WHAT MAKES A PHOTO BOUNDLESS?
We know that the world is bigger than just us. So we seek to portray the places — and the people — that help the UW be boundless.

Our photography style reflects and reinforces our brand promise and positioning, portraying moments of unexpected brilliance in dramatic, authentic ways.
Our creative approach exemplifies the Husky spirit: youthful, aspirational and optimistic, with a belief in perpetual possibility.

As a guide, Boundless photography is embodied by three elements:
BOLD

BEAUTIFUL

HUMAN
BRILLIANTLY BOLD

DEPTH / horizon and beyond, see full picture

SPACE / open, simple, expansive

PERSPECTIVE / Above, below, etc.,

UNIQUE / behind the scenes, unseen moments, asymmetry
COLOR / gradation using light, cohesive palette, hints of purple and gold

LIGHT / sunrise and sunset, fades & shades, illumination
AUTHENTICALLY HUMAN

STORYTELLING / emotive, authentic

ACTION / engage, motion, energy

PERSPECTIVE / sense of place, first person view

ATTITUDE / have one
WARNING – THE PHOTOS YOU ARE ABOUT TO SEE ARE EXTREMES ONLY AND SHOULD NOT BE CONSIDERED 100% BOUNDLESS.
tell a story
illumination creates shadows, shadows create depth
I want to see the whole picture, not just a section - create a story
boundless is movement and action, in an authentic way
show me something i haven't seen before
illumination can come from anywhere
depth and distance