

## Image Relay Photography Upload Guidelines

Before uploading new images to the Image Relay digital asset management system, please follow these guidelines:

### Naming Convention:

All files should be named as follows, starting with either the photographer or general subject:

1. photographer\_name\_location\_date\_unique serial id.extension  
For Example: john\_doe\_burlington\_06212014\_1.jpg
- Or,
2. subject\_location\_date\_unique serial id.extension  
For Example: sailing\_Lake\_Champlain\_06212014\_1.jpg

Use only underscores to separate name, location, date and serial number.

### Format and Resolution:

All photography should be uploaded:

- in JPEG format
- at full size
- at a resolution of 300dpi

### Metadata:

If your images include information in embedded IPTC profiles, this metadata will automatically be carried over and populate the existing data fields in Image Relay. The fields that are currently captured are:

Image Relay Field Name	Mapped IPTC Field
Caption	Subject
Keywords	Keywords
Photographer	Creator
Third Party Rights	Copyright Notice
Date	Date Created

If the above metadata is not already included with your images, you will have the opportunity to add this information as you upload (see Upload Process below).

### Keywords:

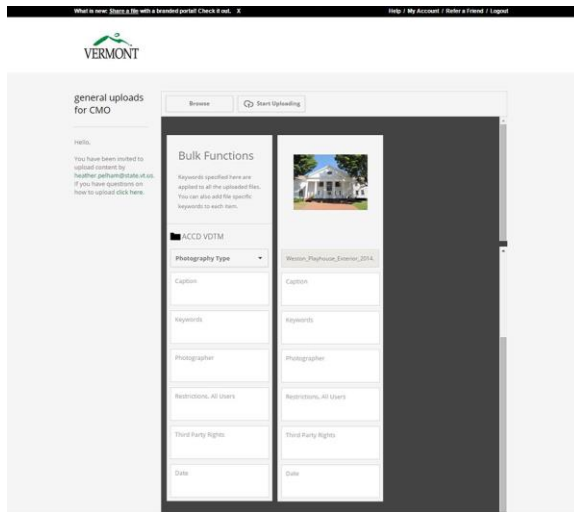
Please refer to the document “Keyword-guidelines.pdf” (in the Uploads folder on Image Relay) for a detailed list of recommended keywords and facts to be included with each image. At a minimum, we advise all photography should include:

- Location (town or region)
- Place (business or attraction name)
- Feature(s) (i.e. what is it you see)
- Year
- Season
- Photographer (note if credit required or optional)

### Upload Process:

Each Agency/Department has a specific link to use to upload photography (see next section). When you click on the Upload link, you will see a screen that allows you to either drag your files onto the site, or browse your computer to locate them. (Additional support on uploading images and other features can be found by clicking on “Help” at the very top right of the Image Relay browser window). Once you have uploaded an image, you will see a screen similar to below (next page).

**Important:** Please select “Photography Type” as the File Type for all images. Once you select Photography in the Bulk Functions column, the fields on your screen will match those in the screenshot below.



At this stage you can continue to browse for other images to upload in this batch, as well as add any information needed for the image(s) that is not already contained in embedded metadata.

**Please note:** Any information entered in a field under “Bulk Functions” will appear on ALL images that you have included in this batch. This is helpful if for instance the photographer is the same for a set of photos or a general keyword like “fishing” would apply to all images. More specific information, such as the caption or more detailed keywords (like “trout” or “kids” for an image of a child catching a fish) should be included in the appropriate fields on each individual image.

When you have included all the images you’d like to for this batch, click “Start Uploading.” You can use the Upload Links below as many times as needed to upload additional images or batches of images.

#### Upload Links:

Use the links below to upload new photography to Image Relay. Unique links have been developed for each Agency and/or Department. Please inform the CMO when new images have been uploaded and specify if any images should be marked as restricted. Any images marked restricted will require the user to ask for permission before the image can be downloaded.

Once new images have been uploaded, the CMO’s office will review the images, make sure they are tagged accurately with keywords, and then will add them to the main Photography library.

If your Agency or Department is not listed, please use the first link for ‘General’ images.

GENERAL <https://vermont.imagerelay.com/ul/4de8b49c13614dc8915440d91817497b>

AAFM Agency of Agriculture, Food and Markets  
<https://vermont.imagerelay.com/ul/3005b1935f9b4f88bab8315b4c3e6aaf>

ACCD Agency of Commerce and Community Development  
 Department of Economic Development:  
<https://vermont.imagerelay.com/ul/4124fb4788724c05bf1a289d63645cb2>

Department of Housing and Community Development:  
<https://vermont.imagerelay.com/ul/9931ae99173d4948ab356451d778f978>

Department of Tourism and Marketing:  
<https://vermont.imagerelay.com/ul/6343d8b50cc2479396c25a595e5ba7f0>

- AHS Agency of Human Services  
<https://vermont.imagerelay.com/ul/0d22005373bf401bb42a12dd81cf6938>
- Department for Children and Families  
<https://vermont.imagerelay.com/ul/97c3288615f74098b39dd6bc51ae4e63>
- Department of Health  
<https://vermont.imagerelay.com/ul/b9c29186d9844544837efa349d0e057a>
- AOA Agency of Administration  
(Use for Department of Human Resources, Department of Finance and Management,  
Department of Libraries, Department of Taxes, etc.)  
<https://vermont.imagerelay.com/ul/540f9b136e6640cdb3c791c9de26b892>
- ANR Agency of Natural Resources  
Department of Environmental Conservation  
<https://vermont.imagerelay.com/ul/25c76ab6a9a74a31b136aa5a52f647df>
- Department of Fish & Wildlife  
<https://vermont.imagerelay.com/ul/0df4fd962b90464b9d2fca00defcc41e>
- Department of Forest, Parks and Recreation  
<https://vermont.imagerelay.com/ul/b9e9c3c3aaba4fb49d07c4c003121c63>
- AOT Agency of Transportation  
<https://vermont.imagerelay.com/ul/6a69894178674920b5f0fcded5eae6d3>
- AOE Agency of Education  
<https://vermont.imagerelay.com/ul/93d45f3b13da493aa557b183ecb5a568>