

Virginia Tech Communications and Marketing Photo Library Communicator 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 provides specific instructions for communicators and content creators to upload curated selections of photos, along with an overview of photo library features, navigation, and image use guidelines (also available in the general user guide).

If you are working in a communications and/or photography role and need upload access, please contact Megan Zalecki, production and content manager in Communications and Marketing, at meganz@vt.edu.

If colleagues in your college/unit need an introduction and overview for general use of the system, please refer them to the general user guidelines document available on the Brand Center:

<https://brand.vt.edu/identity/imagery/photography.html>

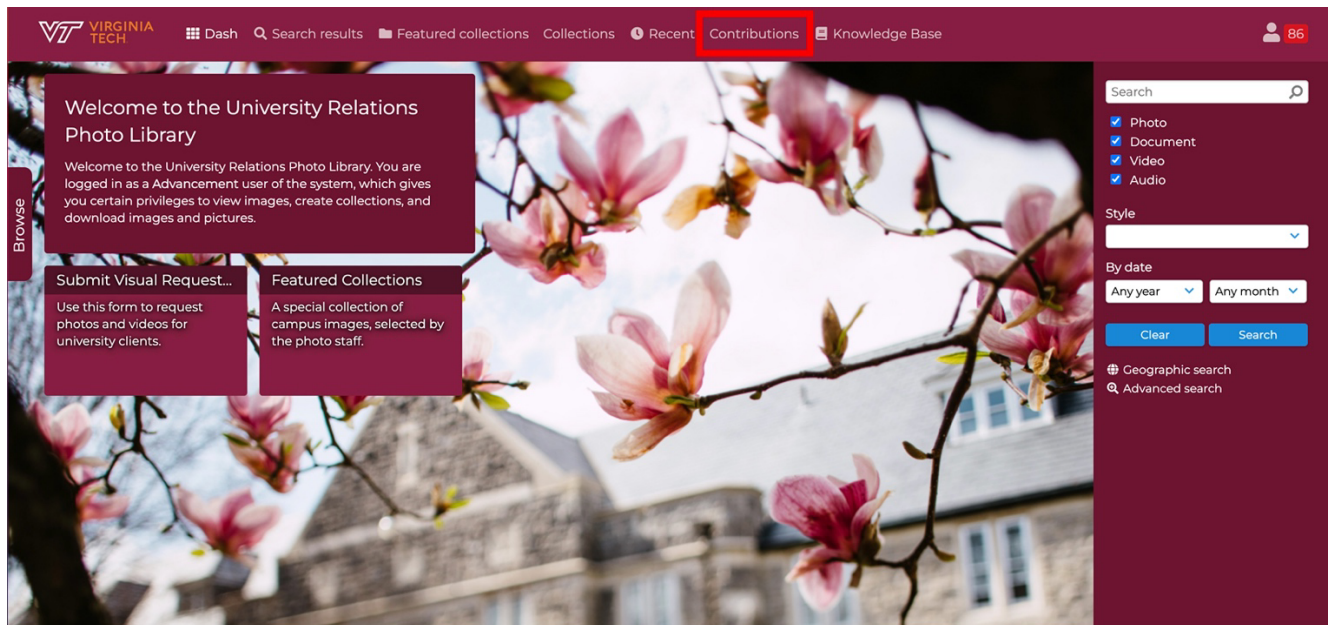
Before uploading

- Before uploading photos to the Photo Library, files should be renamed according to our file naming convention. Please see the Metadata Guidelines document for detailed information on file naming. *Example:* YYYYMMDD_BriefDescription_INI_####(seqn).ext. or 20230201_FileName_MZ_0001.jpg
- Users may choose to embed metadata prior to photo upload using their approved program or software of choice. Programs that offer this capability include Adobe Bridge, Adobe Lightroom, etc.

Note: Please work with Procurement and your IT department to confirm if you have access and approval to use software products before you use them. It is a university policy that any free or paid software must first be reviewed and approved by Procurement and IT. If you do not have access to software that allows for metadata embedding prior to upload, the Photo Library allows for manual entry of metadata such as caption

information, keyword tags, photo credit, etc. These steps will be reviewed next.

