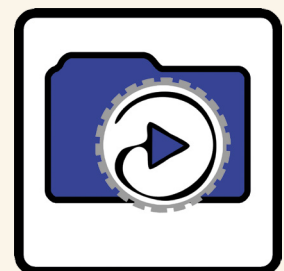# Photographers Guidelines

Photographic Submissions for Asset Library

Pearson

PEARSON

Asset Library

Asset Library is a company-wide image repository, allowing Pearson to share its photographic assets with users around the globe for reuse in new products, whilst protecting the rights to those valuable assets.

Asset Library allows us to share your amazing photographs with our colleagues, both within Pearson and with authorised external partners such as Media Researchers and Authors. Each asset is tagged with your name, so people can display all the shoots you have completed for us; which acts as a unique portfolio inside such a large organisation!

Pearson Internal Contacts

Digital Asset Management (DAM)

DAM - Team Email - images@pearson.com
Paul Silk – Senior Asset Coordinator +44 (0)1865 314597
Nick Gowler – Director, Content & Asset Lifecycle +44 (0)1279 623740

Contents

Pearson Photographic Submissions for Asset Library

Technical Requirements

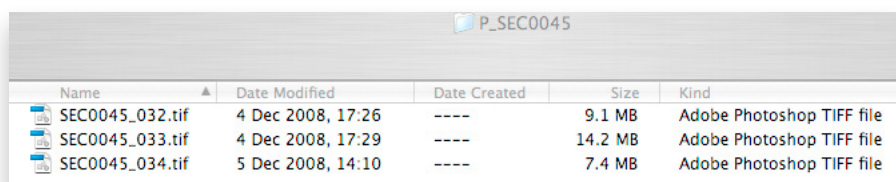### File Type to be Supplied

- Maximum quality JPEG or LZW Compressed TIFF
- Include file extension

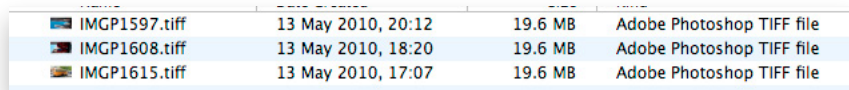Photographers can shoot in RAW but should convert to maximum quality jpeg or LZW compressed tiff files.

File Naming

- All images should be numbered as per the brief – if brief doesn't require photographer to renumber we will accept camera-generated numbering
- Use a maximum of 20 characters per filename
- Use an underscore instead of a space
- **Do not** use the following illegal characters

  ;=/\[]„‰⁄›«,,'"‡‹›™∏≠◊fifl±!@£$%^&*()+}{:"|?><~¡€#¢∞§¶•ªº≠'"πø^¨¥†®´Σoeåß∂ƒ©˙Δ˚¬…æ÷≥≤µ~∫√ç≈Ω`

Examples of file names

Colour Workspace

- Adobe RGB 1998: this is to ensure fuller colour gamut
- **No CMYK** conversion to be supplied

Resolution

- Minimum A4@300dpi (unless otherwise specified at time of commissioning)

Channel

- 8Bit

Post Production

- No global UnSharp Masking (USM) to be applied
- Any layers to be flattened and excess channels to be removed

Metadata must be added by the photographer to all hi res files supplied to Pearson, via the Pearson XMP custom panel

- Always use the Pearson XMP custom panel metadata template
- Custom panel will be emailed to you initially, along with installation instructions. The latest version of the panel is available from images@pearson.com

