

# Virginia Tech Communications and Marketing Photo Library

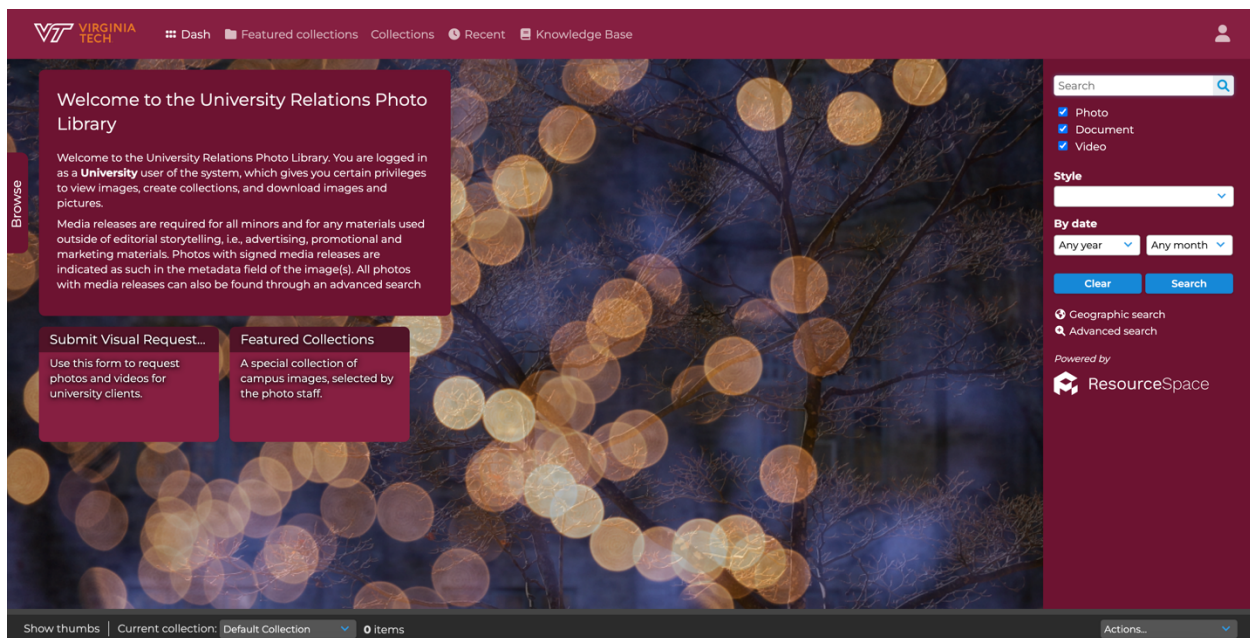
## General user guide

The photo library can be accessed by Virginia Tech faculty and staff at <https://www.photolibrary.unirel.vt.edu/>

This database is for Virginia Tech use only and is not made available to the public.

This document is intended for the general university user of the library, and provides an overview of photo library features, navigation, and image use guidelines.

If you are working in a communications and/or photography role and need upload access, please contact Megan Zalecki, Production and Content manager for Communications and Marketing- [meganz@vt.edu](mailto:meganz@vt.edu)



