

April, 2012

UNIVERSITY OF PENNSYLVANIA MUSEUM

PHOTOGRAPHIC SERVICES

POLICY STATEMENT

I. The University of Pennsylvania Museum seeks to maintain a rich and well-documented photographic history of its collections, buildings, and property as well as its institutional activities, both public and academic. To accomplish this, the Museum has instituted a series of procedures to ensure that it maintains archival control over photographic materials (negatives, transparencies, prints, digital images, etc.) which are part of this institutional record. Manipulation, editing, or other alteration of Museum images is prohibited without curatorial permission.

II. Much of the research activity at the University of Pennsylvania Museum is governed by the conventions of academic freedom. Nothing in the Museum's photographic policy is intended to infringe on those conventions.

III. The University of Pennsylvania Museum is committed to promoting and assisting scholars and students in their research and educational activities. This assistance includes open access to photographic records and discounted rates for photographic services (non-profit rates instead of commercial rates). There are, however, restricted materials in our photographic archives which require prior permission from the Director or a curator before use is permitted. The Museum Archivist may restrict materials due to reasons of copyright law, preservation consideration, or donor agreements.

IV. The Museum's Photography Studio should be used to provide photographic services whenever possible. The use of outside professional photographers is decided upon in consultation with the appropriate curator/keeper or other staff person and/or the Director. If an outside photographer is used, the Museum must obtain copies of the images produced and copyright thereto.

V. To promote research, education, and the use of collections, it may be possible for the Museum to allow researchers to take their own photographs of objects, both in storage and on exhibit, provided that such photographs are for study or documentation and not for publication.

VI. Museum visitors are permitted to take photographs in the galleries, provided they use only hand-held cameras; flash attachments are also permitted. The use of camera tripods or standing lights is not permitted without prior application to the Museum. The use of video and film equipment is not permitted in the galleries without written permission.

VII. The Museum is not able to subsidize photographic services for most projects. Research projects should include budgets for photographic services.

VIII. The Museum will maintain a current Schedule of Fees for photographic reproductions and reproduction rights.

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PROCEDURES FOR MUSEUM STAFF

I. In order to properly maintain the Museum's photographic archives, the master copy of all images (negatives, transparencies, and digital images) generated from Museum collections are to be retained by the Archives, and must be transferred directly from the Photography Studio to the Archives for registration, archival storage, and distribution to the purchaser. Expedition or research photographs still in the possession of curatorial sections are exempt from this procedure.

II. Images generated from Museum projects, such as catalogues and exhibits, should be produced by the Photography Studio whenever possible. Original archival materials (negatives, transparencies, and prints) may leave the Museum building only after consultation with the Museum Archivist.

III. When placing a request with the Photography Studio, Museum staff must send a request by e-mail to photos@pennmuseum.org or complete the online *Photo Request Form* at <http://www.penn.museum/permission-request.html>. Payment, deadline, and price agreements will be decided once the specifications for the request have been determined. In-house orders must include a budget number. All previously scheduled work will take precedence over walk-in work.

IV. Images are generated by the Photography Studio. All images are governed by the photographic services policy.

III. Researchers wishing to use their own cameras to photograph objects in Museum storerooms for study purposes must secure prior approval from the appropriate curator or keeper. Researchers will be required to sign a form guaranteeing that photographs are for study purpose only. If publication of this material is intended, completion of the University of Pennsylvania Museum Archives' contract is necessary. Reproduction rights fees are applicable for commercial publications. Staff should encourage donations to the Archives of images, and rights thereto, of objects photographed by researchers.

IV. Photographs of materials from the Archives which are displayed in the galleries or used in Museum publications should credit the image number of each image. The Museum object number may be substituted for the image number when necessary.

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PROCEDURES FOR NON-MUSEUM REQUESTS

I. All orders for photographic services must be submitted in writing, either via e-mail to photos@pennmuseum.org or by completing the online form at <http://www.penn.museum/permission-request.html>. Information such as accession numbers for Museum objects, a copy of a previously published image, or a specific geographic location should be included with the request. Failure to provide such information may result in a delay in processing the request. The intended use of the images should be specified in the request. For publications, specify the number of copies to be issued. For non-profit use, reasons must be stated why the intended use should not be considered commercial.

II. The staff of the University of Pennsylvania Museum Archives is not able to perform extensive research in order to satisfy requests for photographic reproductions. If extensive research is necessary, the researcher may arrange an appointment to conduct his/her own research in the Archives. If it is not possible to visit the Archives personally, a list of independent researchers-for-hire will be provided upon request. Thereafter, all arrangements with a private researcher are the responsibility of the contractor. Research performance is not guaranteed by the University of Pennsylvania Museum.

III. Permission to publish or otherwise use photographic reproductions from the Archives is granted only by the University of Pennsylvania Museum Archives' contract, which requires the signature of the Archivist and the user. A contract must be completed for both commercial and non-profit use. The museum reserves the right to deny publication of specific images.

IV. The credit line, "Penn Museum (img. #000000)" will normally be attributed to each image reproduced. When indicated on the Archives' contract, the photographer must also be credited. For example, "Photograph by Reuben Goldberg; Penn Museum img. #123456)". When compatible with the publication format, it is requested that the accession numbers of Museum objects be included in a caption or within the text accompanying an illustration. A copy of, or tear sheets from, each publication in which Museum material appears must be forwarded to the Archivist to verify compliance with credit line specifications, and to augment documentation of the collections.