The quickest way of adding metadata is to use Adobe Bridge. Check that the Pearson XMP custom panel is viewable (see 1 on Fig 1). If not, check that the Metadata settings in Adobe Bridge Preferences (see 2a on Fig 1 and 2b on Fig 2) are ticked
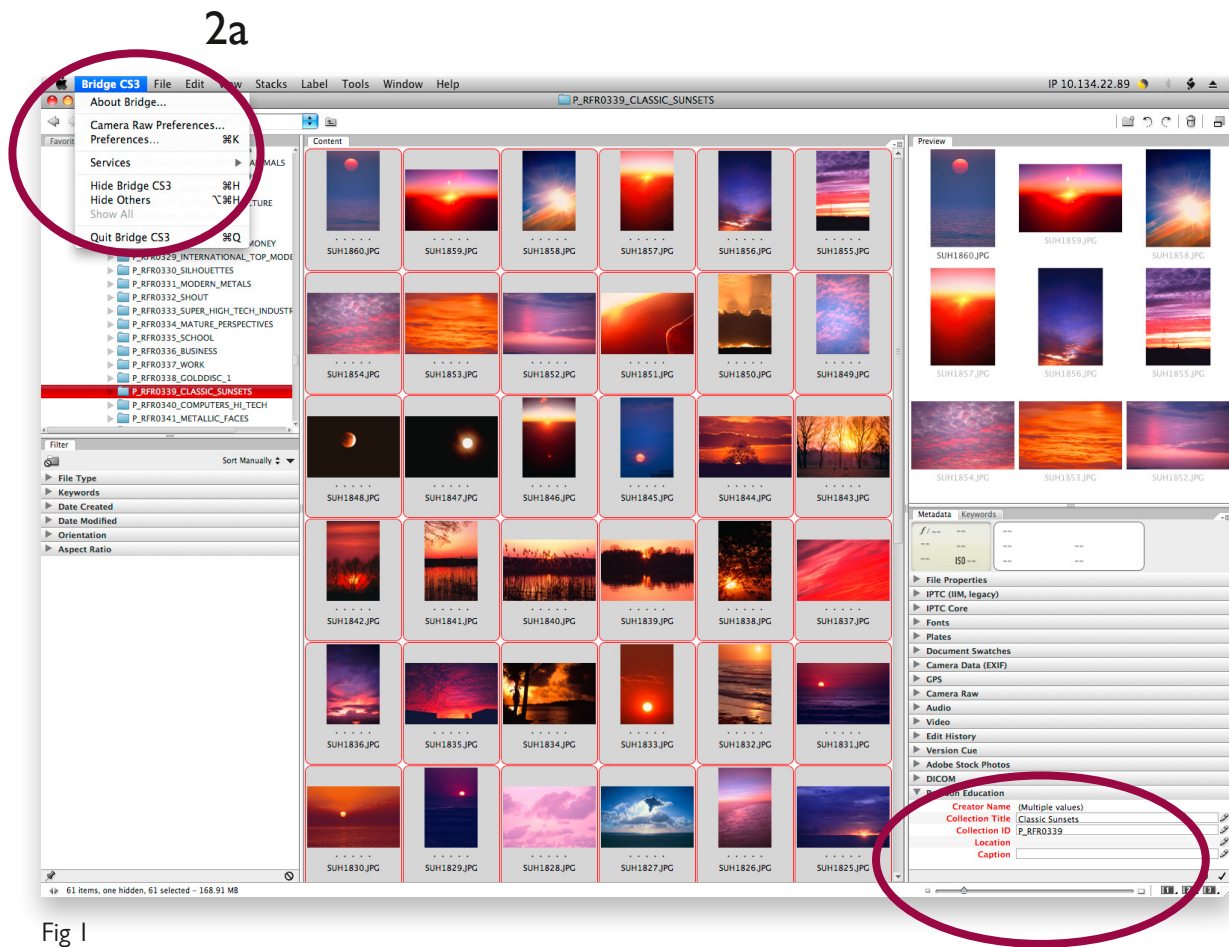
2a

