DIGITAL IMAGE STANDARDS

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1. Introduction

These instructions outline the State Heritage Office standards for digital photographs.

2. Image standards

These standards have been developed to be consistent with the State Heritage Office's electronic Image Management System (IMS).

2.1 Quick checklist

- Image size must be no less than 500kb, but preferably over 1MB.
- Image resolution must be no less than 300dpi.
- Folders and files must be clearly labelled (see 2.3).
- Consent must be provided for photographs featuring people (see 2.3).
- Images should be provided on a clearly labelled CD or via email (see 2.3).
- Check with the State Heritage Office to confirm if images should also be embedded into a word document or pdf.
- Identify images not taken by yourself on behalf of the State Heritage Office and state the copyright holder (see 2.3).

2.2 Image selection

- Images should represent the place as a whole and all its significant elements.
- One image should be suitable for promotional purposes, showing the place to its best advantage. (This is particularly useful for regional or remote places that cannot be conveniently visited by a professional photographer.)
- For precincts or groups, include photographs of an iconic building(s) and the streetscape(s).
- Historic images should be included only where they illustrate the significance of the place. Please ensure they are referenced and state the copyright holder.

2.3 Saving and naming your images

- The name you give to digital images will be used to automatically generate file names in the Image Management System and create captions in pdf and word documents – please follow these instructions carefully.
- Name your folder with the place number and place name, and provide meaningful filenames for each image. For example:

  Folder: **P11111 Bindi Bindi Church**

  Files **West elevation of Church.jpg**
  Interior nave showing stained glass feature window.jpg
  Interior chancel with ornate banister work.jpg

- Identify one 'representative' image (a good shot of the overall site/building) by adding '**Rep**' at the end of the file name.
- Include descriptive text or suggested keywords with the image.
- If there are people in the photos, seek their consent (please determine whether they are happy for the photos to be used by the State Heritage Office in-house and/or for publication) and identify them in the file name/descriptive text. For example:

  Busselton Jetty looking out to sea John Smith

- Identify any images not taken by yourself on behalf of the State Heritage Office, such as images supplied by a historical society or local government, or a personal image not taken as a State Heritage Office consultant. State the copyright holder.
- Avoid re-saving or modifying photos too much, as with each "resave" an image loses some detail.
- Discuss with the State Heritage Office whether you need to also embed images into a word or pdf document as well as providing individual digital images.

- Provide images via email or on a CD clearly labelled with the following details:
  - place number;
  - place name;
  - photographer and
  - date the images were taken.
- The State Heritage Office's email system can accept up to 10MB, but if you have a lot of images that need to be sent urgently you may have to send them in several batches.

2.4 Camera preparation

- Check what size pictures your camera will normally take remembering that State Heritage Office cannot accept images under 500kb.
- If necessary, reset your camera's i**mage quality/image size** to 'maximum', 'superfine', 'large', 'super high quality (SHQ)', or similar.
- If possible, set your camera to take **uncompressed JPG or TIFF images**.
- If you take **RAW** (uncompressed) images, convert them to JPG or TIFF before providing them to State Heritage Office.
- Take colour images (not black and white, sepia or similar).
- If possible, check your **ISO setting** suits the current lighting. For example: a low ISO value of 50-200 for outdoors, or a higher setting of 400 and above for indoors/low-light. Or look at using an appropriate pre-set for specific lighting situations.