

*hedgehog house*  
new zealand

## Technical Standards and Submission Process

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This document describes Hedgehog House's Technical Standards and Submission Process. The first page is a quick summary of the key submission requirements. More detail on these is provided later.

### Camera and lens type

We generally expect images to be taken with professional or semi-professional DSLR cameras and lenses, rather than "prosumer" DSLR's.

### High Res files

High Res files should be:

- Minimum of 3504 x 2336 pixels (8 Mp), without any resizing
- Adobe RGB
- 300 d.p.i
- 8 bit
- Uncompressed, flattened Tiff's
- Have minimal sharpening
- Have shadow and highlights controlled

The above will result in a minimum file size of 24.5 Mb.

### Low Res files

- Jpeg or Tiff (Jpeg at high quality)
- 1200 pixels on the longest side

### Captioning

All high res files should be pre-captioned in the appropriate IPTC fields

## Detailed notes - Introduction

Please follow the submission guidelines process and please meet HHH's technical standards. This will help HHH with the efficient processing of your images and will help get them online quickly. These standards apply primarily to images digitally captured, but there is also a section on transparencies.

This document is divided in to five sections:

1. Minimum Equipment - Digital
2. Capture / Post-Production Workflow – Digital
3. Submission Process – Digital
4. Transparency supply
5. Captioning

### Client expectations from HHH...

Clients expect well-lit, aesthetically pleasing images that are of a very high technical quality. Images can be used at any size and are often printed on high quality offset printing presses.

Clients can order images from a number of different photographers so HHH must provide them with a consistent digital product.

### What HHH needs...

HHH selects images for technical quality, aesthetic appeal and overall sales potential. Please consider:

- Have you reviewed what is already in the library both of your own and by other HHH photographers ? If you are submitting images of a similar nature to that already on the site, are yours different or more up-to-date ? Please edit your work carefully. You should be your harshest critic.
- HHH selects vertical and horizontal shots of the same scene to give clients maximum design flexibility.
- HHH gives preference to images of people that are model released.

### Model and Property Releases

HHH cannot expose itself or our clients to the risk of litigation because a photographer does not have permission to photograph a person or their property. You, the photographer, will potentially be liable for any resulting legal action. Therefore, it is the photographer's responsibility to obtain a written Model and/or Property release, and hold these on file. HHH only needs to be aware that an image is Model and / or Property released and doesn't need to sight the actual release, but from time to time clients need to see releases, so you may be asked to supply these quickly.

Images that are not released can only be licensed for editorial (magazine/book) use, thereby significantly reducing their income earning potential from the more lucrative advertising market. Model Released images will be marked as such on the HHH website.

# 1. Minimum Equipment - Digital

HHH doesn't want to dictate what equipment a photographer should use. However, to maintain our technical standards, it is hoped that equipment is at least on a par with the cameras listed below. Please note that if you have previously only submitted film, HHH will do a technical evaluation when you make your first digital submission.

## What HHH looks for

When HHH does a digital technical evaluation the following criteria are important at 100% magnification:

- Digital noise
- Chromatic Aberration
- Highlight and Shadow control
- Focal sharpness
- Sharpening (introduced)
- Sensor dust
- Vignetting
- Correct colour
- Retouching, Logo Removal, Adjustments (cloning etc) - viewed at 200% magnification

For more detail see: Capture / Post-Production Workflow.

## Camera models and lenses

The following are the cameras that usually meet HHH's technical standard. If you are using a camera that is not on this list, please check with us for suitability. Generally these will be professional DSLR's in the top two tiers from the two major manufacturers:

Canon: 1Ds MkIII, 1Ds MkII, 1Ds, 1D MkIII, 1D MkII/IIN, 5D, 5D MkII

Nikon: D3X, D3, D2Xs, D2X, D700, D300, D200

Or top of the range Sony, Fuji, or Pentax DSLR's.

Coupled with the camera, good lenses are essential for sharpness, and a lack of distortion, vignetting, and chromatic aberration. Canon "L" series, or Nikon "ED" series are typically the most suitable.