Fig 1

1

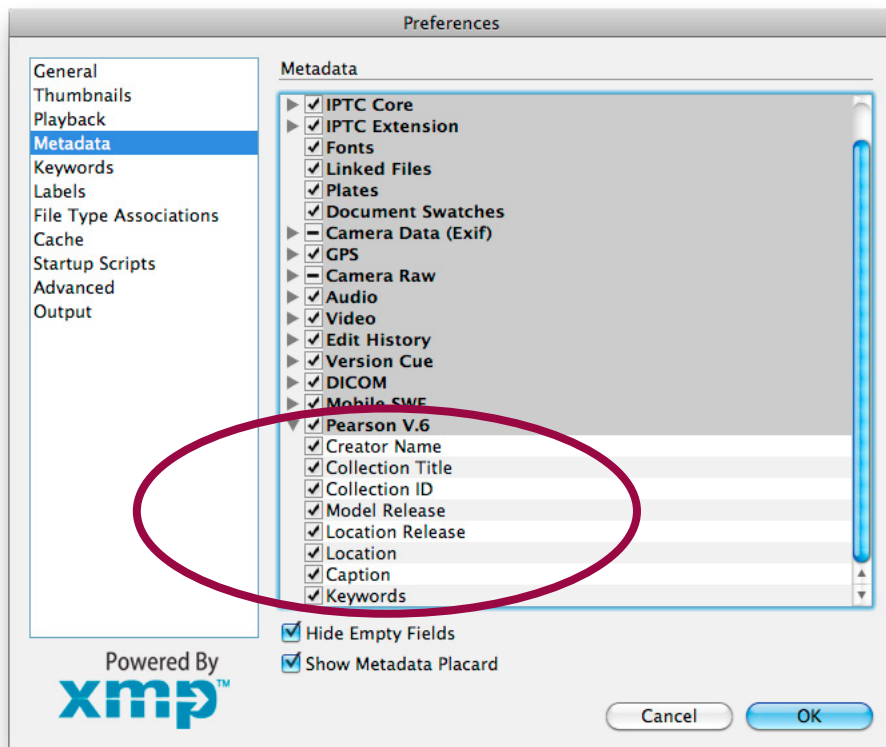Fig 2

Please note: if 'Creator Name' is missing from view, untick 'Hide Empty Fields' to restore

All fields can be mass assigned in Adobe Bridge (captions may need to be filled in individually, depending on the material):

- Creator Name: (Photographer's Name)

- Collection Title: (supplied by you Pearson contact)

- Collection ID: (supplied by your Pearson contact e.g. P_UK0037)

- Location: (of shoot)

- Caption: (one line of basic information – primary focus of shot)

- Use capitalisation where appropriate, and diacritics

- Keywords is not a required field, but please feel free to add any keywords you feel would help us categorise the image

- To bulk add metadata to multiple images using the Pearson XMP custom panel, select all files by going to Edit/Select All in the Adobe Bridge menu bar (see 3a on Fig 3)

- Click on the 'pen' icon in Metadata/Pearson to edit metadata (see 3b on Fig 3). To save the data, click the 'tick' icon (see 3c on Fig 3)

