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Master's Project Proposal

Capturing Gold

“Capturing Gold” is a detailed analysis into the complex planning and organization for a multi-day, multi-venue sporting event – the Lake Placid 2023 FISU World University Games. The analysis will include how large photographic organizations, such as Getty Images, USA Today, NCAA Photos, and others overcome challenges and meet the demands of event coverage of a similar scale. It'll include information gathered from their coverage of international events like the Olympics, NCAA Final Four, and the NFL Super Bowl.

The analysis will also reverse engineer and apply the principles learned from the professional organizations to the Games. The event spans 11 days, featuring 85 medaled events across 12 sports, with over 2,500 athletes from 50 countries and 600 universities. The team includes 12 photographers and five public relations writers in collaboration with a partnership with S.I. Newhouse School of Public Communications at Syracuse University. The project materials include a guide on best practices for processing images with speed using PhotoMechanic and Adobe Lightroom, a gallery featuring the students' work, a portfolio of my images, and a website. It will function as a visual case study featuring the work during the Games. This is the first partnership with the International Sports University Federation and an American university.

Graduate and undergraduate students gain professional experience working for a primary client – FISU. In turn, FISU has access to all student photographs made from the games. The images are available through Dropbox and Pixieset. The project's success is determined by multiple factors. Client and student feedback, along with a SWOT (Strengths, Weaknesses Opportunities, Threats) analysis to study how parties felt about specific sections of the project. The case study will include links to the final edited collection of images submitted to the client. It will measure how many of those images had contained accurately and complete metadata fields. The data will measure the success of the workshop, workflow, and the organizational materials provided to the students and clients.