

Image Specifications

Williams College requests that all digital photography be edited to represent the best selection of images from an event or photo shoot. For the college's purposes, less is more.

Digital photographs should be:

- maximum quality, loss-less JPG files
- 300 pixels/inch
- named by date and event and placed in an upper level folder, according to the naming structure given in this document
- tagged with meta data, instructions follow in this document

Please provide the communications office with these images, on disk, flash drive, or shared folder via Google Drive.

Williams requests that photographers keep backup copies of the digital photography for at least one year, and for longer, if possible.

All digital photography should be delivered to:

Terry Waryjasz

teresa.j.waryjasz@williams.edu

Williams College

Hopkins Hall, 4th Floor

880 Main Street

Williamstown, MA 01267

Naming Structures

Upper folders always begin with the year, underscore, title of the event or subject.

Ex. 2012_WCMA_Director

Inner folders include a repeat of the upper folder (or shortened name, as below in the second example), underscore, name of the folder

Ex. of two levels:

2012_WCMA_Director
2012_WCMA_Director_IMG_7293.tif

Inner images repeat the upper folder structure.

Example of three levels:

2012_CLAIMING_WILLIAMS
CW2012_Asian_American_Studies
CW2012_AsAmStu_IMG_2098.JPG

The goal is to keep names short but know where they belong if the image should get separated from the main folder.

To Batch Metadata for Photos

Open Adobe Bridge CS5

Three window panes open

Select the folder you want to work with in "FOLDERS" tab. (Left pane)

Images open. (Center pane)

Click "COMMAND A" to select ALL images.

METADATA and KEYWORDS open (Right pane)

With all images selected, you can add metadata and it is applied to all images.

In the drop down menu named "IPTC Core" include data in the following fields:

Field:	What Information Goes Here:
Creator	photographer's name
Headline	Event name
Description	Event name
Keywords	Year (YYYY), Williams College, Event Name, other important searchable tags
Date Created	MM/DD/YYYY
Title	Event name
Copyright Notice	(c) Williams College.

Click the small check mark to save all changes (Left pane, lower corner.)

To Batch Rename Photos

Open Adobe Bridge CS5

Three window panes open

Select TOOLS > Batch Rename

Select Destination Folder

You can rename in the same folder (overwrites existing name);

Move to other folder; or

Copy to other folder.

In "New Filenames" Box >

Select "Text" and type in Naming Structure

Be sure to include the underscores. Preview of New Filename will appear.

Select "Sequence Number"

This is the first number of the file in this folder.

"Sequence Number" should be set to "Four Digits."

Checking Copyright Information in Images

You can verify the copyright of an image in Preview, Photoshop, or Bridge, if the data has been included in the meta data field.

In Preview:

Tools > Show Inspector > (select i for information) > IPTC > copyright notice

In Photoshop:

File > File Info > Description > copyright notice

In Bridge:

Metadata > IPTC core > copyright notice