- To individually edit images, select an image by clicking on an image using the mouse cursor and edit metadata as before
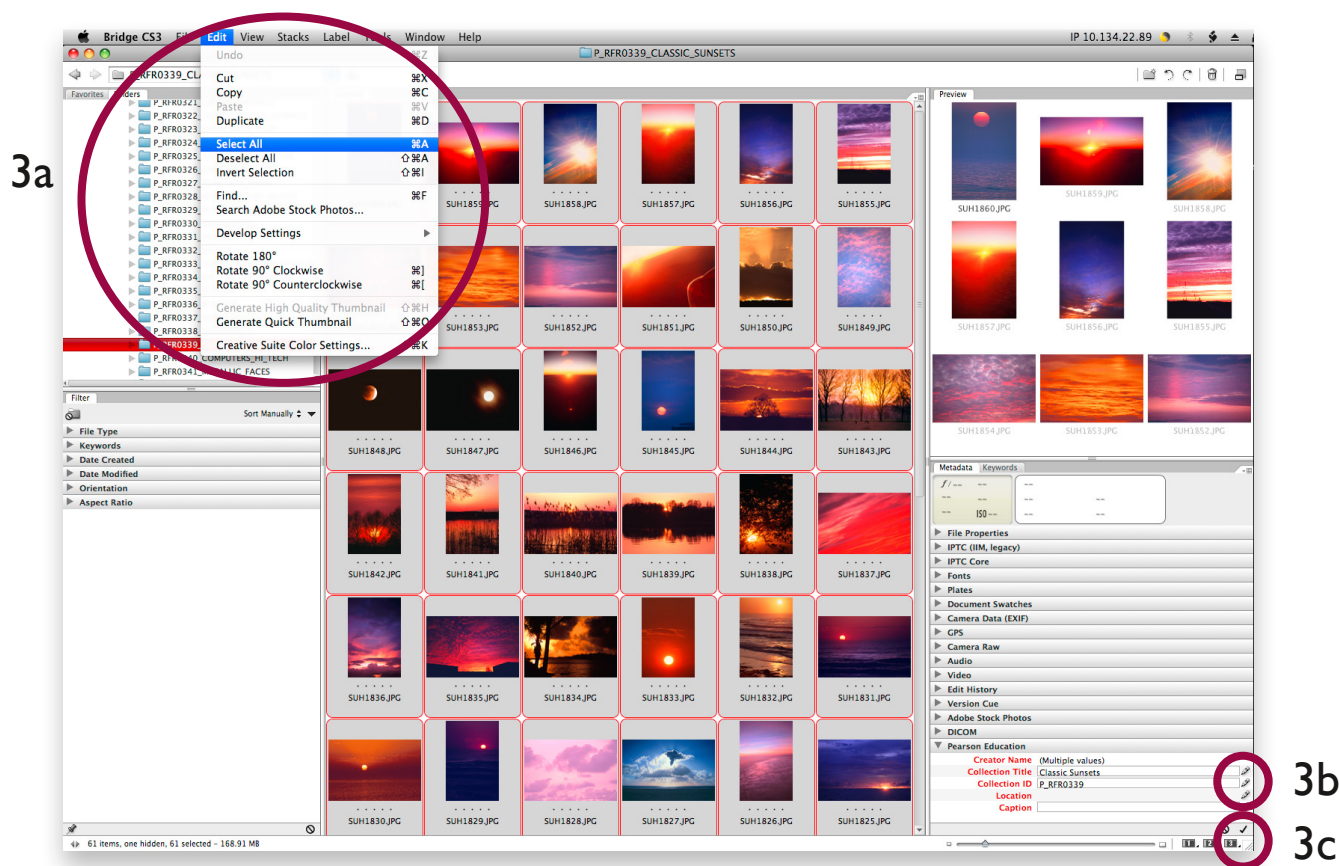

Fig 3

Alternatively, data can be added in Adobe Photoshop by going to File > File Info and the Pearson panel will appear. All fields, apart from the Caption field, can be batched. To mass assigned in Adobe Photoshop use the Automate/Batch functionality.

We've created panels for Adobe CS3 and above. Data can only be added in Adobe Photoshop or Bridge.

If you require further information regarding metadata please contact the DAM team via **images@pearson.com**

Image Supply

- Images to be supplied on disk (CD or DVD dual-platform)
- If you require a direct upload to Pearson please contact images@pearson.com for more info.
- Disk name should include Collection ID provided by Pearson contact
- No labels should be added to the disk
- If working on a number of projects, only one Collection ID per disk
- If requested, please supply contact sheets
- If requested, please supply lo res files (72dpi<1MB) – however all hi & lo res file names should match
- All images should be supplied on the date provided by the in-house contact. Where a deadline is not given, please supply as soon as possible, not later than 7 working days after the shoot