## Home Page

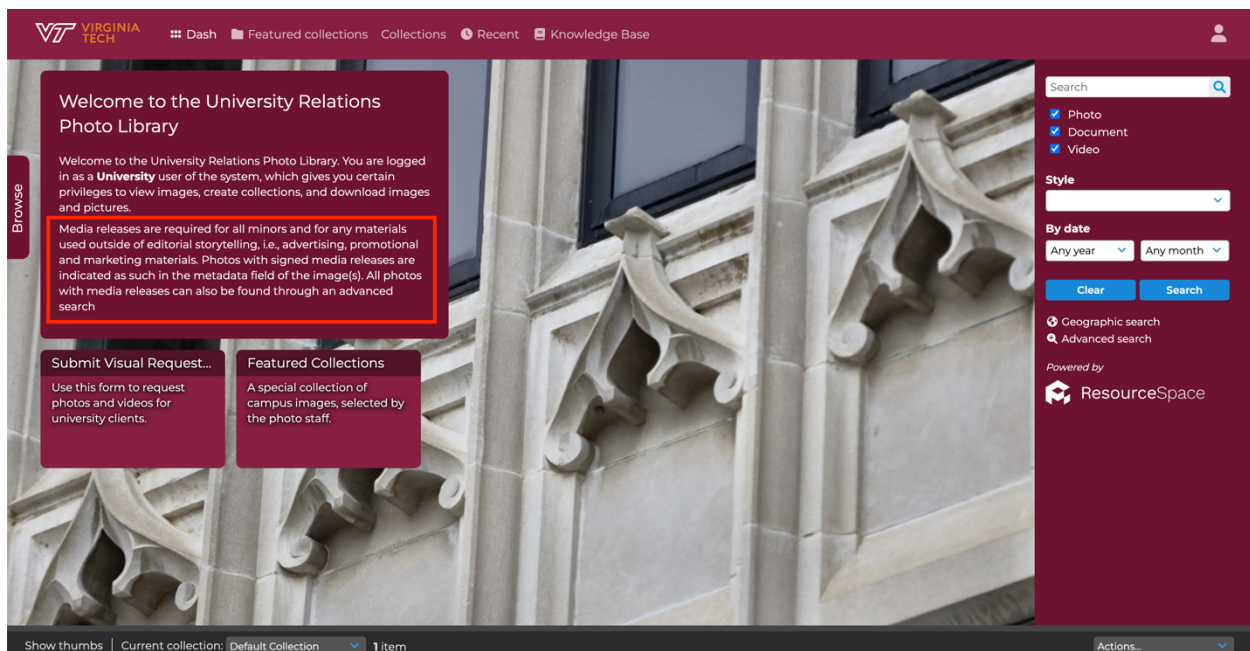
These are features seen on the top panel of the homepage (L-R):

- Dash—the home page.
- Featured collections—curated collections of photography organized by initiatives or themes in strategic communications and storytelling at Virginia Tech. Curated by the Production and Content Manager, updated

regularly.

- Collections—a list of collections created by the user.
- Recent—the most recently uploaded 1,000 images.
- Knowledge Base—link to online Wiki documentation of Resource Space.
- User icon—shows specific options based on the user and assigned user group. Ex: update account password, collections, etc.

Home page continued:



- **Image use and media release requirements**— Media releases are required for all photography of minors, and for any materials used outside of editorial storytelling, i.e. advertising, promotional and marketing materials. Photos with signed media releases are indicated as such in the metadata field of the image(s). This data is located under the individual images and is titled 'PHOTO RELEASE'. This data is illustrated later in this document. Photos with media releases can also be found through an advanced search.
- “Submit Visual Request Form”—quick link to an Asana request form to share visual story ideas and requests with the central visual team in

## Communications and Marketing.

- “Featured Collections”–quick link to featured collections. Curated regularly by Production and Content Manager.
- Simple search bar–any text entered in this field will search image captions/descriptions, keywords, filenames, and other metadata fields.
- Style–filters type of photos in search results between Brand or Event (aka storytelling imagery or event documentation).
- By Date–filters search results based on specific year, or year and month.
- Advanced search–Search for images by release form status, and other image details.

At the bottom of the page there is a gray panel labeled “Show thumbs”. It may also show a title of a collection you own or have been added to:

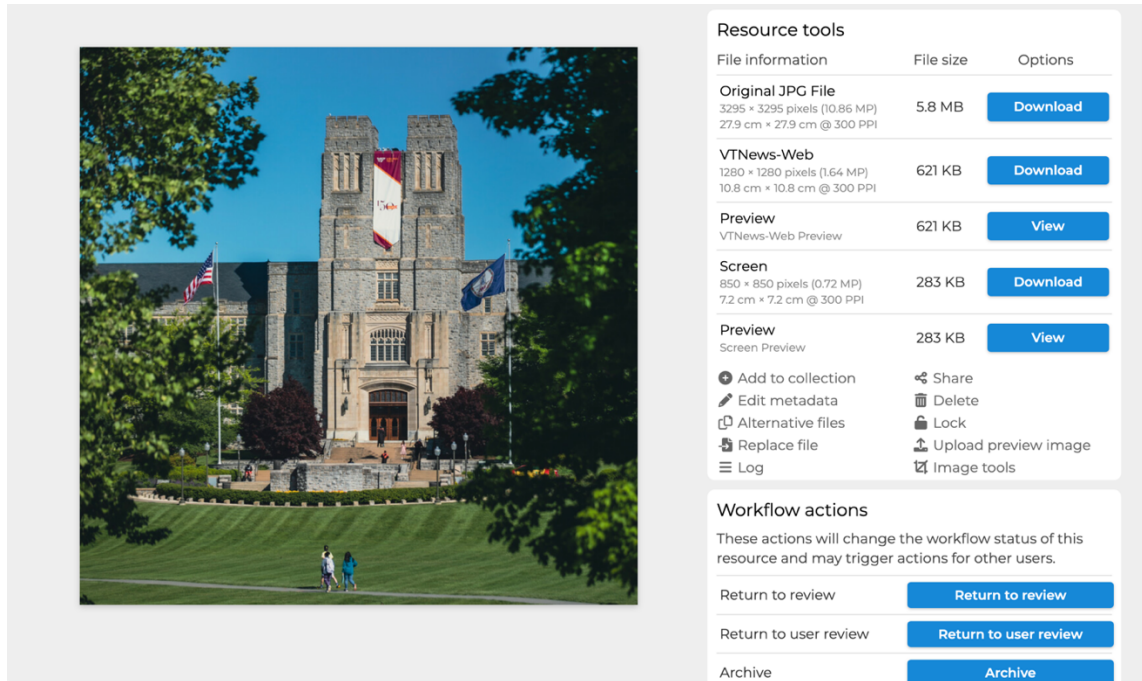


This is a quick way of creating new collections or adding images to existing collections.

Collections may be used to organize photo selections or download images as a set. More information later in this document.

## Download Options, Metadata, and Photo Releases

This is an example of an image located by searching “Burruss Hall”. Select the individual image to view the metadata and download options.



The screenshot displays a digital asset management interface. On the left is a large photograph of Burruss Hall, a large stone building with a central tower, set against a clear blue sky. In the foreground, there is a green lawn with a few people walking. To the right of the image is a sidebar with the following sections:

- Resource tools**
  - File information**

File information	File size	Options
<b>Original JPG File</b> 3295 x 3295 pixels (10.86 MP) 27.9 cm x 27.9 cm @ 300 PPI	5.8 MB	<a href="#">Download</a>
<b>VTNews-Web</b> 1280 x 1280 pixels (1.64 MP) 10.8 cm x 10.8 cm @ 300 PPI	621 KB	<a href="#">Download</a>
<b>Preview</b> VTNews-Web Preview	621 KB	<a href="#">View</a>
<b>Screen</b> 850 x 850 pixels (0.72 MP) 7.2 cm x 7.2 cm @ 300 PPI	283 KB	<a href="#">Download</a>
<b>Preview</b> Screen Preview	283 KB	<a href="#">View</a>
  - Actions:** Add to collection, Edit metadata, Alternative files, Replace file, Log, Share, Delete, Lock, Upload preview image, Image tools.
- Workflow actions**

These actions will change the workflow status of this resource and may trigger actions for other users.

Return to review	<a href="#">Return to review</a>
Return to user review	<a href="#">Return to user review</a>
Archive	<a href="#">Archive</a>

### DOWNLOAD OPTIONS:

- Original JPG—the original size of the image as uploaded. Typically high res unless otherwise noted in the metadata.
- VTNews-Web—1280 pixels on the longest side. Formatted for top photo section of VTx news stories.
- Screen—Formatting ideal for social or web use. Typically low res.
- Image previews are also available. These are not downloads.

