

Quick-Start User Guide for Photographer/Artist

Once you have Registered and are signed in to your Account, there are three main functions that form the core value of *Image Warehouse*:

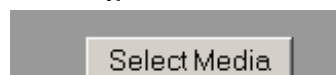
- ① **Uploading** a copy of your image files into the secure archive of your Private Gallery
- ② **Preparing, pricing & posting** your selected images into the For Sale area called the Public Gallery.
- ③ **Creating awareness** of your images' availability among past, current & future buyers

STEP ① - Uploading Your Files for secure archiving

- At the Image Warehouse home page, sign in with your user name and password.
- The Home Page will then refresh itself and now provide you with access to your *Image Warehouse* Archive Subscription Account. You can confirm this by looking at the upper right-hand corner of your computer screen and seeing your user name next to the "Welcome." Your name will be underlined.
- You can now upload images into the secure archive of your Private Gallery. Below the **Logout** button, there are 6 icons.



- Click on the first icon, **UPLOAD**, which looks like a group of folders with a green arrow.
- A small inset screen will pop up in the top left-hand corner of your screen, called *Batch Upload Media*. Your account user name will be highlighted as a subdirectory of the Private Gallery and your files will be uploaded to that location.
- Click on *Select Media*. (If you receive an error message saying "You can't select this category", reinitiate Upload, making sure that your user name is highlighted by clicking on it with your cursor. Then click again on *Select Media*.)



- You will now see a pop-up screen that asks you to download iBULC (Internet batch uploading component). Please select Windows or Mac (based on your operating system) to proceed.

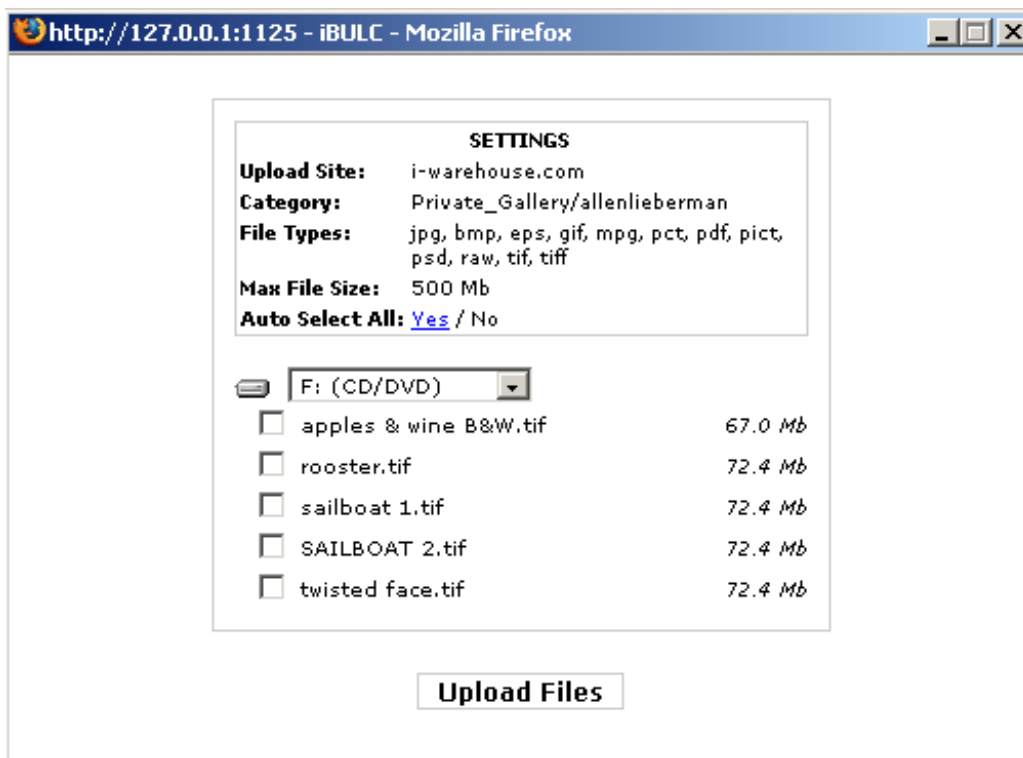


Currently you do not have the [internet Batch Up-Load Component](#) running. If you have downloaded it before then please [run it now](#) or download it here.