General

Model-Release

- All models must sign a copy of the most recent Model-Release form prior to the shoot
- Parents of models under 18 will need to sign the Model-Release form prior to the shoot. Please note, releases are required for all people appearing in the shot
- All model release forms must have a head & shoulders photo of the model attached and the Collection Title and Collection ID added
- Please also provide a definitive list of shoot attendees
- In some territories authorisation from local authority/government is required in order to photograph children for commercial purposes so check if you are unsure.
- Please liaise with your Pearson contact to ascertain who's responsible for the forms on a shoot-by-shoot basis

Location & Property-Release

- If applicable, please obtain a signed Location and/or Property-Release form
- Please liaise with your Pearson contact to ascertain who's responsible for the forms on a shoot-by-shoot basis

Shoots Where Pearson Employee Not In Attendance

- Please ensure photographs are embedded with metadata including caption
- If requested, please provide Pearson with detailed notes on each photo to enable the publisher to write suitable text for the project
- Photographer is responsible for getting the Model-Release forms signed (with attached photos of models and definitive shoot list)
- Ensure no amendments are made to Model-Release forms by models (or their parents). Pearson cannot accept any images where Model-Release forms have been amended
- Photographer is responsible for getting the Location and/or Property-Release form signed
- Pearson contact is responsible for ensuring Photographer has correct Model and Location/Property Release forms
- All forms should be collated & returned to Pearson contact with photo files

Image Variety

- Photographer should provide a good selection of shots including varied angles & orientation, as well as several images to choose from for each picture briefed

Photographer Contract

- Photographers submitting work for use in Pearson products must be signed to a standard Pearson contract. For further information, please contact images@pearson.com

Image Content Guidelines

The following must **NOT** be included in any shots (unless specifically commissioned):

- Nudity, smoking, drinking of alcohol, thumb-sucking or toplessness by anyone over the age of 3 years
- Clothing with offensive or popular slogans, logos or trademarks
- Dead animals, animal mating, animal testing or genitalia

Please also note the following:

- Children and adults should wear appropriate safety gear in all sporting or other activities - i.e. helmets, kneepads, and/or protective gloves etc, if required
- Groups of people should represent mixed ethnic races, as far as possible
- Please consider religious or cultural sensitivities when shooting
- Please avoid cluttered, messy or dirty backgrounds and locations when shooting

The Use of Branding & Logo's

Please avoid the inclusion of branding and company logos

If the use of branding is unavoidable then it must be 'incidental' to the image. Incidental means that the logo / branding is not the main focus of the image and is in shot by chance and not by design.

Logos or branding should never be the main focus of an image and can only be used to illustrate a generic subject. For example, if you are shooting a 'High Street', then the shop fronts and signs are incidental (provided the shop front is not focus of the image)

Where branding is **briefed** please contact your in-house representative to ensure that permission has been granted from the copyright owner prior to the shoot.

| ID: AL18216 | ID: AL44888 | ID: AL51003 | ID: AL29320 | ID: AL9522 |
| Status: | Status: | Status: | Status: | Status: |

The example above would all require Location or Property Releases from owner before they could be used. Please feedback to your Pearson contact any issues that may arise.

Speculative Shots

- Although not a mandatory requirement and only when time allows, please also shoot some generic shots from the location you're in. While not for use in the project you're supplying for, they may be useful for other projects

CHECKLIST FOR SUBMISSIONS

- Ensure you have received & signed a Work Order prior to the shoot
- Supply compressed TIFF files (LZW) or maximum quality JPEG files with file extensions
- Renamed files, if requested, as per the photo brief
- Collection ID for the project must be part of the disk name
- Minium A4@300dpi files
- Metadata added for each image using Pearson XMP custom panel
- Pearson Model Release (where applicable)
- Pearson Location Release (where applicable)
- Pearson Property Release (where applicable)
- Standard Pearson Photographer Contract (for new photographers)

Any suggestions that might improve the quality, look and feel of an image, from the colour of clothes and accessories, to backgrounds and composition, will be welcomed.

While we appreciate every attempt is made to supply images as per this specification, **please note we will reject images if they do not meet these standards**. Errors must be corrected and images re-submitted in a timely fashion.

images@pearson.com