



Capturing RecRe Boxes in Action: **A Visual Guide**

Whether you're taking a photo or a video of RecRe boxes in action, there are certain key visual elements to consider that can help convey the value and functionality of RecRe boxes on campus.

1. Show students engaging with the box



Students taking items out of box

Wherever possible, show students taking items out of the box (or putting items back in). This helps the viewer understand both the type of inventory they can find in the box, and set expectations for how they interact with the physical boxes.



Students using smart phone in front of box

Show students on their phones in front of the box. This helps convey the self-service nature of the boxes and the role the mobile web app plays in the rental process.





Multiple students in front/near box reacting to box contents

Show multiple students or groups of students standing near the box, or engaging with the box (e.g., pointing to the box). Showing multiple students helps to underscore that RecRe rentals can be used to facilitate group activities.

2. Show inventory in boxes



Inventory clearly visible

As much as possible, ensure inventory is clearly visible (boxes are well lit, boxes titled at an angle so that inventory is visible).

3. Show boxes in context



Surrounding context conveys use case

Include enough context in frame to communicate the use case of the box (rec facilities, student unions, academic halls, etc.).



Box as background

RecRe boxes don't always need to be in the foreground! Showing students in foreground engaged in activity (studying, collaborating, playing a game) with RecRe box in background can convey how RecRe supports the various aspects of the student experience.