- Please upload curated selections of photos, and avoid uploading “full takes.” If you capture 50 images of research in a lab, for example, please upload your best 10 images from that set.
- Once your files have been curated and renamed, please log in to the system and click on the “contributions” tab at the top of the home screen.



- Clicking on “contributions” will take you to the Upload Resources page. If you have already embedded your metadata, like description information and keywords, you are not required to re-enter that information on the upload page, however there are still required fields on this page that you need to complete, such as the photo release field, which is explained in this document.

Please complete the following fields:

Upload resources

Please specify the default upload settings and the default values for the metadata of the resources you are about to upload.?

Resource type: Photo

Copy the data below from resource with ID:

Resource metadata

Location:

Caption:

Image size:

Keywords - Photo Style: In The Moment Point of View Groups Sense of Place

* This is a required field

- Resource type = select Photo (we do not upload video to Resource Space).
- Location = Enter the general location shown in the photos (ex: Blacksburg, VA; Roanoke, VA; Alexandria, VA)
- Caption = Please see Metadata Guidelines document for detailed Caption recommendations. Ex: “January 18, 2022 - Photos of students going to and coming from class on the first day of the spring semester at Virginia Tech. (Photo by Christina Fransich/Virginia Tech)”
- Image Size = This data will import from your file.
- Keywords - Photo Style = Please select the keywords that best suit the photos being uploaded.

Keywords - Event

Exhibition Concert Party Fundraising

Meeting Festival Conference Photo shoot

Keywords - Other

Named person(s)

Date

31 January 2023 21 06

Credit

Notes

Note here where release forms are held, if signed and on file

Country

Start typing keyword...

- Keywords- Event = Please select from these checkboxes as they apply to your photos. These are not required.
- **Keywords- Other** = This is the most important Keywords field where specific information should be shared. Think who/what/when/where. Please add College or Unit information. Please separate keywords with a comma or semicolon. See Metadata Guidelines document for more detailed recommendations on keyword practices.
- Named Person(s) = Add identifiable individuals' names here. Ex: President Tim Sands; Dean Julie Ross; etc.

Note for Keywords and Named Persons: please do not apply an individual's name to a large batch of images unless they are shown in all of them. To maintain specificity and accuracy of search results, names should only be added to photos in which the individual is shown. Users should edit the metadata for individual files, or smaller sets of files, to add specific names.

- Date = Select date photos were taken.
- Credit = Add the photographer's first and last name in this field.

- **Notes** = This field is where important notes about the image should be listed, for example, where photo release forms are held (see next steps for photo release information)
- **Country** = Enter country in which photo was created.

Expiration date: Day, Month, HH, MM

Photo release*

 Release Available-minors only

 Release Available- all identifiable people

 No

If an image release is on file for all identifiable people in the photo, check the release available box.

Website: vt.edu

▼ Type specific

People

► Show/hide tree ► Clear all

Style*

 Brand

 Event

- Expiration date = you can skip this field
- **Photo Release** = This is a required field for all uploads. Please check this field is accurate for each upload, as the system will often retain the last selection you made by default.
 - Please select the “Release Available–all identifiable people” option **only** when releases are signed and on file for all identifiable people in the photos. Please enter information in the preceding Notes field where the releases are on file (Example: “Release forms on file with College of Science communications team”)
 - Please select the “Release Available–minors only” option when releases were gathered for minors shown, but not for any of the other individuals shown in the photos.
 - Please select “No” if no releases were gathered.

- **Reminder:** Releases are required to be signed and on file for all imagery of minors and all identifiable people in the images to be used in marketing, promotional, or advertising materials. Please see <https://brand.vt.edu/identity/imagery.html#releases> for the university’s release form guidelines.
- Website = <https://vt.edu>
- People = this field may be skipped if you have already tagged the individuals in the “Keywords- Other” or “Named Person(s)” fields.
- Style = This is a required field. Please select either “Brand” or “Event”. “Event” is for event documentation, i.e. University Awards, Ut Prosim Weekend, Alumni Tailgate, etc. “Brand” is for storytelling imagery that highlights university and strategic priorities, like research, experiential learning, etc. Users may select both as needed.
- Type = this field can be skipped.