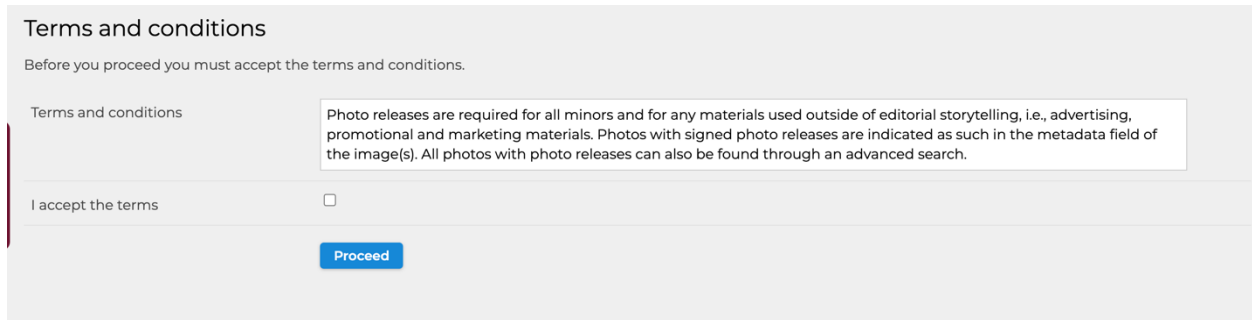
### Image use guidelines

**Image use and media release requirements**— Media releases are required for all photography of minors, and for any materials used outside of editorial storytelling, i.e. advertising, promotional and marketing materials. Photos with signed media releases are indicated as such in the metadata field of the image(s). This data is located under the individual images and is titled ‘PHOTO

RELEASE’. Photos with media releases can also be found through an advanced search.

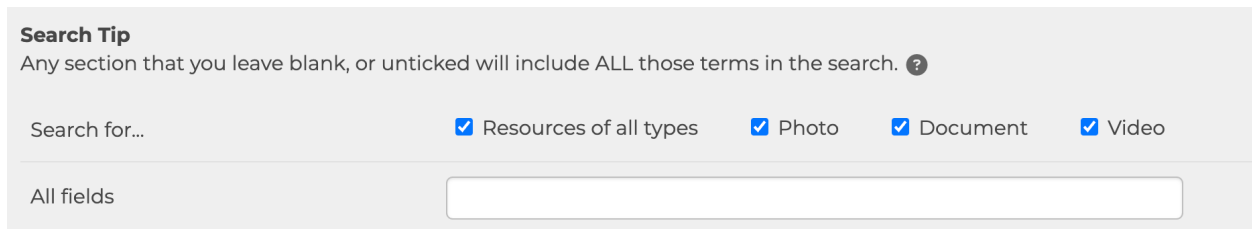
**Note:** If you receive an external request for images from an external group or media, contact Communications and Marketing Media Relations team.

For each image you download, you are required to acknowledge and agree to these guidelines. Please see following screenshot as an example:



## ADVANCED SEARCH:

Users may use the advanced search feature to browse images that have signed release forms on file. To do so, click on “advanced search” on the library home page. This will open a new page.



In the “all fields” search bar, enter your search terms if you are looking for a specific image. If you simply want to browse images by release form status, enter an asterisk “ \* ”

Scroll down to the “photo release” section, and check the appropriate release form status:

- **Release available- all identifiable people:** this selection indicates that all identifiable people shown in the photo have signed the Virginia Tech release form.
- **Release available- minors only:** this selection indicates that only the minors shown in the photo have Virginia Tech release forms signed by

their parents/guardians according to university guidelines. Anyone else shown in the photo has not signed a release.

- **No:** this selection indicates no releases were signed for any identifiable people shown.

Photo release  Release Available- minors only  Release Available- all identifiable people  No

Please refer to the university’s guidelines for image use and release forms on the [Brand Center Imagery page](#).

### IMAGE DETAILS/METADATA FIELDS:

Resource details					
RESOURCE ID 180616	ACCESS Open	CONTRIBUTED BY Luke Hayes			
LOCATION Blacksburg, VA	CAPTION May 10th, 2022 - Burruss Hall midday. (Photo by Luke Hayes/Virginia Tech) > History	IMAGE SIZE 3295x3295	PHOTO STYLE In The Moment, Groups, Buildings, Sense of Place	EVENT Photo shoot	OTHER Burruss Hall, Spring, Outside > History
CREDIT Luke Hayes	PHOTO RELEASE No	STYLE Brand	CAMERA MAKE / MODEL Canon EOS 5D Mark IV	DATE 10 May 22	SOURCE Digital Camera
				ORIGINAL FILENAME 20220510_AroundCam pus_LH_0004.jpg	

- RESOURCE ID–number given to each individual photo in the system
- **ACCESS**– “open” simply means this image is available for viewing and downloading to all users in the system. Some images will display “restricted”– and downloads will not be available by default for said images. Please contact Communications and Marketing to request more information for restricted images. **Please note: the “ACCESS” field does NOT indicate if media release forms on file.** For media release information, please refer to the “Photo Release” metadata field.

