

Mira Keywording/Captioning Guide:

Please note that Mira no longer requires the use of the Keyword Compiler software program.. We encourage you instead to use the enhanced version of the Online Caption software or the File Info in Photoshop, or Metadata embedding option in Extensis Portfolio or iView MediaPro software.

The importance of competent and balanced keywording in the digital environment cannot be overestimated. The perfect image for a buyers end usage will never be known to exist without the appropriate words to locate it. Likewise a search that buries appropriate images in a sea of marginally relevant images that were keyworded shotgun style will have less chance of being found or the labor involved in finding it will earn us the reputation of being a less than friendly “resource” for the future.

Captions:

The basics: WHAT is the subject of the image? WHERE was the image taken? WHO should be used selectively for celebrities and figureheads/historically noteworthy persons. Monica Lewinsky: yes, include the name, Monica your next-door neighbor who modeled for your lifestyle shot: no!

-Please keep in mind that the captions are fully searchable! It is only necessary to create keywords for those words which appear in the caption and need plurals, variants and synonyms.

-In general, do not enter the dates of the images; this tends more to disqualify images for sales rather than qualify them. Exceptions to the rule are: historic events and images, dates pertaining to antique/historic subjects (i.e.; printing press circa 1885) and skylines/cityscapes. These often change so dramatically over relatively short periods of time that they always require updating and research requests are often limited to certain years.

-Commas: **DO NOT USE**; unless necessary for grammatical sentence structure; make certain to use a space between the comma and the next word.

Please use proper grammar and conventional sentence structure:

- capitalize the first word of each sentence
- capitalize proper nouns: names and locations
- use spaces between words
- spell check: especially location names and scientific names!
- do not use all caps

-If you must use phrases then please do so only in the caption areas, not in the keywords.

-Please do not put keywords in the caption field! Any submission received with keywords in the captions field will be returned to the photographer for corrections.

Keywording:

Please limit your keywords to only those that express the visual content of the images. Please do keyword thoroughly, judiciously as the inclusion of keyword information for minor details, those out of focus or in the distance are irrelevant. Not only do they throw off search returns once uploaded, but most significantly, we spend the vast majority of our time eliminating nonsensical, exaggerated and overly applied keywords.

Apply *ATTRIBUTE/CONCEPT* words very selectively, but most definitely keep them in mind for those images that do indeed illustrate a particular concept or concepts: parasailing is also an adventure sport and that is useful information, a referee holding a Yellow card represents

'Warning', etc. Please bear in mind, however that every landscape image does not represent 'beauty, tranquility, isolation, inspiration' etc, etc. If these words are over used they become meaningless if buyers have to look through 57 pages of returns running the gamut from ice cubes to bathing beauties and sunsets.

Think Like a Buyer Not a Photographer:

When it comes down to it, buyers are looking for images that clearly represent the subject matter of the images without the 'suggested interpretations' or conjecture. For example; an image of a child at the beach eating a dripping ice cream cone clearly conveys summer. A studio food shot of an ice cream cone does not. Keep in mind, though if a buyer specifically had ice cream in mind to represent summer, they will do a search for 'ice cream' not 'summer'.

-Please apply keywords consistently; this would be a tremendous help. Some of your keyword suggestions are great, and we want to make certain that they appear in every applicable image. If 'kitesailing' should alternatively be keyworded as; 'kite sailing'; then ALL of your kitesailing/ kite sailing images should indicate this.

-Please do not apply human attributes and emotions to images of animals like; love, smiling and happy. Also please refer to 'mother/baby' images as 'adult female and juvenile or young'. Keywording animal images with 'mother' and 'baby' creates havoc in searches for humans. Please do make certain to include species specific identifiers like: 'cubs' and 'eaglets'.

-DO NOT keyword your name: your name and copyright is auto-populated by the software, putting names in the keyword and names areas will dilute legitimate keyword searches for subjects such as Michaelangelos' David, etc.

-Please keyword for the orientation of the image, either horizontal or vertical.

-IF you are using the File Info option in the Photoshop platform or Extensis Portfolio for providing your pre-existing keywords please make certain that you have edited these keywords for accuracy and appropriateness. This applies especially if you are using keyword generating software.

-Please keep in mind: when your images are placed into Keyword Compiler packages for upload the software generates a set of synonyms based on your original keywords.

-Please enter no more than 10-20 of the most important and relevant keywords per image. Henceforth any submission with more than 20 keywords will simply have keywords 21+ deleted from the files. Once your captions and keywords are reviewed by a keyworder they will be expanded or contracted as needed. We are happy to refine the image further with these fundamentals in place and being able to count on this minimum standard would dramatically improve upload times and free up additional time that could be devoted to other aspects of the business.

