PAUL PACEY

THE ULTIMATE SHOT LIST

10 images every school brand library *can't do without.*

What to capture, how it resonates, and why it works.

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THE PREMISE

Whether expats moving across continents or local families investing in international education, all parents are fundamentally seeking the same four things for their child:

Safety | *Belonging* | *Growth* | *Joy*

Every school tells parents what it values. Far fewer prove it. This framework turns safety, belonging, growth and joy into visual proof, so that every image in your admissions marketing answers a parent's silent, defining question:

"Can I picture my child thriving here?"

WHY THESE TEN

Whatever your story, *start here.*

However a school positions itself, a few images are non-negotiable. Together, these ten speak to all four of a parent's needs, span academic, physical, creative and social life, and run the full emotional range, from joy to grit.



IMAGE 01 / 30

The Arrival: *the warm welcome*

THE SHOT

The morning arrival at the front gate, captured from either direction: a security guard, principal or teacher greeting students with a warm, personal smile, or a student arriving and lighting up at the welcome. Either way, the warmth of the exchange is the subject.

EMOTIONAL DRIVER

Relief & Trust

WHY IT WORKS

Drop-off is the moment parents let go, and often the most anxious part of their day. A warm, personal greeting at the gate shows that their child is known and that the school is safe, friendly and well run from the very first minute.

DOUBLE DUTY

With the head of school at the gate, this frame doubles as a warm, candid principal portrait.

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IMAGE 04 / 30

Peer *Belonging*

THE SHOT

Students from different backgrounds in a moment of genuine connection, in class or in their own time: a shared laugh, a high five, an arm around a shoulder, or friends piling in together at break. Whether they're lost in a private joke or hamming it up for the camera, the warmth between them must be real.

EMOTIONAL DRIVER

Acceptance & Lasting Friendship

WHY IT WORKS

Especially for relocating families, social isolation is a primary worry. Seeing warm, effortless connections between students from different backgrounds, in class and in their own time, reassures parents that their child will fit in and form friendships that last.

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IMAGE 10 / 30

Physical Grit and Exertion: *P.E. & athletics*

THE SHOT

A high-energy, close-action photo capturing physical intensity: a student stretching for a volley, digging deep during a track sprint, or breathing heavily with determination during P.E.

EMOTIONAL DRIVER

Resilience & Determination

WHY IT WORKS

Trophy-lifting shots celebrate results; this one celebrates effort. It shows a school that builds grit, health and the will to push through a challenge, character traits parents value as much as test scores.

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IMAGE 13 / 30

Teaching *in Motion*

THE SHOT

A teacher fully present with their students, whether leading the whole class, crouched beside a single learner or coaching from the sideline: explaining, gesturing, listening hard. Their energy is mirrored in the students: leaning in, hands raised, eyes fixed on what they're being shown.

EMOTIONAL DRIVER

Inspiration & Teaching Excellence

WHY IT WORKS

Ultimately, parents are investing in teachers. One completely absorbed in their students, in any setting, shows passion, expertise and genuine care: proof that their child will be taught by someone who loves what they do, and notices who they're doing it for.

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IMAGE 15 / 30

Intense Focus: *learning at full stretch*

THE SHOT

A tight, candid shot of a student completely locked into a demanding task: brow furrowed over a math problem, eyes level with a pipette in the lab, or poised over a chessboard, oblivious to everything around them.

EMOTIONAL DRIVER

Academic Rigor & Commitment

WHY IT WORKS

Parents investing in an international education want proof that it is genuinely challenging, not just enjoyable. Intense concentration shows students being stretched and rising to it, the visible evidence of high expectations and serious learning.

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IMAGE 17 / 30

Purposeful *Collaboration*

THE SHOT

A small group of students deep in discussion around a table, whiteboard or project, the energy carried by gesture, posture and genuine listening.

EMOTIONAL DRIVER

Future-Ready Skills & Agency

WHY IT WORKS

Parents want to know their child is learning to lead, listen and work with others, not just preparing for exams. These are the skills that matter long after the final grade.



IMAGE 20 / 30

Joyful Abandon: *the freedom to play*

THE SHOT

A wide or mid-action shot of students in full flight at break time: sprinting across a field, laughing on the climbing frame or chasing a ball, with all the raw, unscripted exuberance of childhood.

EMOTIONAL DRIVER

Pure Happiness & Healthy Childhood

WHY IT WORKS

Above every academic aspiration, parents want a happy child. Free, unstructured play shows that the school honors childhood: a safe, joyful place where kids can let off steam, reset and simply be kids.

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IMAGE 24 / 30

Signature *Programs*

THE SHOT

An immersive, atmospheric shot of a less typical program: a student drawing an archery bow, a kayak paddle poised at the water's edge, or a martial arts stance held mid-move.

EMOTIONAL DRIVER

Passion & Distinction

WHY IT WORKS

Good sports facilities are expected. Distinctive programs show that the school invests in helping each child discover a passion of their own, and they set the school apart from every competitor down the road.

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IMAGE 27 / 30

The Creative Flow State: *performing & visual arts*

THE SHOT

Students caught up in making something together (a band locking into a groove, a cast mid-rehearsal under stage lights, friends trading ideas over a shared canvas) or, more quietly, a single student lost in the work, eyes closed mid-solo.

EMOTIONAL DRIVER

Self-Expression & Shared Joy

WHY IT WORKS

Art, music and drama ask students to be open as well as focused. Whether found alone or shared with others, true creative flow tells parents the school nurtures imagination, self-expression and the joy of making something together.



IMAGE 30 / 30

The Campus Setting: *a sense of place*

THE SHOT

The school's main building at its best, framed wide enough to include its setting: landscaped grounds, mature trees, a city skyline or mountains beyond. Shot when the light and sky can do the work, at golden hour or as the sun breaks through a dramatic sky.

EMOTIONAL DRIVER

Stability & First Impressions

WHY IT WORKS

Before parents can picture their child inside, they want to see the place itself. A strong exterior answers the practical questions (Where is it? What is it like? Is it well cared for?) and signals an established, well-run institution. It is also the image every website, prospectus and online listing depends on.

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THE RANGE

10 essential shots. *Hundreds of ways to tell them.*








THE FOUR PILLARS

Ten images, *four questions.*

Safety

Will my child be looked after?

01 The Warm Welcome

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Belonging

Will they fit in and find friends?

04 Peer Belonging

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Growth

Will they become all they can be?

10 Physical Grit and Exertion

15 Intense Focus

24 Signature Programs

Joy

Will they be happy?

20 Joyful Abandon

27 The Creative Flow State

THE PAYOFF

Four questions. One answer: *“Yes, I can picture my child thriving here.”*

These ten are where every library starts. The rest of the list is built around your school, your story and your families. See how other schools have told theirs.

REQUEST PORTFOLIO ACCESS

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