

## **Image Submission Guidelines**

5<sup>th</sup> August 2008

**vivozoom**

## **Introduction**

Welcome to **vivozoom**. We're delighted to market your images and we will ensure that the care and attention that has been invested in producing your images is matched by the care and attention with which we ingest them onto our systems.

We realize you may have your own standards for digital media, including format, resolution and metadata. We are, of course, prepared to accept your format, but the following guidelines will help us to expedite the availability of your images on our servers.

### **1. What to upload/ Format**

**We need you to upload your images (photographs, jpeg illustrations or vector illustrations) and their associated releases.**

#### **Photos (and JPG illustrations)**

Photographic images must be at least 4.0MP (4 Million Pixels). To determine the amount of pixels in an image, multiply the width by the length. For example: a photo, which is 2,400 x 1,800, is 4.32 million pixels - a photo of this size is valid. All photographs and JPEG illustrations must be RGB, JPEG format.

From these files, we will generate thumbnails, previews and alternative licensable sizes. Generally speaking, these sizes will be DIN A4 at 300dpi for Print resolution and A4 or A5 at 72dpi for Web resolution.

#### **Vector illustrations**

- 1) Vectors need to be saved in Adobe Illustrator 8 (AI8) (.eps extension).
- 2) Please ensure all paths are closed and that the vector uses a single color palette.
- 3) Do not use third party "brushes".
- 4) If you are using features which may not be supported in all commonly used vector graphics software (such as color gradients) it would assist our clients if you could highlight these in the description field when you tag your images. This can be done in the "MANAGE" section of your account.
- 5) Vectors need to be 5 MB (Five megabytes) or less.
- 6) We would encourage you to upload a JPG preview of the Vector. The filename should be the same as the corresponding .eps file. If the Preview contains embedded IPTC metadata, we'll extract this automatically. Alternatively you can enter your metadata directly in the "MANAGE" section of your account. Please wait until both files have uploaded before visiting the submission page - otherwise the system may not get the chance to process and recognize your files as a vector submission. If you do not wish to upload a Preview, you will need to check the a box in "MANAGE" to unlock the Caption and Keyword editing fields.
- 7) Vector illustrations and any associated Previews should be uploaded to the same Vector Illustrations folders.

## All illustrations

If you have used a photograph in the production of the illustration, please upload that photograph as an “original artwork” attachment as evidence that you are the copyright holder. If your illustration contains content requiring a release, please also attach the appropriate model or property release.

**Please do not supply watermarked images.** We will automatically watermark all images during the upload process.

**Releases** - All images featuring recognizable people and or places (not within the public domain) require completed model and property releases. Should a client request a release, we will remove all personal information from that release before forwarding a signed facsimile. The standard industry releases are acceptable. Please refer to Appendix below for more information on releases.

## 2. How to upload / Delivery Methods

We can accommodate multiple delivery methods, depending on the size of your collection.

**Over 1,000 images:** we will accept a physical hard disk or DVDs. Note that in this case we will require an Excel spreadsheet matching your images to model and property releases (separate columns for each). Each image must have embedded Captions and Keywords (in an attached Preview in the case of Vectors).

**Under 1,000 images:** delivery via FTP, DVD or using our photo upload system on the **vivozoom** website.

### Hard disk

This is our preferred method of delivery for larger collections. We prefer a fire-wire or USB 2.0-capable drive that is formatted for Windows using NTFS. If you only have a MAC-formatted hard-drive available, then this will work, but be aware that we will use third-party software to manage the copy process from MAC to Windows.

We will endeavour to dispatch your hard disk back to you within 5 working days of receipt.

### DVD

Smaller collections may be delivered on one or more write-able DVDs. Please try to use UDF (Universal Disk Format) 1.02 or higher to format your write-able DVD. Please note all DVDs submitted will not be returned and will be shredded after images are processed for the security and copyright protection purposes.

### FTP

Our FTP address is <ftp.vivozoom.com>. Your username and password are the same as your **vivozoom** website credentials. Connect using the default port number of 21 in Passive Mode. You can also use our built-in JAVA FTP client from the UPLOAD section of your account. You must have Java enabled in your web browser. FTP access is granted immediately after you register.

Website Image Upload System (<http://submit.vivozoom.com/>)

The **vivozoom** website hosts an enhanced image upload system making it easy to upload images, captions, keywords and releases. Access to this image upload system will automatically be granted as soon as you register on the site as a contributor.

