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?
VIDEO

MSU Infrastructure Planning and Facilities
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
...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