[Windows 98/ME/NT/2000/XP](#) or [Mac OS-X](#)

(Once iBULC has self-installed, you click on the “[run it now](#)” command if using a PC, if using a Mac – then launch the program from the desktop. It remains active for future uploading sessions until you restart your computer; it will not need to be reinstalled.)

- Next, the iBULC pop-up window will appear showing your current hard disk drive by letter (example C:/) and directories listed on it.



- You can then navigate to the appropriate drive and directory where your files are located, to select for uploading. After selecting files using the checkboxes, click the “Upload Files” box and the process will begin.

Please note: If you are uploading files to display and sell as Stock Licensed Images or as Photo Prints, the files must be uploaded in the .JPG or .TIF formats, with their color settings at ICC “RGB” profile, at 300dpi, in 8 bit uncompressed settings only. You can upload an additional copy in other formats (e.g. .PSD), for archiving—but not for sales.

We also recommend files be sized between 10MB-50MB for Rights License sales and 100MB-150MB for large-size high quality Art Prints.

- The indicator will show the approximate time required for the upload. (Note: the upload can run unattended and “in the background,” while you complete other tasks on your computer.)
- When the Upload is complete, **Upload Done** will appear and show you complete details of the action. **Please Note:** Your file’s original name will be replaced by an **Image Warehouse** file number, so that every file can be saved, found, sold & tracked as a unique file within our database.
- You should now print out a confirmed batch upload list ticket, using the Ctrl+P keys, for a paper record of your uploaded files and their original names. This will be very useful in Step ②. You can also use the **View Result** button to go to the first page of your Private Gallery, where your uploaded images are now displayed as thumbnails.

UPLOAD DONE

Files: 5 of 5
Bytes: 21.5 Mb of 21.5 Mb
Speed: 84.9 Kb/s
Upload Time: 4 min, 19 sec
Resize Time: 10 sec

	NAME	SIZE	STATUS
i	1 END SEARCH 3. B&W NEW .psd	3.3 Mb	Done
i	1 END SEARCH 3.ABCDE2 .psd	7.7 Mb	Done
i	1 END SEARCH 3.ABCDE B&W.psd	1.3 Mb	Done
i	1 FLAT BLACK.tif	4.0 Mb	Done
i	1 FRAGILE.tif	5.2 Mb	Done

View Result

- Clicking on a thumbnail image will change it to a display-sized image and show any resident IPTC (International Press Tele-Communications) data contained within it. If you do not have any IPTC information in your image file, but would like to add some, so that it can be set up for search & purchase, please proceed to the next step.

(If you are unfamiliar with IPTC, we recommend www.controlledvocabulary.com/imagetdatabases/iptc_naa.html)

User Note: You may find it easier to view images, text and navigate around Image Warehouse if your screen is set to Full Screen mode. You can easily set this by pressing the F11 button on your keyboard. To return to standard screen mode, press the F11 key once again.

STEP ② - Preparing Image Files for Public Display and Sale

Images that you wish to offer for Use License sales or Art Print sales must have certain details displayed about them in order to be safely sold, as well as to be easily searched for by prospective buyers. These details go into the IPTC data fields of an image file.

- To insert IPTC image detail information, use your cursor to click on the information icon on the left under the thumbnail. The *Modify File Info* window will open in the upper left of your screen.

Modify File Info

Top > Private Gallery > allenleberman > 0218120350.jpg

1) Captions are compatible with the IPTC standard.
2) Caption fields/settings can be added/removed/modified through config.pl.
3) Captions will be added to the following JPG files:

Filename	Filesize	Last Modified
0218120350.jpg	32 Kb	08/07/2007
tn_0218120350.jpg	3 Kb	08/07/2007

Caption (Display)

Caption Writer (Edit only)

Headline (Display + Search + Thumb Display)

Keywords (Display + Search)

Copyright Notice (Display)

- For *Image Warehouse* sales purposes there are 5 key IPTC fields that must be provided with information.
 1. **Caption**—where you can put the original file name of the image from your system.
 2. **Headline**—this is the name that appears with the thumbnail and will be searchable, like keywords. It can be the same as in the **Caption** or different.
 3. **Keywords**—these are the all-important words that are matched up by our powerful search engine to the word or words that the prospective Buyer inputs into the Search bar. For example, a photo of a bowl of fruit might have fruit, bowl, food, apple, pear, grapes, kitchen table, etc., as keywords.

There are many debates about how many words are considered sufficient. A minimum of 5 and no more than 40 is suggested. You can look at other similar stock images in the Public Gallery to get a feel for this important feature.

