



VISUAL STORYTELLING

MSU INFRASTRUCTURE PLANNING AND FACILITIES

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INFRASTRUCTURE PLANNING
AND FACILITIES



Infrastructure Planning and Facilities (IPF) is responsible for planning, building, maintaining, energizing, and beautifying the physical campus of Michigan State University.





So, how do we tell our story?





PHOTO

VIDEO

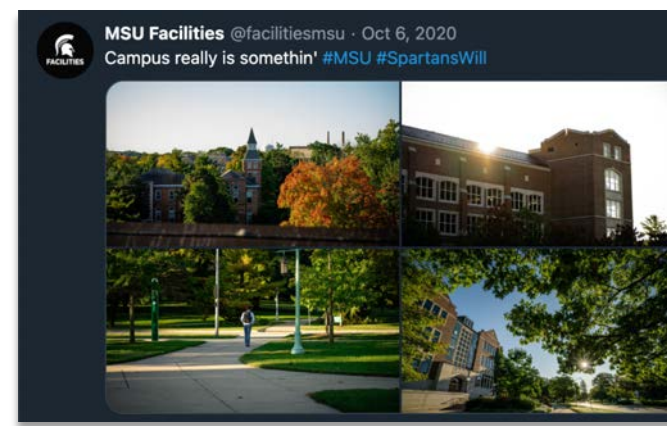
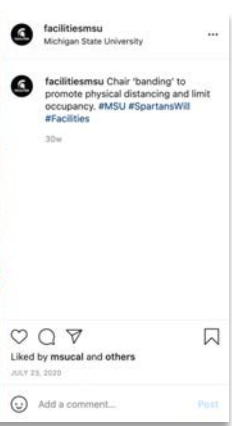
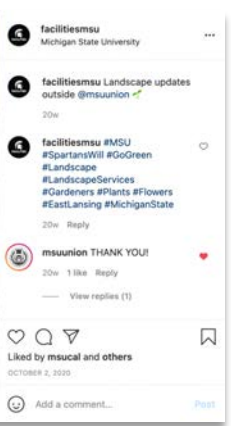
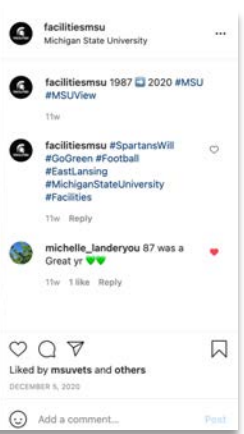
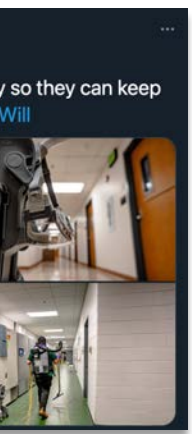
GRAPHIC

