

Technical instructions for the submission of digital imagery

OKAPIA imports digital picture material by using a partly automated process. To guarantee an efficient workflow, various technical requirements should be observed. Please note that we cannot accept submissions which do not comply with these instructions. Furthermore please make an effort to provide good captions and keywords to facilitate sales via our web portals.

- file format:** We accept **JPEG** and **TIFF** format, preferably JPEG in highest quality (compression level 12). TIFF format is useful for images with 48-bit colour depth. Please do not submit RAW files.
- resolution digital camera:** Submit images in their **maximum** resolution (but not interpolated). We do not select from low resolution images. The longest picture side should have at least **3600 pixels**; that conforms to a camera with 10 megapixels.
- resolution scanner:** We accept a scanned image only if the motive is rare or has historical value. The longest side should have at least **4000 pixels**.
- image editing:** Pictures should be rotated correctly and true sided. Scans should not exhibit any unnecessary borders. In general the material should be submitted in a state that allows it to put it online without manual postprocessing. Nevertheless please apply any kind of filter such as 'sharpening', 'dust removal' et cetera only cautiously, in case of doubt leave the images unedited. Exceptions: artistic processing and cutouts.
- image captions:** In order to make the material searchable in our web portals, the submitted pictures should contain a short description (caption) and keywords as metadata.
- rules: Please provide the description in accordance with the principle **who, how, what, where**.
Example: *Young lynx playing in snow, Bavarian Forest National Park, Germany*
- Assign 5 to 10, but 20 keywords maximum per image. Appropriate keywords for the above example could be: *wildlife, wild animals, cats, feline predators, lynxes, winter, play instinct, young animals* plus the corresponding singular form. Absolutely avoid keyword spamming. Assign only keywords that fit to the given scene. Put yourself in the place of the inquirer: Which terms would you use in search for a specific motive? What is the message or emotion of the image?
- important: Picture caption software should write data according to **IPTC standard** or **XMP**. Please use mainly the data fields *description* and *keywords*. If you separate your keywords with commas, please set a blank character behind the comma. Optional you can provide the text information in **Excel files**.
For **Aperture** users: Please use the export function, thus the Aperture activity log will be deleted from the metadata.
- languages: Please use one language for captioning, preferable english or german (except places, proper names etc). For multilingual captions (e.g. latin species names) the usage of language markers in the format [la] (for latin) is recommended. A marker is set at the beginning of an IPTC field and is valid **until a new marker** is set. (Use [en] for English, [fr] for French, [de] for German).
- the don'ts Do not enter address data or contact details into the IPTC; we must then remove these entries manually.
Do not repeat terms / keywords in different IPTC fields.
Avoid typing errors or misspellings.

- file name:** The file name should not exceed 20-30 characters, contain no additional dots (periods) and should always bear the correct extension of the file format, even when coming from a MAC.
The use of upper and lower case letters and the underline character _ as a separator is acceptable and improves legibility. Please avoid using hyphens in the file name, because our software replaces them by underlines.
A well-formed file name can be generated with initials, date and a consecutive numbering, e.g.: AA_20110101_0001.jpg
- the don'ts: Please do not use **special characters** (such as !\$%&=#~^^) or **umlauts** (ä, ö, ü). Preferably avoid space characters in the file name, at least do not use file names differing only by blank spaces because our software automatically replaces all space characters by an underline. This would result in identical file names. Also, please avoid using identical file names in different directories.
- note: Each image should have a distinctive file name. We strongly recommend to use your own **archive numbers** as file names. A new OKAPIA image number is automatically assigned to each image selected, however, your file name is stored as "*original photographer-No*" and is shown, for example, in the photographer statement.
- colour management:** **Colour space** should always be RGB, eci RGB v2 (24Bit or 48Bit colour resolution) or sRGB, but never CMYK.
Images should contain embedded **colour profiles**. Please ensure that the profiles will be preserved or converted correctly during data transmission from camera to harddisk.
If you want to specify the white- and blackpoint of your image, please do not set the values 'total'. In RGB useful default values are 5/5/5 (black) and 247/246/245 (white).
- submissions on mediums:** As standard on **DVD** (compliant with ISO 9660, readable for both PC and Mac.) USB-sticks or hard drives are also allowed. A submission of CDs is only useful, if it does not lead to more than three discs.
- the don'ts: Multi-session DVDs must be finalised, otherwise the disc is not readable. DVDs in UDF format are not accepted. Do not use adhesive labels, they may cause – in case of unbalance – damage to the drive.
- online submissions** This is the link to the upload page of OKAPIA:
http://filesio.de/files/upload_okapia
Please request the necessary login data at creative@okapia.de.
Alternatively you could provide a download link (e.g. per **WeTransfer.com**) or share a **Dropbox-folder** with us. Please send the download or sharing link also to the email address above.
- additional free transfer services: e.g. transferbigfiles.com | mailbigfile.com
- Or if you run your own **FTP server**, you can just send us the necessary login data.
- final editing:** Our picture editors from several special fields revise and edit the image text. After the editing process is completed the photographers receive a PDF listing of our archive numbers, the original file name and the full image text.
- any questions?** Any questions left? Or need some additional advice? No problem. Please call us at +49 (0) 69 943440-22 or send an email to creative@okapia.de.