*Example of image data when access field is set to open:*

RESOURCE ID 186433	ACCESS Open	CONTRIBUTED BY Luke Hayes			
CAPTION January 30th, 2023 - Burruss Hall on a cold, rainy January day. (Photo by Luke Hayes/Virginia Tech) > History	IMAGE SIZE 8141x5430	PHOTO STYLE Buildings, Sense of Place	EVENT Photo shoot	OTHER campus, burruss hall, rainy, buildings, hokie stone > History	DATE 30 January 23 ORIGINAL FILENAME 20230130_LH_CampusGeneral0010.jpg
	CREDIT Luke Hayes	PHOTO RELEASE No	STYLE Brand	CAMERA MAKE / MODEL Canon EOS R5	SOURCE Digital Camera

*Example of image data when access field is set to restricted:*

RESOURCE ID 170810	ACCESS Restricted	CONTRIBUTED BY Lee Friesland			
LOCATION Roanoke, Va.	CAPTION The HokieBird tours iconic spots around Southwest Virginia. Includes Roanoke City, Roanoke County, Salem, Fincastle, and Buchanan. > History	IMAGE SIZE 7952x5304	PHOTO STYLE Point of View, Portrait, Buildings, Sense of Place	EVENT Photo shoot	OTHER hokiebird, blue ridge, salem, roanoke city, roanoke county, fincastle, buchanan > History
		DATE 25 November 20	ORIGINAL FILENAME 20201023_HB_Ballpark_LF_0005.jpg	CREDIT Lee Friesland	PHOTO RELEASE No
				STYLE Brand	SOURCE Digital Camera

- PHOTO RELEASE FIELD**–This field indicates if a signed release form is on file for all identifiable people in the image. Please check this field before downloading and using an image.
  - “No” means no release is on file and the image cannot be used for marketing/advertising/promotion.
  - “Yes” means release forms are on file for all identifiable people in the image. In this case, an additional “notes” field will display and will refer to where releases are held. Please see following screenshots for examples.

*Example of image metadata field where release forms are confirmed:*

Resource details					
RESOURCE ID 178254	ACCESS Open	CONTRIBUTED BY Christina Franusich	CAPTION February 16, 2022 – Members of the Student Alumni Associates of Virginia Tech (SAA) pose outside Holtzman Alumni Center in the official Giving Day shirt for 2022. (Photo by Christina Franusich/Virginia Tech) Keywords: Virginia Tech, Student Alumni Associates of Virginia Tech, SAA, students, giving day, shirts, promotional, > History	IMAGE SIZE 6223x4149 ORIGINAL FILENAME 20220216_GivingDayShirts_CF_4241.jpg PHOTO RELEASE Release Available STYLE Brand	DATE 16 February 22 CREDIT Christina Franusich COUNTRY United States WEBSITE www.vt.edu CAMERA MAKE / MODEL Canon EOS 5D Mark IV

*Example of image metadata field where releases are NOT confirmed:*

Resource details					
RESOURCE ID 181593	ACCESS Open	CONTRIBUTED BY Luke Hayes	LOCATION Blacksburg, VA	CAPTION May 14, 2022 - College of Science's Spring 2022 Commencement Ceremony. (Photo by Luke Hayes/Virginia Tech) > History	IMAGE SIZE 8192x5464
OTHER College of Science, COS, Graduation, Commencement, Lane Stadium > History	DATE 14 May 22	ORIGINAL FILENAME 20220514_COS_Commencement__LH_0181.jpg	CREDIT Luke Hayes	PHOTO RELEASE No	PHOTO STYLE In The Moment, Point of View, Portrait, Groups, Sense of Place
		CAMERA MAKE / MODEL Canon EOS R5	SOURCE Digital Camera	EVENT Photo shoot	STYLE Brand

**Other metadata fields:**

- CONTRIBUTED BY—typically this is the photographer, but there are occasions where photos are uploaded on another users’ behalf. Check Credit field for photographer information as well.
- LOCATION—Location where the image was created.
- CAPTION—Date and brief description of image, followed by photographer and Virginia Tech information.
- IMAGE SIZE—file size
- PHOTO STYLE—generic keyword options, general type of image
- OTHER—additional keywords
- DATE—date image was created
- ORIGINAL FILENAME—file name
- CREDIT—photographer credit
- CAMERA MAKE/MODEL—embedded in file data, indicates camera used to create photo
- SOURCE—Digital Camera, etc.