Some third tier DSLR's (e.g. Nikon D80 / D90, Canon 40D / 50D), may be acceptable with high quality lenses. Please supply a sample of your work as hi res Tiff's for HHH to evaluate first.

## Quality

All digital files may be rejected if quality is not of an acceptable standard.

If you have doubts about the quality of your digital files, please contact David at [photos@hedgehoghouse.com](mailto:photos@hedgehoghouse.com) to arrange an evaluation of your files.

## 2. Capture / Post-Production Workflow - Digital

HHH requires digital files to be submitted in a certain format to enable efficient processing.

### Capture

HHH strongly recommends you shoot RAW to allow for finer control in post-production. Please use the lowest possible ISO setting to reduce digital noise.

Please shoot (and submit) at the maximum number of pixels possible on your camera. The larger the original file size (non-interpolated), the higher the potential is for HHH to sell to clients at larger sizes. Your RAW files should be converted to Tiff's – please do not do post-production on Jpeg's as these will degrade with each save.

### Post-Production

HHH's **High Res** file specifications:

- Minimum 3504 x 2336 pixels (8 Mp)
- No Interpolation / Resizing
- Adobe 1998 RGB colour space
- 300 p.p.i. (d.p.i.)
- 8 bit
- TIFF (Uncompressed, "Byte order=IBM PC")
- No Layers (including Adjustment Layers), extra Alpha channels, Paths, or Guides
- Colour corrected
- Little to no Sharpening
- Unwatermarked
- Filenames without ( ) ? ! & . / # or leading spaces or \_ (underscores)
- Shadow and Highlight detail controlled between 5 and 250
- CD / DVD in PC readable format (ISO 9660)

The above will result in a minimum file size of 24.5 Mb.

### Low res

HHH's **Low Res** file specifications are as above, but files can either be Jpeg or Tiff, and should be downsized to 1200 pixels on the longest side. Photoshop's Image Processor (under File, Scripts) is useful for doing this – entering 1200 x 1200 will do all horizontals and verticals in one go. On PC's we have found it is best to run Image Processor by itself, without other applications running. Jpegs should be Quality 10 or higher (Quality 80 or higher if using Lightroom). Lightroom and iView also have the ability to do resizing based on "longest side".

### **Should I submit High res or Low res ?**

For HHH edit /selection, you may supply either High res or Low res (there is no need to supply both). HHH only uploads digital images to the website for captioning and cataloguing (and then potential sale) when we have received the high res versions.

The low res can be finished or unfinished, but if they are unfinished at selection, the finished hi res version must be similar (e.g. tonal changes, colour corrections are acceptable, but crops, major adjustments aren't). The filename of the high res must match that of the selected low res.

High res are deemed to be "finished" and will be uploaded, marketed and sold as such.

### **Interpolation and sharpening**

All interpolation will be done by HHH to meet individual client's needs.

HHH prefers no Unsharp Mask being applied to your images. If you do use Unsharp Mask, it should be minimal. This is because sharpening should be applied based on the output device. Sharpening is applied either by us or by our clients for each individual sale. Oversharpened files will be rejected.

### **File naming**

You do not need to consecutively name your complete submission, HOWEVER you must name similar files consecutively (e.g. shearer01, shearer02, shearer03; thames01, thames02, thames03). This allows HHH to compare similar images during selection, and the "similar" tag to be added to images that go online.

Please do not use ( ) ? ! & . / # in your filenames, or have leading (prefix) spaces or underscores \_ . HHH uses a variety of applications in processing, and the sort order is different if these characters are used. If using numbers, please use leading 0's – e.g. 001.tif, 002.tif, 003.tif etc for the same reason, and group similars together numerically. Please do not make the filename a full description of the image, and do not use excessively long filenames (15 characters max for submissions using IPTC captioning).

Multiple disks and / or folders are acceptable as long as there are no filename conflicts (i.e. each filename must be unique in a submission).

