Payment for Project: £100
- Project/ Support Contact: Ryan Crawley, Marketing Manager (marketing@sae.edu)