**COLLECTIONS**

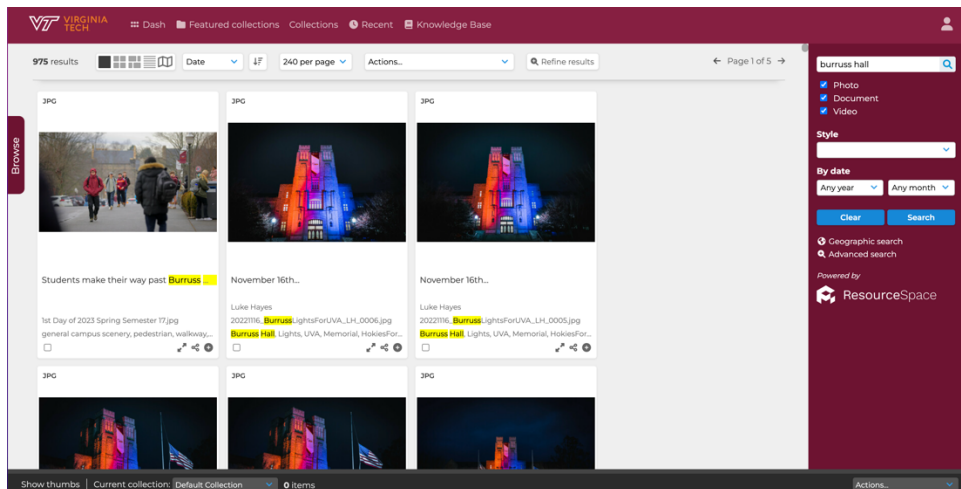
Collections can be a good organizational tool and offer a way to download a set of images, rather than download one at a time. Collections may only be shared with fellow Virginia Tech users of the photo library according to image use guidelines.

To create a collection: From the collection bar (gray panel at bottom of screen)—Select "Create a New Collection", title it, and then hit "Enter". This will create a collection to which you can then add resources.

Or, from “manage my collections”—Enter a name under "Create a New Collection" and then click create.



To add images to a collection, select the collection in the collection bar, then select images using the (+) icon beneath each image.



More instructions from the ResourceSpace Wiki on adding images to collections:

“From search results:

You can add resources to a collection from the search results page. To add individual resources click the "add to collection" icon (+) for each resource you wish to add to the current collection (in the collection bar). If the resource is already in your current collection, you will see instead the "remove from collection" icon (-).

“From resource view:

To add a resource from the Resource View page, just click "Add To Collection" in the Resource tools section. This will add the resource to your current selected/active collection.

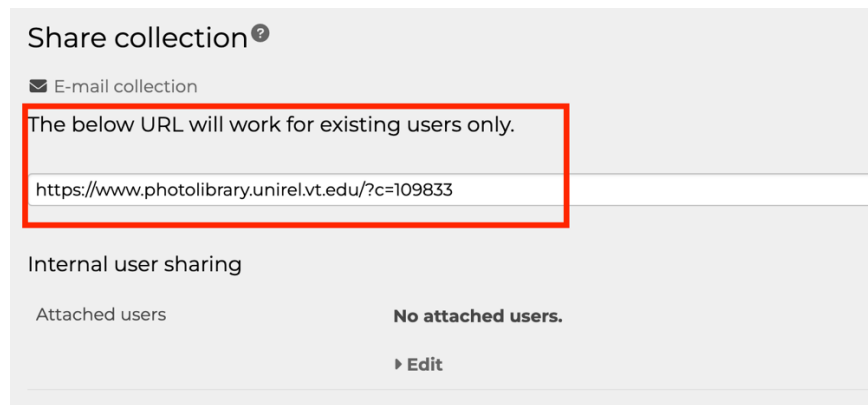
“Copy from collection:

You can copy resources from one collection into another by choosing "Copy from collection" in the actions menu of the target collection.”

**To share a collection internally with Virginia Tech users:**

1. Select the collection in your collections panel, then from the Actions drop down menu in the panel, select “Share”.

2. From this page, a link that is only accessible to Virginia Tech photo library users is generated.



Please contact Megan Zalecki, Production and Content Manger in Communications and Marketing, with any questions– [meganz@vt.edu](mailto:meganz@vt.edu)