

## Imagery preparation & submission guidelines

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

Agenda:

1. File Naming
2. Imagery Capture Format
3. Post-Production
4. Retention of raw files
5. Photograph Composition
6. Output final files expected to be received from the production company
7. Uploading to the Content Pool
8. Notes on Usage Rights Documentation
9. Metadata, Keywords, tags – the standards that need to be applied to every asset.



Benbulben, Co Sligo



Charles Fort, Co Cork

### 1. 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). **Adding the Specific location and County are the standard in file naming**

### 2. Imagery capture format

<b>Image size:</b>
<b>Landscape format/16:9</b>
<b>Square format/1:1</b>
<b>Vertical_Portrait/9:16</b>
<b>Panoramas/2:1 or 3:1</b>

#### **Image Resolution:**

300dpi or higher for general use- 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)- HERO shots should be in TIFF format

**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](http://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.**

### 3. 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.**

### 4. Retention of Raw Files (by creators/photographers/drone operators/Videographers)

Raw files (raw, unprocessed data) should be kept with the creator/photographer/videographer/drone operator.

### 5. 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

### 6. Output Files - Files expected to be uploaded to the Content Pool – Post-production (as applicable per photo shoot)

**Image File Delivery Format:**

**JPEG:** (quality 12 or higher in the Photoshop "Save As" dialog)

**TIFF:** non-lossy TIFF format. (Format at a minimum of 300 dpi) -**all Hero shots should be in Tiff Format**

**Video and Drone/Aerial File Delivery Format:**

Pro Res 422 for BRoll General Views

Edited video output formats are Mp4 and Quick Time Mov Hi-Res

**The Final edited videos plus Broll clips cut into 10-40 second clips**

**Ancillary files:**

- Audio files and VO (voice over) such as .wav files
- Sign Language files
- Any Adobe software files such as InDesign files used for the creation of the final video outputs
- Graphic files (may be animated or static)
- Geo-tagging text files
- Logo's (all formats)
- Digital Certificates (.ai)
- Giphys

**Contracts, Consent, Location and Copyright and Data Protection Agreements:**

- Signed **contracts** in PDF format with model's name, the word contract, the paid amount (if applicable) and the location of shoot included in the title.
- Signed **Consent** forms in PDF format with models/member of the publics name, the word consent and location of shoot included in the title.
- Signed **Location** in PDF format with location name in the title and the word location form
- Signed **copyright and data protection Agreement** in PDF format with name of person/trade name/county council name in the title.
- Signed **music** contract in PDF format

## 7. [Uploading Imagery to Ireland's Content Pool](#)

### a. [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)).

### b. [Uploading of the imagery to the Content Pool \(Public Portal\) \(By Internal Fáilte Ireland Departments\)](#)

The 3<sup>RD</sup> 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.

### c. [Uploading of the imagery to the Content Pool \(Public Portal\) \(By 3<sup>rd</sup> parties\)](#)

3<sup>rd</sup> 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.

#### 8. [Usage Rights Documentation](#) 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 – including paid child models under the age of 16).
  - c. **Copyright and Data Protection Agreement** (anyone sharing imagery with Fáilte Ireland).
  - d. **Location Form**
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- 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.

#### 9. [Metadata, Keywords and or Tags Standards](#)

Below are some of the Metadata fields samples that need to be populated when 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 you have the agreements, any restrictions and if FI own in perpetuity or the timeframe the assets can be used for). An example would be: *(2024 Greenway shoot\_Forsman Dublin are Agency\_Roamer are Creators\_Have Agreements\_FI own in Perpetuity)*
2. **IPTC Description:** Include a Photoshoot tag so all assets can be found by searching the tag.  
Example: *2024 Greenway Photo Shoot*
3. **Creator:** is the photographer/videographer/drone operator
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, tour, pub, bar, entertainment, performer, night, nighttime
- **Landscape/Nature:**

Trail, coastal, beach, blue flag, coastline, mountain, river, lake, greenway, blueway, road, Coillte,

- **Attractions, Culture, Heritage**  
Tour guide, OPW, castle, church, cathedral, abbey, museum, gallery, library, town, village
- **Activity**  
Tour, walking, cycling, hiking, swimming, horse riding, kayaking, canoeing, on the water.
- **Seasons**  
Spring, Summer, Autumn, Winter
- **Accommodation**  
Accommodation, hotel, glamping, camping ETC.
- **Festival and Events**  
Festival, parade, performer, music, crowd, Halloween, Púca, St Patrick's day, Christmas (*include the name of the festival/event*)
- **People**  
people, child, children, family, friends, accessible, group, teenager, senior (*if there are people in the shots/clips*)
- **Business Events**  
Business tourism, **(M.I.C.E)** meetings, incentive, conference, events, fam trip, DCB (*always include the name of the event/conference location*)
- **Internal Teams assets; example (Corporate Communications)**  
Corporate communications, product development, commercial development, tourism careers, the REB brand (IHH, IAE, WAW, Dublin) – as applicable

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