4. Copyright—another critical component of safeguarding your ownership rights. You must put in the date (year) that you applied or intend to apply, for U.S. Copyright protection. A suggested format is: “Copyright [year], First Name Last Name – All rights reserved.”

5. Byline (Photographer) —first and last name of image creator.

After you are satisfied with the information you’ve put in (and remember that you can easily modify it again at any time), scroll down to the bottom of the pop-up screen and use your cursor to click on the **Yes, Add File Info** button.

Next, **File Info results** will appear so that you can see what is going to be saved, make changes by clicking on the **Modify File Info** button, or click on **Close Window** to proceed. You are now returned to the thumbnail on the first “page” of your Private Gallery. (Please note that the keywords describing this image are not immediately re-indexed for search use.)

Sales Rights Selection/Pricing:

This activity presumes that you already have good understanding of the differences between Rights-Managed, Royalty-Free, and Editorial usage rights and the requirements for Model Releases and Property Releases. If you do not, please consider visiting (www.asmp.org/commerce/legal/releases/Language.php, where you’ll find a lot of good information on these topics.

To get to the **Sales Rights Selection/Pricing** function, first select your thumbnail and click on it enlarge it to Display size. Underneath the image, click on **Prices** to open *Purchase setup*.

Release Information: You must indicate whether you have a Model Release or not, or if it is Not Applicable. There is a list of “Do’s & Don’ts” on this subject in the **Release Information Requirements** pop-up, which you must read, and then mark the box saying that you have read it, in order to proceed to **Pricing**.

Purchase Options: It is not possible to choose all three rights license options for the same image, Rights-Managed / Editorial are mutually exclusive of Royalty Free. It is possible to choose Art Prints and a Rights-Managed Editorial use license.

Selecting **Rights-Managed** brings you into the world of commercial usage for advertising and other commercial uses, its sub-category **Editorial** is for informational illustration and requires that the image be of a high level aesthetic and professional quality. **Royalty-Free**, is a relatively new alternate type of commercial use license that has grown in popularity and is said to now account for about 50% of overall stock photo industry U.S. sales. All of these sales are use licenses and the right to download a copy of your file; no actual goods change hands. Your image remains within *Image Warehouse* at all times.

Art Prints are custom-manufactured by our selected print-on-demand exhibition quality print partner, who is provided a copy of your image file with the order and delivery details. The print is then produced and shipped to the purchaser, with tracking number notification, and copied to *Image Warehouse* and you.

Pricing

Pricing for **Rights-Managed / Editorial** use licenses is set in the *Image Warehouse* calculator system **at the starting point of \$100USD**, which you can easily change by typing in any whole number value that you would prefer (**e.g. enter 1500, get \$1500.00**). We remind you that pricing is a competitive element, with Buyers comparing prices inside *Image Warehouse*, and outside at other agencies. If you set the price based on the going prices for your usual sales area, our calculator will set the pricing for other sizes, markets, industries and geographies for you. If a client requests an exclusive or multiple market purchase, you will receive notification of the request and be able to direct the negotiation of the sales price.

Pricing for **Royalty Free** use license is **also set at \$100USD** for High Resolution, \$50.00 for Medium Resolution and \$25.00 for Low Resolution, which you can easily change by typing in any whole number percentage value that you would prefer (**e.g. enter 275 get \$275.00**). When you change the price for High Resolution, the other two prices change in direct percentage relationship to it. We remind you that pricing is a competitive element with Buyers comparing prices inside *Image Warehouse*, and outside at other agencies.

Pricing for **Art Prints**: Mounted print purchase prices are set based on the producer's cost to *Image Warehouse* being added to the price that you want to receive.

Posting to Public Gallery

To move your prepared and priced image to the Public Gallery for search and purchase, select the **Move** icon [insert icon here] that is below the image. This causes the **Move File Confirmation** pop-up box to appear, with your account name highlighted. [insert graphic here] Use your cursor to click and highlight **Public Gallery** instead. Then click on the **Yes, Move Files!** button and your file is moved successfully. You will see confirmation details of the move before you are transported to the first page of the **Public Gallery**. (Images in the Public Gallery are display listed based on their date of upload. If your image was recently uploaded to Image Warehouse, then it will be on the first page, otherwise you can browse to find the image.)

STEP ③ Creating Awareness of Your Images' Availability for Purchase

Image Warehouse provides you with four different tools to use to create awareness among past, current & future buyers of your photography; all of which are made available at no extra charge.