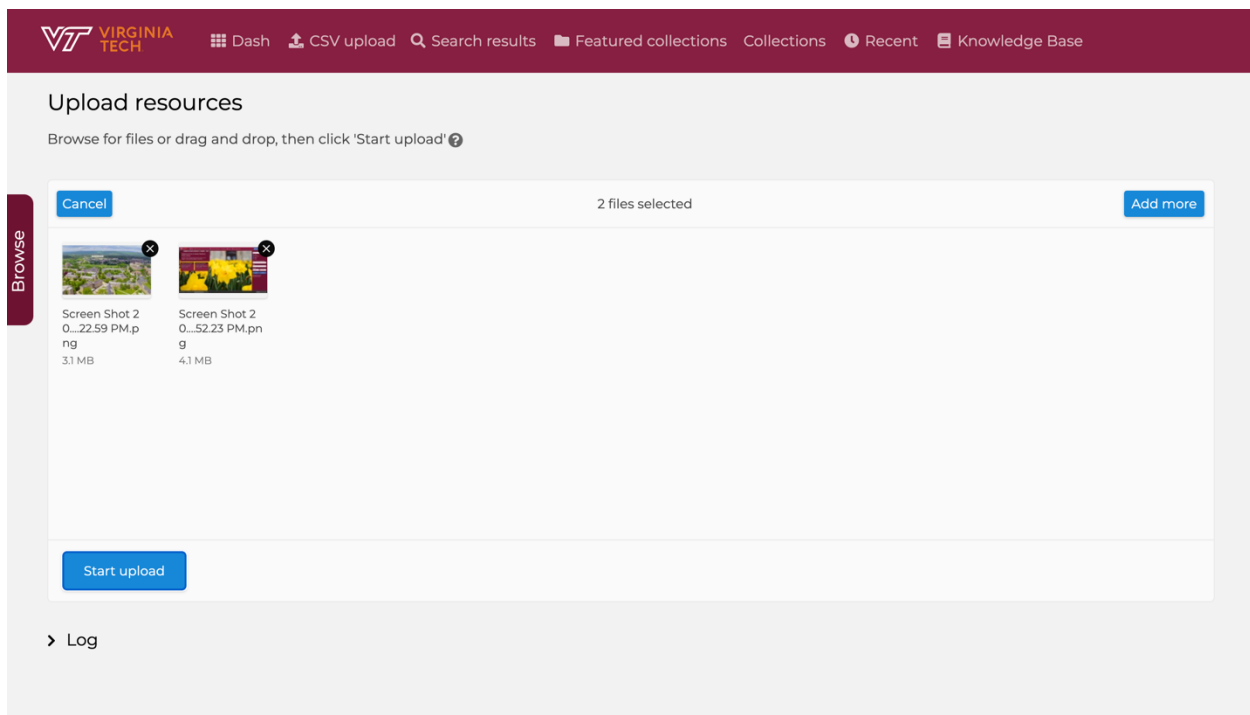
The screenshot shows a web form with the following sections:

- Type:** A text input field with "Show/hide tree" and "Clear all" links below it.
- Categories:** A text input field with "Show/hide tree" and "Clear all" links below it.
- Source:** A dropdown menu.
- Upload options:**
 - A checkbox labeled "Do not import embedded EXIF/IPTC/XMP metadata for this upload" which is currently unchecked.
 - An "Add to collection" dropdown menu with "(Create new collection)" selected.
 - A "Collection name" text input field containing "2022 Test Upload Collection".
- Buttons:** "Clear" and "Next" buttons at the bottom left.
- Text:** "* This is a required field" next to the "Next" button.

- Categories = This field can be skipped.
- Source = Select digital photo.