UGC



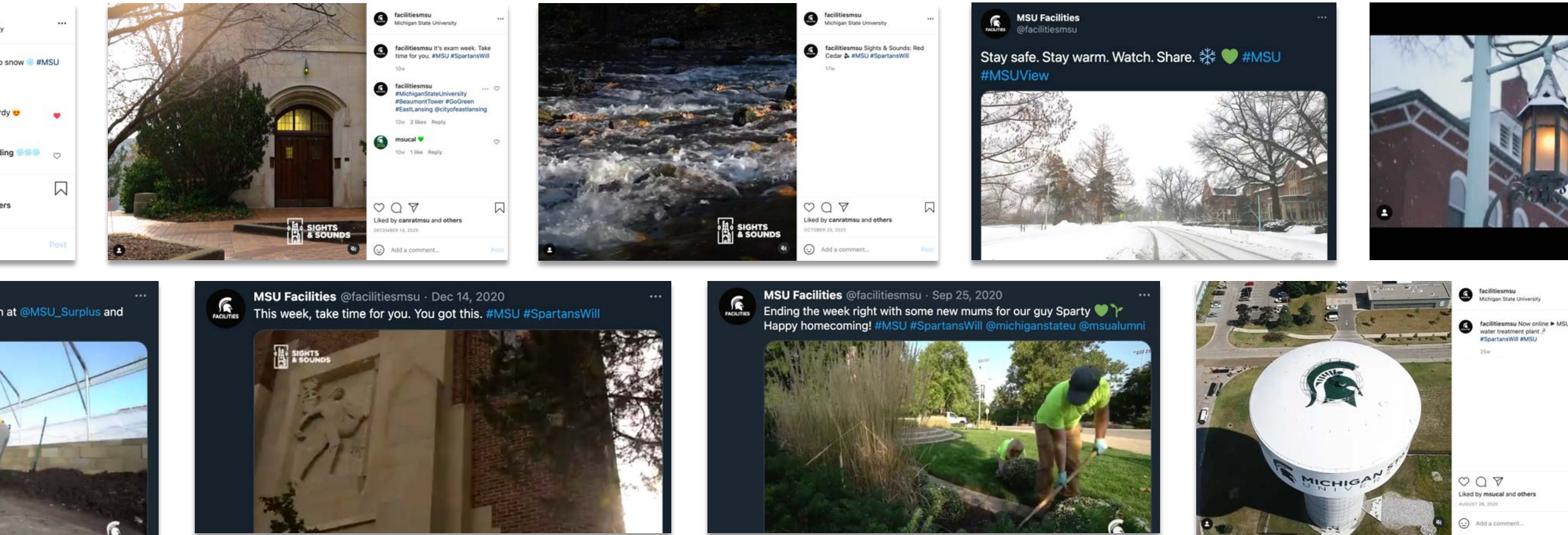


PHOTO



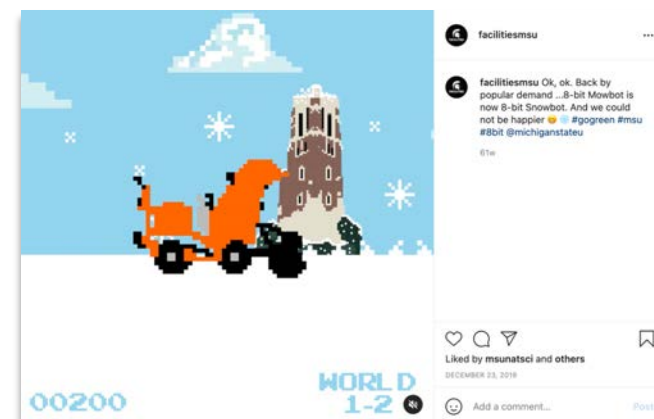
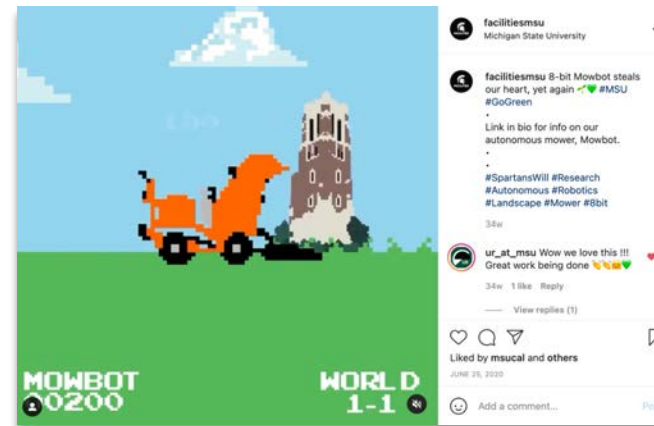


VIDEO





GRAPHIC / ANIMATION





Why use a photo when you can make a video?

- **Creative vision and goal**
- **Capacity and resources**
- **Timeframe (timeliness is key)**
- **Skillset, tools**





MSU and MSU Alumni Office

7 61 312

MSU Facilities @facilitiesmsu · Sep 18, 2020

UPDATE:

MSU Facilities @facilitiesmsu · Sep 18, 2020

As promised. Share it. Loop it. 📢 #MSU #SpartansWill @michiganstateu @msualumni [twitter.com/facilitiesmsu/...](https://twitter.com/facilitiesmsu/)

FARM LANE WALK SIGN AUDIO

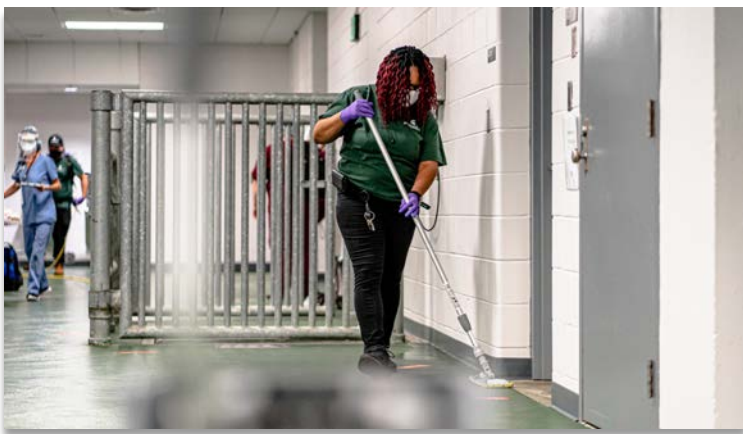
0:21 695 views

...but sometimes the circumstance requires it.





PHOTOJOURNALISM (kind of?)





How do we get our team to open up to us?

- **Show interest in their work**
- **Be understanding and accommodating (explain)**
- **...but be direct (you know what you're looking for)**
- **Always follow up**





It's not easy.

That's okay.





Final thoughts and lessons learned.

- **Trust your instincts**
- **Use the tools you're comfortable with**
- **Develop a relationship with your subject**
- **Say less, show more**





QUESTIONS?

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