



UTAH VALLEY UNIVERSITY
MUSEUM OF ART
AT LAKEMOUNT

PROFESSIONAL PHOTOGRAPHY/VIDEOGRAPHY PROCEDURE

Professional photography or film/video in UVMMOA is allowed with ADVANCE prior approval obtained in accordance with this procedure —AT LEAST two (2) weeks beforehand—from the UVUMOA staff. UVUMOA may approve or reject a project in UVUMOA's sole discretion.

Before a project is approved, a Photography Project Permission Form must be completed, and the proper signatures acquired. A copy of the form appears below as the Schedule to this Exhibit B. This form must be submitted AT LEAST two (2) weeks prior to the start of the project. Flash photography, video, tripods, and other equipment are not permitted unless expressly described in the Photography Project Permission Form and approved by UVUMOA.

UVUMOA staff members will meet or communicate with the requestor to discuss the project. Potential danger to works of art or people, scheduling conflicts, other events and workload that day, availability of staff to supervise the shoot, benefit to UVUMOA, additional security costs, potential for artwork to be moved, previous contact with the applicant, and any special circumstances will all be taken under consideration.

If approved, an appropriate fee will be determined based on the number of hours, time during the day, special effort in moving works, and other considerations.

Approval or rejection of the project will be communicated to the requestor. If approved, the determined fee will also be communicated at this time and must be pre-paid. Approval will not be effective until the requestor and UVU have executed the Photography Project Permission Form.

Contact UVUMOA staff with any questions regarding permissions for student projects, wedding photography, and commercial photography/video projects.

TERMS AND CONDITIONS UPON APPROVAL

The UVUMOA reserves the right to terminate photography/videography permission at any time.

The UVUMOA reserves the right to request a caption and/or credit line on any images published (in print or online) as a result of a photography project.

Example of credit lines: Image courtesy of the UVU Museum of Art at Lakemount, Orem, Utah.

Credit line for this project:

Additional Terms and Conditions

- The user understands that artworks in the museum and its exhibitions may be subject to copyright, rights of publicity, trademark, or other rights (“Intellectual Property Rights”). Permission to photograph/film does not imply that the UVU or UVUMOA authorizes or grants any Intellectual Property Rights license. The USER must obtain licenses from the Intellectual Property Rights holder and will be liable for any violation of Intellectual Property Rights.
- Requests for photographing/videography in additional rooms of the museum or areas on its grounds beyond those outlined in an executed Photography/Videography Project Permission Form shall be approved or denied by the UVUMOA associate director in the associate director’s discretion.
- Loading/unloading may take place only in designated parking areas.
- Compliance with all laws and regulations, and UVU policies and procedures, during the duration of the project.
- For entities external to UVU: no use of the UVU or UVUMOA name, logos, or identifying marks.
- No food or drink is allowed inside the museum without express permission.
- Handling objects on display within the museum is expressly prohibited. Any requests must be made to the UVUMOA staff and will be approved or denied at their discretion. If granted, the UVUMOA staff will move any items.
- Items in the museum or on the museum grounds shall not be moved. Exceptions to this rule may be granted only by UVUMOA staff at their discretion.
- Activities such as running, dancing, jumping, parkour, etc. are expressly prohibited inside the museum. In no instance shall the exterior museum structures, including those on the grounds, be used for such activities without express permission from UVUMOA staff.
- No rollerblading, skating or the like is permitted on museum grounds without express permission from UVUMOA staff.

PHOTOGRAPHY/VIDEOGRAPHY PROJECT PERMISSION FORM

Name	
Phone	
Email	

Description of project and its intended use, audience, and distribution (i.e. commercial, promotional, personal, artistic, etc.)

Project proposal (include the locations inside/outside the Museum where you are interested in videography/shooting)

Identify any specific works of art that would be included in the project

Describe the equipment you want to use and the number of people on the crew.

Date and time requested and how many hours you are requesting to shoot/film (please indicate any flexible options)
Fee (to be completed by UVU)

I have read and will comply with the UVUMOA’s Photography Policy (See Section 4 of the UVU MUSEUM OF ART POLICIES FOR EVENTS) and Photography/Videography Procedure while working in the UVUMOA. Any UVU liability in connection with this permission, regardless of the legal or equitable theory, will not exceed the greater of five hundred dollars (\$500) or the total of my payment obligations for this permission. If my project changes in any way, I understand that I must obtain advance approval before proceeding with the project.

Photographer Signature	
Date	
UVUMOA Signature	
Date	