- Upload options
Checkbox labeled “Do not import embedded EXIF/IPTC/XMP metadata for this upload”: Checking this box will remove and/or overwrite your embedded metadata. If you manually added metadata by typing into these fields, you can skip this option. Any data embedded into your files will automatically be imported when you upload.
- Add to Collection = You may create a new collection (similar to a folder) when you upload. Creating a collection for each upload is not required, but it can be a helpful way to organize your uploads for ease of reference.
- Collection Name = If you choose to create a collection, please name it here.

When all of the above fields have been addressed, click “Next” to begin your upload. This will take you to a new page.



- Drag and drop your renamed files into this window. (Filenaming convention:
 - YYYYMMDD_BriefDescription_PhotographerInitials_#seq.filetype
 - Or: “20230130_TestImageUpload_MZ_001.jpg”

- See Metadata Guidelines document for more information on file naming.
- Once you've added your files, click "Start Upload."
- **Note**- you must leave this window open until your upload is complete. Closing this window or heading to another site from this window will cancel your upload. The thumbnail previews will disappear from this window as they are completed. When your upload is complete, the window will be empty, and your photos will now be pending review in the system.

Timeline for review and approval of submitted images:

All submitted images go through an approval process within the photo library. Photos that are uploaded are held in a private "pending review" status until they are published.

Please plan for one business day to allow time for image review prior to images being made widely available in the system. If a quicker review is needed, we are happy to help- please contact Megan Zalecki at meganz@vt.edu to arrange in advance when possible.

Download options and metadata for completed files

Resource tools				Options	<ul style="list-style-type: none"> ➕ Add to collection ➦ Share ✏ Edit metadata 🗑 Delete 📁 Alternative files 🔒 Lock 🔄 Replace file 📤 Upload preview image 📄 Log 🛠 Image tools
File information	File dimensions	File size			
Original JPG File	8192 x 5461 pixels (44.74 MP) 69.4 cm x 46.2 cm @ 300 PPI	26.6 MB	Download		
VTNews-Web	1280 x 853 pixels (1.09 MP) 10.8 cm x 7.2 cm @ 300 PPI	306 KB	Download		
Preview	VTNews-Web Preview	306 KB	View		
Screen	850 x 567 pixels (0.48 MP) 7.2 cm x 4.8 cm @ 300 PPI	132 KB	Download		
Preview	Screen Preview	132 KB	View		

Once uploaded, the system creates image derivatives for different uses:

- Original JPG file = the original uploaded file size.
- VTNews-Web = a download option configured for use on the web, typically 1280p on the longest side of the image.
- Screen = smallest file option, 850p on the longest side of the image.
- Preview = a simple screen preview.

This is an example of how metadata will appear once your file is uploaded. This information is accessible below each image.

Resource details					
RESOURCE ID 186439	ACCESS Open	CONTRIBUTED BY Luke Hayes			
CAPTION January 30th, 2023 - Students pass in front of Norris Hall. (Photo by Luke Hayes/Virginia Tech) > History	IMAGE SIZE 7307x4874	PHOTO STYLE Buildings, Sense of Place	EVENT Photo shoot	OTHER Campus, Buildings, Norris Hall, Hokie Stone > History	DATE 30 January 23
	CREDIT Luke Hayes	PHOTO RELEASE No	STYLE Brand	CAMERA MAKE / MODEL Canon EOS R5	ORIGINAL FILENAME 20230130_LH_Campus General0004.jpg
				SOURCE Digital Camera	

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.

Please see the Brand Center for the university’s guidelines on release forms and image use: <https://brand.vt.edu/identity/imagery.html#releases>

Note: If you receive an external request for use of images from media or other external entities, contact the Communications and Marketing Media Relations team.

For each image you download, you are required to acknowledge and agree to these requirements. Please see following screenshot:

Terms and conditions

Before you proceed you must accept the terms and conditions.

Terms and conditions

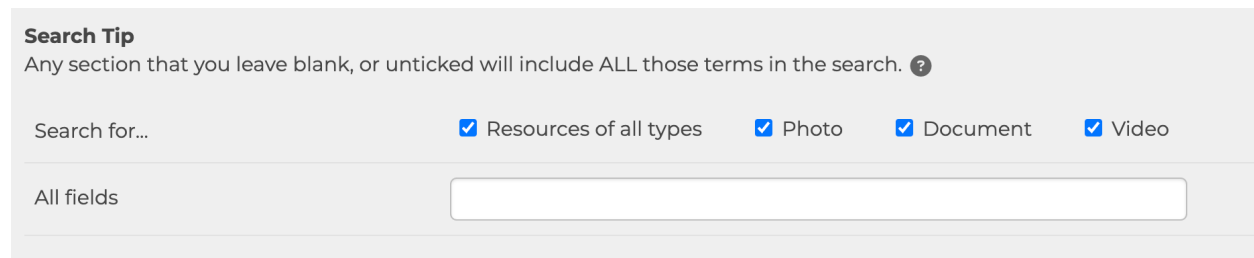
Photo releases are required for all minors and for any materials used outside of editorial storytelling, i.e., advertising, promotional and marketing materials. Photos with signed photo releases are indicated as such in the metadata field of the image(s). All photos with photo releases can also be found through an advanced search.

I accept the terms

[Proceed](#)

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.



Search Tip
Any section that you leave blank, or unticked will include ALL those terms in the search. ?

Search for... Resources of all types Photo Document Video

All fields

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.

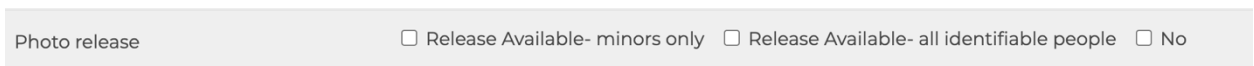


Photo release Release Available- minors only Release Available- all identifiable people No

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 release form 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
	CREDIT Luke Hayes	PHOTO RELEASE No	STYLE Brand	CAMERA MAKE / MODEL Canon EOS R5	ORIGINAL FILENAME 20230130_LH_Campus General0010.jpg
					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_Ballpar k_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 projects that require release forms.
 - “Release Available- minors only”–means releases were only gathered for minors shown in the images, and anyone else shown did not sign a release form. Images should not be used for projects that require signed releases for all people shown.
 - “Release Available- all identifiable people” 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	DATE 16 February 22
				ORIGINAL FILENAME 20220216_GivingDayShirts_CF_4241.jpg	CREDIT Christina Franusich
				STYLE Brand	COUNTRY United States
				PHOTO RELEASE Release Available	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
					PHOTO STYLE In The Moment, Point of View, Portrait, Groups, Sense of Place
					EVENT Photo shoot
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	STYLE Brand
			CAMERA MAKE / MODEL Canon EOS R5	SOURCE Digital Camera	

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

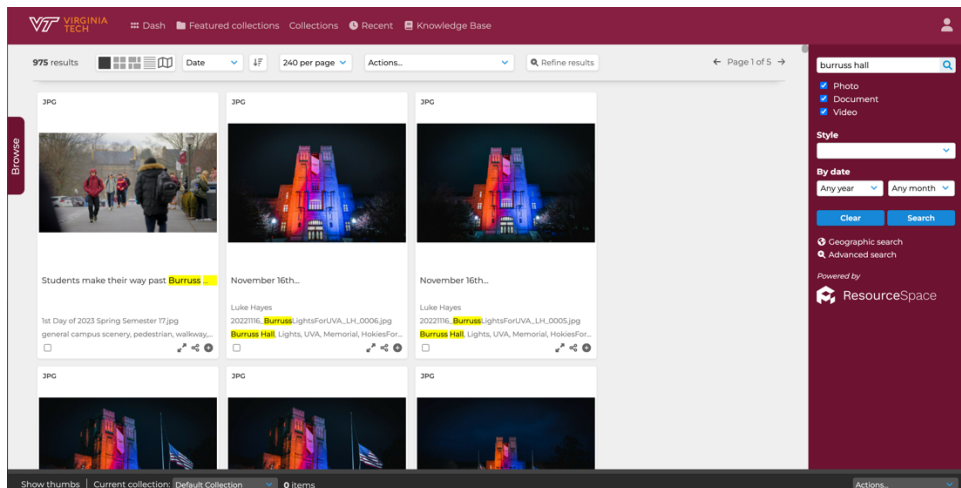
Collections can be a good organizational tool and offer a way to download a set of images, rather than download one at a time.

