

Arcaid

Submission Requirements 2009

Arcaid SUBMISSION REQUIREMENTS

Approved Digital Cameras

Whilst we can't say what clients will be happiest with, this is a **selection** of digital cameras we suggest - provided the images are processed correctly! Obviously we can't list all available cameras, especially as technology moves so quickly, but we'll do our best to keep the list updated. If you have any questions, contact us!

Medium format digital camera backs

- Leaf Aptus systems
- Phase One P+H systems

DSLRs and effective megapixels

- Canon EOS 5D Mark II - 21.1 million
- Canon EOS-1Ds Mark III - 21.1 million
- Canon EOS 5D - 15.1 million

- Nikon D3X - 24.5 million
- Nikon D3 - 12.1 million
- Nikon 700 - 12.3 million

- Sony Alpha A900 - 24.6 million

- Pentax K20D - 14.6 million

- Fuji FinePix S5 Pro - 12.3 million

- Olympus E-30 - 12.3 million

Technical Requirements

- Digital photographers **clean your sensors before shooting!!**
- Shoot in RAW
- Convert and submit as **TIF**
- TIF files must be between 50-80MB – no smaller, no larger!
- 300dpi
- **Adobe RGB (1998)** colour profile. Set your camera's default, as well as Photoshop's colour settings. **We will NOT accept sRGB or CMYK!**
- Manipulate in 16 bit, but submit in **8 bit**
- No layers or channels – flatten image
- No compression
- No sharpening or unsharp masking
- Clean images at 100% - no dust, dirt or scratches
- Clear guides!
- Highlight setting no higher than 252
- Shadow setting no lower than 3
- No banding or posterisation
- No chromatic aberration
- No colour casts (make sure your monitors are calibrated!)
- No obvious interpolation
- **Images must not look as if they have been manipulated in any way!!**

Editing

Please **edit hard** before sending us a submission. DO NOT send repeats or low res jpegs. We expect high-res TIFs of excellent content. **Competition is high, so send us your very best!!**

Metadata

We are now exclusively using the **BAPLA/pic4press Metadata Initiative** as our metadata standard. These guidelines have been created to keep image submissions by photographers consistent and protect your copyright. This panel is now the accepted industry standard and is also used by newspapers and magazines, so we ask that you follow our template, even if it is not what you normally do. It may take some getting used to, but it will help create a more efficient workflow. See www.pbf.org.uk/ezineagm/metadata.html for more info on the initiative.

The first thing to do is download the **BAPLA/pic4press XMP panel**: www.pbf.org.uk/ezineagm/baplainfopanel.zip and install it in Photoshop CS or higher. If you have an earlier version of Photoshop, there is a field map. We have experienced some difficulties with downloads to Mac, but BAPLA seemed to have solved this.

BAPLA/pic4press XMP Panel – Blank Arcaid Template

The screenshot shows the BAPLA/pic4press XMP panel for the image 'baby troy march 033.jpg'. The panel is divided into several sections:

- KEY FIELDS:**
 - Image Reference: xxxxx-xx-1
 - Description: Job title/description, location (city, state, country). Architect/designer (if known). *Please DO NOT include end-of-line returns in these fields as our database cannot process them.
 - Credit: photographer/arcaid
- PUBLISHING INFORMATION:**
 - Headline: This section is for publisher use. Please leave blank
 - Job Reference:
- LICENSING INFORMATION:**
 - Licensing Contact URL: www.arcaid.co.uk
 - Creator: photographer
 - © Status: Copyrighted
 - Date Created:
 - © Notice: Please include restrictions here, such as:
NO RESTRICTIONS
EDITORIAL USE ONLY
- Instructions:** This field is for publisher use. Please leave blank.

At the bottom, the panel is powered by XMP and includes links to <http://www.bapla.org.uk> and <http://www.ptc.org/ptc4xmp>. There are 'OK' and 'Reset' buttons.

