



## Requirements for sending images

KEYSTONE operates guidelines for the technical quality of images. Non-compliance with the specifications stated here may result in rejection of submitted image material.

### General

#### Images

Send us a portfolio of your images. We expect your portfolio to have been assembled with due critical diligence and attention to professional aspects. We reserve the right to further assess your portfolio in terms of its content and composition.

#### Similar images

Please do not send the same images multiple times.

#### Data media

Send your digital images to us on CD or DVD (ISO 9660 format). FTP upload is possible only by prior arrangement. Please understand that we are unable to return data media submitted to us.

#### Labelling

Image files without text to back them up are futile labour. The same principles that applied to photographic prints and transparencies are all the more important with digital images, namely: textual information.

All information pertaining to the image must be embedded in an [IPTC](#) header, which is an area of the image file reserved for textual information. TIFF and JPEG file formats support it.

## Guidelines for filling out individual IPTC fields

### Caption

Captions that describe the image subject ideally follow the “5 Ws” principle: Who, What, When, Where, and if possible, Why. Be concise and businesslike. Describe the image content and its associated event only. Captions to images featuring well-known people should include their full names (first and last names) along with their position or profession, but no titles. Avoid using umlauts and similar accented characters, for example in names of places or people: not [Müller], rather [Mueller]. Please write using mixed-case characters (UPPER as well as lowercase).

Additional terms that are pertinent to searching for the image but are not already present in the actual caption may be entered beneath (separated by spaces, no punctuation) or in the IPTC Headline field.

### City

Town or city where the image was taken; region if applicable.

### Country

Country where the image was taken.



### Created date

The date field contains the creation, rather than the scan date in the format [dd.mm.yyyy]. Thus, 16<sup>th</sup> March 2006 would be written 16.03.2006. If the exact month or day are unknown, insert 01 at the appropriate position – please, not 00 – for example 01.01.2006. At the very least, the year the image was created must be known. Stock image material should be no more than 4 years old as a rule. This guideline naturally does not apply to material of a historical nature.

### Headline

The headline contains additional items and terms that do not already appear in the caption.

### Keywords / Category

Please leave these fields blank; KEYSTONE will enter the necessary details.

### Author (or Photographer) and Source

Please enter your first and last names here. The Source field likewise states your first and last names, or the name of your business.

### Transmission Reference

If you have given the image an internal archive number, it can be inserted in this field.

### Instructions

This field is meant for instructions related to utilisation of the image, e.g. blocking and restrictions on its use. It is not intended for bank account details and suchlike.

### Technical requirements

#### Typical digital image file

**TIFF 8bit RGB**, colour space **Adobe RGB 1998**, dimensions approx. 3500 x 5000 pixels. The corresponding file size is usually around 50 MB. The same image in compressed JPEG format should produce a file size between **3** and **5 MB**.

#### File size

The size of a digital image is definitively specified as the number of pixels along each of its edges. Images distributed through KEYSTONE should have dimensions of approx. 3500 x 5000 pixels. This is adequate for printing up to approx. DIN A3 size at 300dpi resolution, and as such covers around 90% of usage purposes.

#### File format

The usual file format is uncompressed TIFF 8bit RGB. Should you wish to send images in JPEG format, please discuss with us first. In JPEG format, it is axiomatic that the file size does not exceed five megabytes (5 MB). This corresponds to a Photoshop compression level of 9 to 10. For compatibility, select the “baseline” option. Also for compatibility reasons, please avoid using



“optimized baseline” or “progressive” If you use a calibrated work environment, save the colour profile (see below) along with the image.

We will also be happy to initially accept your images in viewing quality (JPEG, viewfile size, i.e. edge dimensions around 600 pixels) with a basic label. Based on this submission, we will select which images we would like to receive from you in high quality (TIFF file) with detailed labelling.

### **Filenames**

Your filenames should follow the 8.3 convention: eight characters before the dot and a three-character filename extension. This guarantees compatibility. Mac users, please remember to include the .tif or .jpg extension in the filename, so that a PC or Unix platform can recognise the file type correctly. Filenames must not contain special characters (except for hyphen and underscore) or blank spaces. Furthermore, just one dot is allowed. Examples of acceptable names: "20020125.jpg" or "smith-01.jpg". Unacceptable names include "25.01.02.jpg" or "Photo of Bonn no. 23" or "@John Smith/01.image"

### **Colour space**

Adobe RGB 1998. The following can be used as a guideline: darkest point: Red - 10, Green - 12, Blue - 12. Brightest areas not to exceed 250 (excepting spot highlights). Please do not use the sRGB colour space (even when that is the Photoshop default): it is optimised for the internet and includes fewer colour gradations than the RGB 1998 colour space.

### **Colour profile**

Please embed the applicable colour profile in your file. Without it, we cannot later determine the exact colours of your original image. The Adobe standard profile (Adobe RGB 1998) is preferred.

### **Sharpness**

Please, never apply sharpening! This rule applies to the image editor as well as to scanners and digital cameras. The results may appear nice and crisp on a monitor display, but the end result is unprintable.

These indications may not be complete. KEYSTONE takes no responsibility for the correctness of the above information.

Sincerely, your KEYSTONE team

### **Links**

Stern magazine, Spiegel magazine, and pixelboxx have published a sizeable compendium (in German) on the basics of digital photography. It is available online at: <http://www.stern.de/media/presse/Ratgeber.pdf>.