Collection links may only be shared with fellow Virginia Tech users of the photo library according to image use guidelines outlined above.

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.

Share collection [?]

E-mail collection

The below URL will work for existing users only.

<https://www.photolibrary.unirel.vt.edu/?c=109833>

Internal user sharing

Attached users **No attached users.**

[▶ Edit](#)

Home Page Overview:

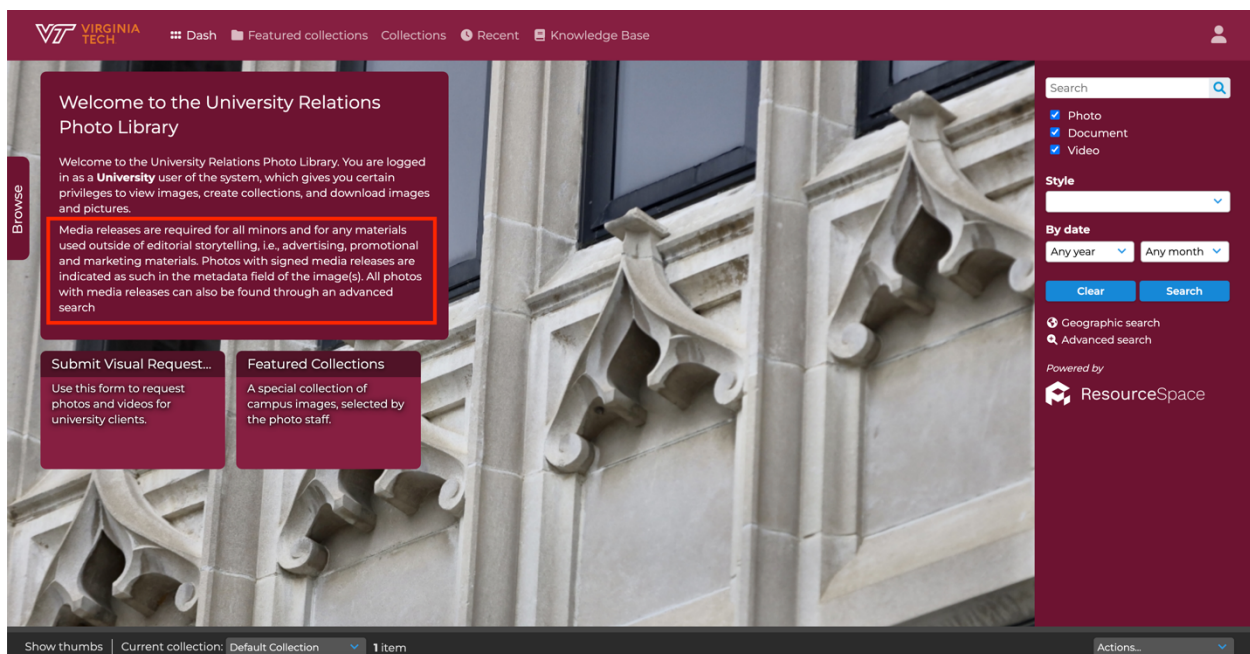
Home Page

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'. Photos with media releases can also be found through an advanced search.
- “Submit Visual Request Form”—quick link to the central visual team’s Asana request form to share ideas and requests for visual opportunities.

- “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 yes/no, and other image details.

Please contact Megan Zalecki, Production and Content Manger in Communications and Marketing, with any questions– meganz@vt.edu