

Imagery preparation & submission guidelines

Fáilte Ireland & Tourism Ireland have established a standard for the receipt of images from commissioned photographers, agencies, and 3rd parties/Trade with the following issues in mind.

File naming convention

Include reference in the file name to describe the image and include location/event and county (Do not include numbers, ex, name1, name2)



Benbulben, Co Sligo



Charles Fort, Co Cork

Imagery capture format

Image size:

Landscape format/16:9

Square format/1:1

Vertical_Portrait/9:16

Panoramas/2:1 or 3:1

Image Resolution:

300dpi or higher for general use (Hero shots should be in 300dpi or higher) - 72dpi for web and social media.

Image File Delivery Format:

JPEG: (quality 12 or higher in the Photoshop "Save As" dialog) - JPEG are good for social media.

TIFF: non-lossy TIFF format. (Format at a minimum of 300 dpi)

Video Resolution:

4K quality resolution – 3840x2160 - Minimum 25fps

Video File delivery format:

- Pro Res 422 for BRoll General Views
- Edited video output formats are Mp4 and Quick Time Mov Hi-Res

Video Broll outputs:

Once the shoot is complete, the creator will be required to itemize and categorize the footage as 10-30 second B-roll clips. (A little bit of colour correction/do not over colour correct).

Drone Footage:

- The preference is for drone operators not to use colour or ND filters if BRoll is provided.
- Refer to the website: www.iaa.ie/Drones for information on the use of drones in Republic of Ireland.
- Drone footage should be captured and output as Apple ProRes 422 – a format now standard on most DJI semi & professional drone platforms.
- Minimum 25fps. **Drone Broll outputs: Same as video above. 10-30 second B-roll clips.**

Post-Production

Sharpening & Retouching:

We require that all imageries are sharpened and retouched, where necessary, to ensure they are aesthetically pleasing. We accept that photographers will wish to exercise their creative license by adjusting, sharpening, retouching, or reworking their images before submission. As a rule, please sharpen for final output.

We ask that photographers do not populate the keywords/tags metadata fields on the imagery as the Content Pool team cannot overwrite these keywords.

Photograph Compositions

Needs to be a visual cue relating to location on the island of Ireland.

Photographs should not contain the following:

- Not be Just grey buildings.
- No posed selfies or selfie sticks
- No washed-out colour shots
- No overtly offensive text or messaging
- No smoking
- No obvious alcohol shots, unless in breweries or distilleries.
- No Models in football shirts or with offensive tattoos etc

Uploading Imagery to Ireland's Content Pool

1. Uploading of the imagery to the Content Pool (Internal Portal) (By Agency managing Photo Shoot)

It is expected that the agency managing the photo/video/drone footage shoot will upload the assets to Ireland's Content Pool via the Internal Portal. The Content Pool team will train the editorial users on this process.

[Content Pool Internal Portal](#)

(It is expected the agency will populate all the metadata fields and add the contract agreements to the imagery before publishing to the Content Pool_public portal). It is also expected that they follow the standard file naming convention which is the specific location and county (of the image/video)).

2. Uploading of the imagery to the Content Pool (Public Portal) (By Internal Fáilte Ireland Departments)

The 3RD Party Upload tool can be used by internal teams (and by agencies, as an alternative to the Internal Portal) to upload imagery: [3rd Party Upload Tool](#).

There is a workflow built into this tool so the Content Pool team will be notified when assets have been uploaded and they will then process (add the metadata and agreements) and publish to the portals.

3. Uploading of the imagery to the Content Pool (Public Portal) (By 3rd parties)

3rd Parties can use the Upload tool: [3rd Party Upload Tool](#)

There is a workflow built into this tool so the Content Pool team will be notified when assets have been uploaded and they will then process (add the metadata and agreements) and publish to the portals.

Imagery Policy (model, consent and location releases forms) for Commissioned or Curated Photo Shoots:

It is the photographer's responsibility to get the model releases signed and any consent forms signed and provide to Fáilte Ireland via the Content Creation Agency – see Imagery Toolkit for Contract and agreement documentation.

[SharePoint Data Protection Site](#) or [FI.ie](#)

- a. Consent form (signed by members of the public & parents/guardians of recognisable children under the age 16)
- b. Contract (signed by paid models).
- c. Copyright and Data Protection Agreement (anyone sharing imagery with Fáilte Ireland).
- d. Location Form

- Fáilte Ireland / Tourism Ireland accept that by law model releases and property releases are not legally required for editorial use of imagery however as standard procedure photographers are requested to obtain releases.
- The photographer is responsible for obtaining model releases from any recognisable person within an image. If children are recognisable in the image/videos, then written permission should be sought from parents/legal guardian (teacher releases are not acceptable).
- Where property access and releases are obtained by the photographer, a release record should accompany the image submission and reference should be made in the image metadata. See links above for the Imagery Policy.

Agency hired models:

The Agency is expected to supply the signed contracts/agreements to the Content Creation Agency.

Metadata, Keywords and or Tags Standards (for Agency uploading content)

Below are some of the Metadata fields samples that need to be populated by the Agency uploading commissioned or curated content.

1. **Creating Agency text** (what project are these assets from, include the year, project name, agency, and Creator. Include if the agreements are signed).
2. **IPTC Description:** Include a Photoshoot tag so all assets can be found by searching the tag.
Example: 2023 tourism careers Photoshoot
3. **Creator:** is the photographer
4. **Credit line:** Courtesy Fáilte Ireland
5. **Copyright:** ©Fáilte Ireland
6. **Categories:** Use the appropriate classification that describes the imagery.
7. **Tags-Free Text:** include the brand also include the county and location as well as keywords/tags that describe the imagery.

Use standard keywords/tags to describe the asset (see examples below)

- **Food and Drink:**
food, drink, outdoor dining, indoor dining, picnic, afternoon tea, market, food market, restaurant, cafe
- **Brewery, Bars and Entertainment**
Distillery, brewery, pub, bar, entertainment, performer, night, nighttime
- **Landscape/Nature:**
Trail, coastal, beach, blue flag, coastline, mountain, river, lake, greenway, blueway, road
- **Attractions, Culture, Heritage**
castle, church, cathedral, abbey, museum, gallery, town, village
- **Activity**
Tour, walking, cycling, hiking, swimming, horse riding, kayaking, canoeing, on the water.
- **Accommodation**
Accommodation, hotel, glamping, camping ETC.
- **Festival and Events**
Festival, event, conference, Halloween, Púca, St Patrick's day, Christmas,
- **People**
people, child, children, family, friends, group, teenager, senior if there are people in the shots/clips.

**Any training or help needed on uploading and or meta-tagging, contact Brenda Harris @
Brenda.harris@failteireland.ie**