#### General

Please do not send any original copies on storage media. Should any media become lost or damaged while in our possession, our liability is limited to the cost of the media.

### **3. Content criteria**

**We do NOT accept Editorial and Celebrity images** - We will not be licensing images for “editorial” use i.e. for newspapers and magazines and will therefore not accept “paparazzi” or “celebrity” images including a celebrity’s likeness (whether celebrity is dead or alive). All images with recognizable people will be required to have a model releases.

**We do NOT want potentially offensive image** – we will not be accepting images considered defamatory, pornographic, libelous, etc. Nudes may be accepted as long as they are artistic in nature. Other unacceptable images include crash scenes, identifiable gravestones, and natural disasters.

**Be very careful with Sports images** – All sports images must include a signed model release. If the athlete is wearing his/her team uniform then releases from the team, sponsor and league are also required. Generic team uniforms are acceptable.

### **4. Captions & Keywords / Metadata**

We need you to supply the caption and keywords for each image, and in the case of vector illustrations the description.

These must all be in English. Further rules for these are as follows;

<b>Field</b>	<b>Comments</b>
Caption	At least three words separated by spaces
Keywords	At least three words separated by commas
Description (Vector Illustrations Only)	Maximum of 200 characters including spaces

We will extract Caption and Keyword information from the IPTC data in your JPG image or you can type in keywords and captions directly on the “MANAGE” page. Vector Illustration Description fields can be added only in the “MANAGE” section of your account. Once we have extracted the keywords from the IPTC data you can always add or change the keywords or captions at any point until you SUBMIT the image for approval.

## 5. Summary

We reserve the right to reject images if they do not meet our creative or technical needs. This could be because, but not limited to:

Keywords do not match image content  
Missing releases  
Trademark infringements

We will notify you of any issues in the hope that a resolution can be found.

We reserve the right to modify, add or delete keywords as well as the right to modify the caption.

If for any reason, any of the above is unclear or causes problems, please don't hesitate to contact us. We are here to ensure that we both get the best presentation out of your valuable assets; if you are

## **APPENDIX - Information on releases**

The following are some things to keep in mind when submitting releases:

- Releases can be in JPEG, PDF, or GIF
- Supporting artwork for illustrations must be in JPG format
- Multiple people cannot be included on one release. One release per model/location.
- Minor model releases are required for anyone under 18 years old and must be signed by a guardian.
- Spouses cannot sign for each other and Agents cannot sign for models. Adults must sign their own release.
- If the model in a photo has died, the release should be signed by an heir along with a statement that the model is deceased.

We would encourage you to use the standard industry releases, as this will make the review process easier. But if that is not possible all releases must have:

- Photographer's name
- Description of photo/shoot/date of shoot
- Model's name and signature & Minor releases signed by guardian (18 years or older)
- The release should be "for all purposes, including advertising, in all media"
- The release should be both "perpetual and irrevocable"
- The release should contain a statement relinquishing the right to further claims
- The release should describe the payment or other consideration received by model

### **Property Releases -**

*Our policy is that if a building is prominent in a shot it should have a property release or a note explaining why a property release is not required (government building).*

The standard industry property releases are acceptable.

Non-standard property releases must be previously approved, but must have:

- Identity of the property, work, business or object (including address as appropriate)
- Statement that the person signing owns, controls or has the authority to release the property
- Date of release
- Name of photographer
- Payment or other consideration

### **Property releases are required for:**

- Recognizable exterior or interior of private homes or of any business
- Art works (sculpture, painting etc) including Murals - note that if the art work is a picture of a recognizable person, we will also need a model release
- An object protected by Trademark or Copyright
- Property releases must be submitted for pets.
- Any interior or on some occasions an exterior (from the trademark list) where admission is charged (including some landmarks and parks – contributors must review admission ticket for restrictions on advertising photography)
- Distinctly recognizable private property – like license plates
- Other specific buildings listed on the trademark list

A skyline or row of houses do not require a release so long as no one property is the focus of the image (similar to crowd issue).

Buildings in the public domain generally do not require releases unless the photograph is of one specific business.

If you are not satisfied with any aspect of our ingestion process, please call us immediately.

## Appendix – Sample Visible Watermark

You can choose the position of the watermark in the “MANAGE” section of your account for each image individually. The example below shows the default position.



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