

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)



Benbulbin, Co Sligo



Charles Fort, Co Cork

Agency Managed Photo/Video shoots for large commissions should use the following file naming convention (when the Content Pool team are helping them add the metadata): **YYYY_Agency/Photographer/Location**

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 - 72dpi for web and social media

<u>Image File delivery format</u>
TIFF: non-lossy TIFF format. (Format at a minimum of 300 dpi) <i>TIFF preferable for enlarging for campaigns & print.</i>
JPEG: (quality 12 or higher in the Photoshop "Save As" dialog) <i>JPEG are good for Social Media.</i>

The Content Pool will automatically reformat files at point of download into standard print or web file size jpeg formats.

Video resolution:

Hi-Res (minimum 4k) as Apple Pro Res 422 files contained with a .mov format.

25fps is acceptable but drone footage can be captured up to 50fps (frame rate) which is as drone standard.

Video File delivery formats acceptable:

Pro Res 422 for BRoll General Views

Once the shoot is complete, the company will be required to itemize and categorize the footage as B-roll clips.

The video should be color corrected.

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

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.

Metadata

All images **must** come with IPTC metadata fields populated including GPS location coordinates if possible (Geotagging to record latitude & longitude). Use Adobe Bridge for inputting metadata, if available.

Post-Production

Sharpening & Retouching:

We require that all images 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

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
- Don't use images of large groups of people with no focal point
- No obvious shots looking to camera
- 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

Uploading of the imagery to the Content Pool (Internal Portal) (By Agency managing Photo/Video Shoots)

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

<https://tourism-live.censhare.com/failteireland>

*(It is expected the agency will populate **all** the metadata and add the contracts agreements to the imagery before publishing to the Content Pool_public portal)*

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 to upload imagery:

<https://www.irelandscontentpoolupload.com/#/login>

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

3rd Parties can use the Upload tool: <https://www.irelandscontentpoolupload.com/#/login>