

# Content Guide for #ThorlabsintheLab

*Thank you for helping us capture content!*

## What to Bring

- Thorlabs Photo Release Forms
- #ThorlabsintheLab Info Sheet
- Phone
- Brittany's Business Cards
- Plush Dog

## What to Photograph

- Group photo in front of the school sign
- Plush dog in front of school sign
- Group photo in the lab (people smiling and looking at the camera)
- Photos of people using equipment or interacting with the team (can be candid or posed)
- Photos of lab setup that features our products (no people in the photos)

## What to Ask

- Details of Anything You Take Pictures Of
  - *What is this setup used for?*
  - *What is this project seeking to solve? How will it prove this?*
- Details of Anything You Take Pictures Of
  - *Why did you choose this class/this project?*
  - *What do you want to learn from this?*
  - *How will you apply this in the future?*
- Anything About Thorlabs and Our Products
  - *What is your favorite product?*
  - *What do you like about this Thorlabs product you are using?*
  - *What else do you wish this product could do?*
- Quotes (it would be great to include written quotes from students, but it's not necessary!)
  - *How did they enjoy the visit?*
  - *What did they learn?*
  - *Why do they like Thorlabs?*
  - *How do our products help their research?*

Photo Examples:

