

## Photo Video and Audio Use

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American University of Armenia

Policy for Publication

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The American University of Armenia uses staff-produced photo/video/audio of campus life, events, ceremonies and other activities to advance the mission of the university.

The photo/video/ audio are owned by the university and archived at [medialibrary.aua.am](http://medialibrary.aua.am). Access to this archive and the imagery contained within does not imply unlimited use nor release of copyright restrictions.

The photo/video/audio are available for non-commercial, news and event promotion and marketing only. **The images are available for non-commercial, news and event promotion and marketing only.**

Prior approval of the Communications Department is required when either:

- \* the photo/video/ audio is used for marketing collateral,
- \* the photo/video/ audio is used for news or event promotion by an AUA unit other than the host unit,
- \* the photo/video/ audio is digitally altered in any way except as noted under the section noted *Acceptable* below, or
- \* the photo/video/ audio is used by an off-campus media outlet or publication.

The Communications Department reserves the right to withhold access to photo/video/audio if false representation is suspected or there are questions about intended usage.

Below are specific guidelines for acceptable and unacceptable use of photo/video/ audio.

### Acceptable

- \* Conversion of color image to black and white.
- \* Color and tonal correction, and technical touch-up of images for the purpose of color balance (removal of flaws--dust spots, scratches, digital noise, artifacts, etc). This does not include changing hair color, eye color, etc.
- \* Cropping is acceptable providing it does not change the perception of the photo.

### Not Acceptable

- \* Adding or deleting wording, artwork, or logos to objects in photo/video/ audio (changing wording on posters in photos)
- \* Use of photo/video/ audio in non-news-related publications and websites without the prior approval of the Communications Department.
- \* Sale of photo/video/ audio in part or in total.
- \* Use of photo/video/ audio for commercial use.
- \* Distribution of photo/video/ audio to the press or any external-to-AUA entity without prior approval of the Communications Department.
- \* Alteration of the photo/video/ audio any kind except as noted in the Acceptable section above.
- \* Use of photo/video/ audio on personal social media pages except as shared from AUA's social media pages.

### Related Documents

[Agreement to Guidelines for Dissemination of Audio/Video Recordings of AUA Classes and Events](#)