The screenshot above shows you how we would like IPTCs formatted. **Please do not use end-of-line returns as this impedes metadata upload.**

- **Image reference:** Unless we provide these, please leave blank.
- **Description:** A short concise title of the job including architect/designer (if known) and location (city, state, country).
For example: *Renovated flat, London, UK. Architect: Norman Foster*
- **Credit:** photographer's **name/arcaid**. For example: *Joe Bloggs/arcaid*

- **Licensing Contact URL:** This is always www.arcaid.co.uk
- **Creator:** Photographer's name only. For example: *Joe Bloggs*
- **© Status:** Ensure **Copyrighted** is chosen
- **Date created:** The date the photograph was taken, if known. Month and year is acceptable.
- **© Notice:** Please put the usage in this field, for example:
 - EDITORIAL ONLY
 - NO RESTRICTIONS
 - NOT FOR USE IN ITALY

While IPTC is our preferred method for metadata, large submissions of 100+ images can be submitted on an Excel spreadsheet. However please arrange this in advance so we can send you our Excel template.

If you do not have Photoshop CS or higher, we recommend using **Photo Mechanic** software to IPTC your images: www.camerabits.com.

We will NOT accept submissions that do not adhere to these requirements!!

Keywords

This is very important to help researchers find your photos! Please provide approximately 10 basic keywords **specific** to each image that are not in the Description field.

The screenshot shows the IPTC metadata dialog box for the file 'baby troy march 033.jpg'. The dialog is divided into several sections:

- Description:** Document Title: xxxxx-xx-1; Author: photographer; Description: Job title/description, location (city, state, country). Architect/designer (if known). *Please DO NOT include end-of-line returns in these fields as our database cannot process them.
- Description Writer:** www.arcaid.co.uk
- Keywords:** KEYWORDS GO HERE! (Note: Commas can be used to separate keywords)
- Copyright Status:** Copyrighted
- Copyright Notice:** Please include restrictions here, such as: NO RESTRICTIONS, EDITORIAL USE ONLY
- Copyright Info URL:** www.arcaid.co.uk
- Metadata:** Created: 17/04/2008, Modified: 17/04/2008, Application: Adobe Photoshop CS Windows, Format: image/jpeg

At the bottom, there are 'OK' and 'Reset' buttons, and a 'Powered By xmp' logo.

Also include things that are important, but not be obvious, such as terms like “sustainable”, as well as American terms and spellings. So for example, a photo of a white bathroom could be keyworded as: *white, bathtub, tub, sink, basin, tile, tiles, toilet, shower*.

Remember that it is better to have fewer correct keywords than more incorrect ones!!

Schedule A Forms

One thing we **must** have with all submissions is data and information. Our **Schedule A** form **MUST** be completed for each project and submitted electronically. Please include **AT LEAST** the name of the building; architect or designer, if known; location; date taken, homeowner and architect contact details, and basic keywords.

Without the basic information, we can't enter a job into the database or put it online.

Property Releases

Having a full property release is extremely beneficial in getting your work out, so it's in all of our interests for you to get one. Remember that you **MUST** give the homeowner a token of, say, a print or a bottle of wine.

If, however, the homeowner will only allow editorial use only, do not start crossing things off the full property release. Please use the "editorial use only" release, and then you would only give them low res images. If they come back to you at a later date saying they're selling up and want to use your images to sell the property by signing off and giving you full permission, **THEN** give them high res images/prints, etc.

Please be vigilant that you fill out these forms correctly! Please be careful that if an owner does not want the address divulged, that you do not call a job Clark Street House, for example.

If a client deletes anything, it then becomes an EMBARGO!

Rights and Restrictions

We **MUST** have usage rights and restrictions for your images. Please make sure you answer the following questions when sending us a submission:

1. Do the images have **model or property releases** for unrestricted use including advertising?
2. If not, are they exterior shots taken from a **public place** and therefore free of any restrictions?
3. Are there any **territory restrictions?**, e.g. Not for use in Italy
4. Were the photos taken inside a building or on private land and if so, what was agreed with the **owner/client**. For example:
 - Are they aware that the pictures will be put in a picture library?
 - Can they be used for editorial use?
 - Is permission required for editorial use?
 - Could they be used for other purposes?
 - Could they be used for advertising and if so, would they be willing to sign a release?
 - Will they want to be asked for permission for any use beyond editorial?

Remember that **the more restrictions placed on a job, the more limited we are to distribute your images** as they undermine any sales. Please ensure that you have considered all of these aspects when sending in a submission and filling out the property release.