- **Postcard** is a full-color template able to be semi-customized with an image and text, to be sent by email.
- **Promotional Email** is a larger size format that can be fully customized to show your best work and sent by email.


- **Lightbox** lets you send a group of images (maybe from the job you just completed) to the client's art director for review and comment.
- **Website Link** is a link on your website that takes your visitors directly to your Public Gallery images at *Image Warehouse*.

Postcard


You select one of your images, style its look from a set of selections, add headline and message text and then send it using a target email list that you provide (which remains exclusive to you).

Accessing **Postcard** is easy. Just click on any of your image thumbnails to bring up the Display size. Click on **Send As A Postcard** at the bottom of the page and the image will move to the **Postcard setup** area. Scroll down and eight (8) different input fields are presented for your interaction.

1. Select a background color



2. Select a border color




3. Select a font

Arial Verdana

Times New Roman Helvetica

4. Select a font color



5. Enter recipient's email address

6. Select greeting and music

Select a greeting or
Enter your own greeting
Select background music

7. Enter your information

8. Enter your message

(A selection's effect is not displayed in real-time, but you can preview the effect by clicking on the Preview Postcard button and then using your browser's "back" button to return to the previous screen with the other selections.)

1. Select a background color
2. Select a border color
3. Select a font for your text
4. Select a font color

5. Enter recipient's email address (you may enter multiple addresses, separated by a comma, up to a limit of 12 per transmission (this prevents you from being classed as a spammer, just repeat step 5 as needed)
6. Enter a greeting (how you want to start your message to your prospect)
7. Enter your information – This field will be pre-populated, but you can change if you want to use your business name and/or a unique response address
8. Enter your message – Here is where you can get creative. But err on the side of brevity. After all, the image tells the story.

Make one final **Preview**, and then choose from the following options:



- The first button sends text only, with a hyperlink to the *Image Warehouse* page displaying the actual **Postcard**. It's the safest way to avoid conflict with a user's anti-virus program.
- The second button sends an **HTML Postcard**, which has an image of the postcard in the body of the email, which is sometimes deleted by a user's anti-virus setting on their email server.
- The third button lets you go back to setup stage and edit the **Postcard**.

Note: you can send both versions of the **Postcard** by using "back button" and selecting the other version.

Promotional Email

You select a thumbnail of one of your images (or create a custom image montage) and then in Display mode, scroll to the bottom portion of the screen and select Promotional Email. All of the instructions are included within the Promotional Email setup area.

Lightbox

The **Lightbox** allows you to send a group of images (maybe from the job you just completed) to someone (like the client's art director) for review and comment.



Start by clicking the yellow light bulb icon **LIGHTBOX** in the upper right hand part of screen. The Home Page changes to a predominantly blank page with a message in red text in the middle saying, **There are no files in your lightbox. To add files go here.**

There are no files in your lightbox.
To add files go [here](#).



Next, click on the underlined **here** and you can then **View** (or browse for) images in either your **Private Gallery** or the **Public Gallery**, or you can do a **Search** first and then browse the results.

To select an image to be included in the **Lightbox**, click on the green “plus sign” icon.



The plus sign will change to a red circled X and a copy of the image will be added to your **Lightbox**. Your **Lightbox** is initially named “Untitled.” You can rename it by clicking again on the yellow light bulb icon to access the **Lightbox Manager**.

The **Lightbox Manager** has 5 main functions, which appear at the top of the page:



- **New** – opens another Untitled Lightbox;
- **Activate** – lets you select a Lightbox to interact with;
- **Rename** – names that Lightbox;
- **Remove** – deletes selected Lightbox;
- **Email** – allows you to send an email inviting the recipient(s) to click on a link and see the selected images. A confirmation box will open and present the details of what you have sent.

Enter recipient's email

Enter your name

Enter your email

Send a copy to yourself

Enter subject of lightbox

Enter message to recipient

Send Lightbox

Done

(You can send a **Lightbox** to yourself to become familiar with its delivery appearance and the functions that a Buyer can use.)

Website Link

The **Website Link** gives you the ability to create a link on your own site that can take your visitors directly to *your Public Gallery* images that are for sale at *Image Warehouse*.

The complete command code string is set up in your **My Account** area, under the heading **Link to Your Images**. You can copy this code with the cursor of your browser and put it into an email that you send to the webmaster that built and maintains your website.