Attention to the details in preparing your submission will relieve a significant burden on this task and speed up the process. We frequently hear such comments as: 'Can't you just add the commas yourselves, I've only got 30 images to upload' or 'It would be really time consuming for me to check my files after I've prepared them once. So I have a few extra keywords, it's really not a big deal, just get rid of them if you don't want them'.

Given the volume of images we are dealing with, these relatively small items become significant. Please keep in mind that your 30 images are a drop in the bucket to all of the total volume of images that we are working with at any given time. Multiply your 10 commas per image by 30 then again by **ALL** the other guys 10 commas multiplied by 700 images and now you begin to see

this can translate into a very big deal. Now add spell checking, eliminating irrelevant keywords, capitalizing, completing incomplete sentences, adding additional keywords for consistency, etc. on a scale of 700 images and you see that the molehill can easily become a mountain.

Examples of some key things to avoid:

- Generic Keywording: Applying a vast # of universals, ie: every landscape image as 'peaceful, serene, beautiful, inspiring, solitary', etc. These words are great and distinctive when used selectively and as attributes. When universally applied, they frustrate the buyer and make the search capabilities of the Mira archive rather primitive.

-Keywording for marginal or non-existent content of an image. For example: including such keywords as: 'apartments, buildings, roads, people, etc. for an image portraying a distant city skyline. Sure the unidentifiable city in the horizon distance would presumably contain all of these elements: the image at hand however, most notably does not!

Believe it or not folks, buyers are pretty short on time and manpower these days. Since they are the paying customers it is our job and in our best interest to make their buying experience as productive and painless as possible. We have heard it time and time again: pulling up a sample of images looking for 'houses' because their client wants images of a residential neighborhood and getting image after image which contain no houses results in the buyer throwing their hands up in frustration.

Specific directions for using IPTC / File Info In Photoshop:

In Photoshop click on the **File** Menu then select **File Info**.

File Info:

General section:

You may leave TITLE empty, if you have already populated this, be aware that this info will not be uploaded.

Author section:

You may enter your name if you wish but it is not necessary.

-If there are 2 creators: please separate your names with a ' / ' do NOT use the ampersand '&'. If you use a middle initial, please insert a period '.' after the initial.

-Caption/Description field; please write a sentence describing the content of the image. Do not write captions in **ALL caps! DO NOT** enter keywords in this section.

Keyword section:

-Make certain to separate your keywords with commas if using Photoshop CS. Remember that any keywords beyond # 20 will be deleted; if your strongest keywords appear after keyword 20, they will never be seen. Mira will expand on the basic keywords as needed.

-Enter single words as keywords only, do not enter phrases. Any necessary phrases should be incorporated into the caption.

Specific directions for those using Extensis Portfolio 7 or iView MediaPro:

In Description (caption area) enter sentences only, **DO NOT** enter keywords in this area. Enter Keywords into the Keyword field only.

Remember that you have to manually trigger the “pushing” or synchronizing of the metadata you added in Portfolio or iView into the original image file. See the PortfolioFAQ site (<http://www.PortfolioFAQ.com/>) or iView Forums for more details or assistance.

Instructions for Online Captioning:

1) Go to: <http://www.stockcreators.com>

2) Click on: Online Captioning.

3) Click on: find and edit captions.

4) Enter your Mira ID Number into the Pop Up Box and click OK.

5) Click on the filename under your thumbnail; this will take you to a new screen.

6) Section A: Here you can enter your own internal image number

7) Section B: The top large box is where you will enter your caption information.

- Please use a capital letter at the beginning of your caption.

-The smaller boxes below are for entering proper names and keywords that do not exist in the keywording system.

-This area is best used for species names, scientific classifications and alternate names of locations. Please do not enter model's names or your name: this may cause confusion during search returns.

-The bottom of Section B is for your **HIGHLY IMPORTANT** restrictions and Model/Property release information. Please make certain that you fill in this information thoroughly and completely: images that are not indicated as being MR/PR when relevant will have limited sales potential. Make certain to **CLICK** on the gold arrow under the check boxes, otherwise your restrictions and MR/PR info will NOT appear online.

8) Section C: This box is for entering your keywords. You do have the option of entering any words that do not appear in the keywording software into the proper names field.

-Please note that the keyword section is limited to 10 keywords: select your keywords carefully, starting with the most obvious and appropriate. Additional keywords will be added as needed by a Mira keyworder but your assistance in getting this tedious process started will go a long way in moving your submission along and our ability to stay current with submissions in general.

9) Finally, make certain to **CLICK THE UPDATE/SAVE BUTTON** under the keywording section!!!! Please remember to complete this process and **SAVE** for **EACH AND EVERY** image in your submission.

10) Click on the Return to Image List button to proceed to your next image.

9 Please send an email to: dfabricius@stockmedia.net when you are finished.