

## **CAPTIONS**

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BUILDING NAME + ARCHITECT + LOCATION + DATE OF BUILDING + SHORT IMAGE DESCRIPTION

e.g. Beijing Airport Foster and Partners Beijing 2008 *Check-in desk*  
Private House Make Architects Belgium 2009 *View through to kitchen*  
British Museum Robert Smirke London 1857 *Entrance elevation with portico*  
London City View 2009 *Elevated View from high level*  
Fallingwater Frank Lloyd Wright Bear Run Pennsylvania 1934 *Interior view*

*Apply the first part of the caption by "copy all" to all images of the set, then add each description*

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## **KEYWORDS** *temporary guide*

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*This is a basic temporary guide to help us establish a standardised keyword search system, which will help buyers find your pictures and improve your image sales. We now have a keyword specialist who [like Graeme] will be available to email or consult with. She will also review your initial keywording and add words that are appropriate, especially the conceptual category.*

*We are working with Graeme on an easy offline spreadsheet tick-box system that will take you through all categories. This will make uploading simpler. Meantime, your initial keywording with your particular knowledge of the image is the best way to get people to find your pictures.*

*Try to keep it to 20 words per image or thereabouts. Only include obviously relevant words.*

*Keep it to singulars: tree | column | tile : we will be adding the plurals  
Also UK is sufficient as we will add Great Britain | United Kingdom | GB | Europe automatically  
And if you add minimal for example, we will add synonyms like austere | spare | uncluttered*

*[Remember that irrelevant keywords will not sell your image better, as it alienates picture buyers if they get pictures to wade through that they do not want, and they go away from the website.  
e.g. If a searcher is looking for "doorknobs", they will be disappointed to find a picture where the doorknob is an insignificant part of the picture.]*

*First do a list of words that strictly applies to all pictures in the building set, copy to all using the "copy all" button, and then add a few specific words for each image.*

*Use the actual words or phrases below, don't make up new versions with the same meaning.*

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## basic

Image	Colour image   Black and White image
Time Of Day	Day   Night
Sky	Clear Sky   Blue Sky only if the sky is a significant part of the picture
People	People   Nobody
Int Ext	Interior   Building Exterior
Arch Port	Architecture unless it is a Portrait meaning photo of a human
Scene	City View   Urban Scene   Rural Scene   General View
Copy	Copy Space only if about a third of the picture has a blank area for copy
Frame	Full Frame where the subject of the image bleeds to the 4 edges

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## specific

Building name	Beijing Airport
City	Beijing
Country	China
Architect	Foster and Partners
Period	Norman   Tudor   Regency   Victorian   Georgian   Palladian   Perpendicular   Roman   20th century   21st century etc
Style	Modern   Contemporary   Minimalist   Postmodern   International style   Bauhaus   Gothic   Brutalist   Art deco   Colonial   Neoclassical etc
Building type	Office   Restaurant   Private house   Embassy etc
Building Details	Bathroom   Bedroom   Staircase   Balustrade   Finial   Architrave etc
Building Materials	Glass   Timber   Brick   Tile   Concrete   Oak Veneer etc
Structure	Tensile   Steel frame   Modular   Load-bearing   Cantilever   Vault   Dome   Arch etc
Architectural info	Listed building   Award   Stirling prize etc
Environmental	Green issues   Sustainable   Carbon footprint   Eco-friendly etc

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## descriptive

Image Style	Abstract   Graphic   Diminishing Perspective etc
View	East elevation   Front elevation   Oblique   Entrance etc
Colour	Red   Blue   Orange Colour use the word colour to distinguish it from the fruit for example --- only use specific colour where predominant or highly significant
Texture	Texture   Perforated   etc
Pattern	Pattern   Vertical Pattern   Diamond Pattern   Coloured Pattern   Vertical Line   Horizontal Line   Diagonal Line   Spotted   Striped   Reflection   Geometric

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## photographically technical

Angle	Low Angle   High Angle
View	Elevated View [camera high] Surface Level [camera low] Aerial View [from plane or helicopter]
Other	Saturated Colour   Lens flare   Fish eye   Telephoto etc

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**conceptual**

we will add these if you can't think of any, but they are very important as they can generate creative and lucrative sales-- but make sure they definitely apply to your image

Atmospheric | Ethereal

Order | Chaos

Contrast where 2 buildings / styles are contrasting against each other

Scale

Space

Abstract

Luxury | Wealth | Opulence

Poverty

Nature

Sculptural

Organic

Bizarre

Surreal

Eerie

The End meaning the image suggests that something has ended

The Future

Futuristic

The Ageing Process

Decline

The Past

Vision

The Way Forward

Destruction

Elegance

Flexibility

Reliability

Strength

Support

Focus

Fragility

Majestic

Sensory Perception

Solitude

Trapped

Ugliness

Tranquil Scene

Idyllic

Symmetry

Repetition

Mystery

Out of Context

Resourceful

Retro [style]

Zen

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**topics**

picture researchers will often use these to find pictures for an idea or topic, very useful if you have them on your images, and not always covered by our building types

Interior Design  
Industry  
Commerce  
Business  
Education  
Religion  
Retail  
Transportation  
Fuel and Power Generation  
Environmental Issues  
Environmental Conservation  
Environmental Destruction  
Politics  
Science  
Social Issues  
Travel e.g. put this on any image of a view, city view, landscape view  
Business Travel  
Tourism  
Eco Tourism  
Traditional Culture

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