

UPLOAD IMAGES TO WATERLOO PHOTOS

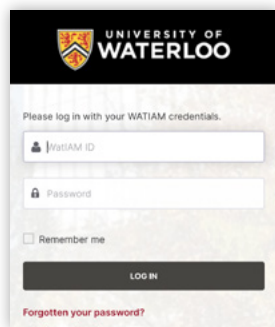
Waterloo Photos is a depository for all University-related photos. Store, sort, and share digital image files in one convenient place.

dmam.uwaterloo.ca/asset-bank

STEP 1

LOGIN

Login to Waterloo Photos using your UWaterloo WATIAM credentials.



VIDEO TUTORIALS



[Home Page.mp4](#)

[Uploading.mp4](#)

[Downloading.mp4](#)

[Lightbox.mp4](#)

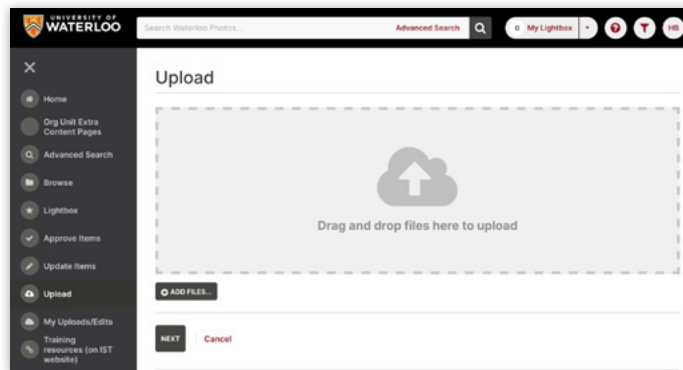
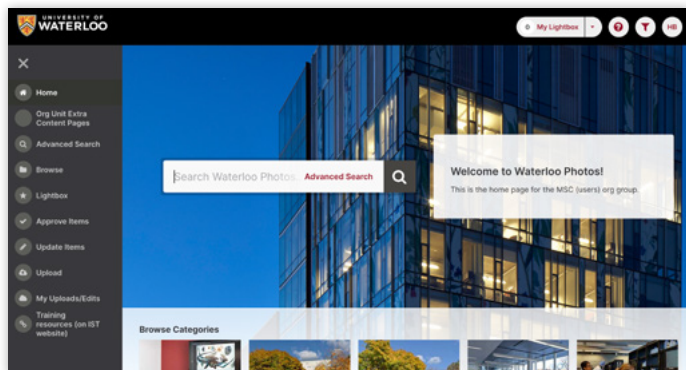
[Searching.mp4](#)

[AdvancedWorkV2.mp4](#)

STEP 2

UPLOAD IMAGES

- › Click Upload located in the menu on the left.
- › Click the Start New Upload button.
- › Drag and drop file(s) as indicated, or browse for file(s) using the + ADD FILES button.



Continued on next page



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STEP 3

ADD METADATA

Robust metadata allows anyone searching the image database to quickly and efficiently locate the required asset. Below are descriptions of the types of metadata you can apply to your image.

- › **Title:** Enter an informative phrase that will name the asset.
- › **Description:** Enter a brief summary of the image in sentence form. Include information such as who, what, when, where, and why. (i.e. a small group of students eating in the cafeteria at lunch)
- › **Caption:** Enter a short explanation of the image.
- › **Use case:** Use the drop down menu to select the image's intended use (e.g. marketing, social media).
- › **Categories:** Use the drop down lists to select any and all categories that are relevant to the image.
- › **Name picker:** Select keywords to associate with your image. Use the keyword chooser whenever possible. Include the name of the person or organization that is the subject of the image.
- › **Keywords:** Enter five to ten keywords that will be used for search purposes. Country and program name should always be included.
- › **Location:** Enter the proper name of a building or place the image was taken.
- › **Decade:** Enter the time period or year associated with your image.
- › **Copyright info:** Enter the name of the photographer or the source of the image. If you don't know, enter "unknown". If a photo credit is required, enter the specific text required when the image gets used. Select yes or no to indicate if there is a model release or notice of photography sign available for the image.
- › **Access levels:** Apply a level of access to your image. If no restrictions apply, select "View and download (by anyone, no restrictions)".
- › **Technical specifications:** Enter the date your image was created and add GPS/location metadata.
- › **Status:** Select a status for the image. Options include: Inactive, Active or Expired. If applicable, you can set an activation and expiry date.
- › **Usage:** Enter any campaign(s) the image has already been used for. Select a date that your image should be reviewed for relevancy or deletion and select if you would like the image to be considered for Waterloo's archival system. Choose relevant UR keywords to associate with your image.

TIPS



Metadata should be as complete as possible. Not all fields are required but fill in as much as you can.

Identify:

- › The main focus of the photographer and what the image is about.
- › People, objects or animals in the image.
- › Actions occurring such as running, eating or speaking.
- › Machines, tools or equipment that is featured.
- › The type of photo (close up, low angle, portrait, landscape, motion blur, etc.)

Choose a Submit Action and then click the **SUBMIT** button.

For more information contact: creative@uwaterloo.ca

uwaterloo.ca/creative-studio