### **IPTC Captioning**

Captioning details are included at the end of this document. HHH expects all high res files to be captioned on supply (hence you may wish to supply low res for selection, and then only caption the selected high res). This information is put in to the IPTC fields, using programs such as Photoshop, Bridge, Lightroom, and Aperture. If you don't have the ability to use IPTC captions, please contact David at HHH.

Only the following fields are imported into HHH's database and it is important that you adhere to these guidelines so that the import process goes smoothly and does not require manual intervention to correct errors. It also ensures that HHH presents a professional / consistent standard to clients.

Your original filename will be imported into a "Photographer Reference" field, so there is no need to add this in IPTC. For the fields below, please refer to the screenshots on page 11.

Photoshop FieldName	Screen	IPTC FieldName	Length	What to enter – refer to detailed instructions on page 9
Description	Description	Caption	150	Required
Keywords	Description	Keywords	100	Optional
Copyright Notice	Description	Copyright	50	Your copyright notice - Required
Instructions	Origin	Instructions	255	The scientific name, or any restrictions - Optional

If you are using Lightroom, enter the description in the Caption field.

If an image is Model Released or Property Released please enter either 'MR' or 'PR' (or both) **at the end of the description field.**

Please note any **prior usage** of the image in the Instructions field. This is mandatory.

The minimum IPTC data HHH requires is the Description (Caption) and Copyright Notice. Non-obvious keywords should be added, but obvious ones can be ignored as noted in the detailed captioning instructions. The Date Taken will automatically be imported from the files metadata.

Please do not provide excessive descriptions and keywords - we will only import the number of characters listed above.

### **Highlight and Shadow control**

Please ensure that your black point does not fall below 5,5,5. Please ensure that your white point does not exceed 250,250,250, apart from specular highlights or visible light sources. This ensures as much detail as possible is retained when your images are printed. Please do not just "push" the levels in from each side to achieve this – the original image should be within these points.

### ***Logo removal***

A large number of trademarks in an image are acceptable (e.g. shop signs along a street). Single trademarks that become the focus of an image, or could draw the focus to themselves, need to be removed (e.g. an All Black logo on a shirt that is clearly recognisable needs to be removed).

### ***Colour labels***

Please remove colour labels (created by Bridge, IView, Lightroom etc) from images before submitting, as we use colour labelling in our processing. Ratings (stars) can remain.

### ***Colour / black and white / duo-tone***

Please only supply one version of an image. For example, if you wish to supply an image in black and white, please do not also supply it in colour. The vast majority of our images are supplied in colour. Non-colour images still need to be supplied in the Adobe RGB colour space.

### ***Stitched panoramas***

Stitched panoramas are acceptable, provided that the stitch line/s cannot be seen, and that the file size is not excessive (400 Mb max). Remember to flatten the image.

### ***CD format***

HHH uses PC's to process submissions, so CD's and DVD's must be able to be read on a PC. If you are writing a CD or DVD on a Mac, please ensure you use a PC compatible format. This may be labelled in your burning software "High Sierra", "ISO 9660", "Mac/PC Hybrid" or "Universal Disk Format".

### 3. Submission Process to HHH

#### Digital Submission to HHH

Please send digitally captured images in either low res or high res images – not both. You can expect to receive a Stock Receipt within five working days of your submission arriving at HHH. The Stock Receipt number is unique and is used to track your submission throughout the process.

**THE QUICKEST WAY FOR YOUR IMAGES TO APPEAR ONLINE IS TO SEND IN HIGH RES FILES THAT HAVE IPTC CAPTIONING INCLUDED.**

HHH suggests a minimum of 50 images per submission. There is no upper limit, but, again, you need to be your harshest critic. Remember “less is more”.

Please send your submission by courier or mail – HHH does **NOT** accept email submissions. HHH cannot return CD/DVD's as they need to be kept on file at HHH.

Courier submissions must be sent to our street address – please don't send courier packets to our mail address.

#### Courier Address

Submissions  
Hedgehog House  
7a Gwynfa Avenue  
Cashmere  
Christchurch  
Tel: 03 332 8790

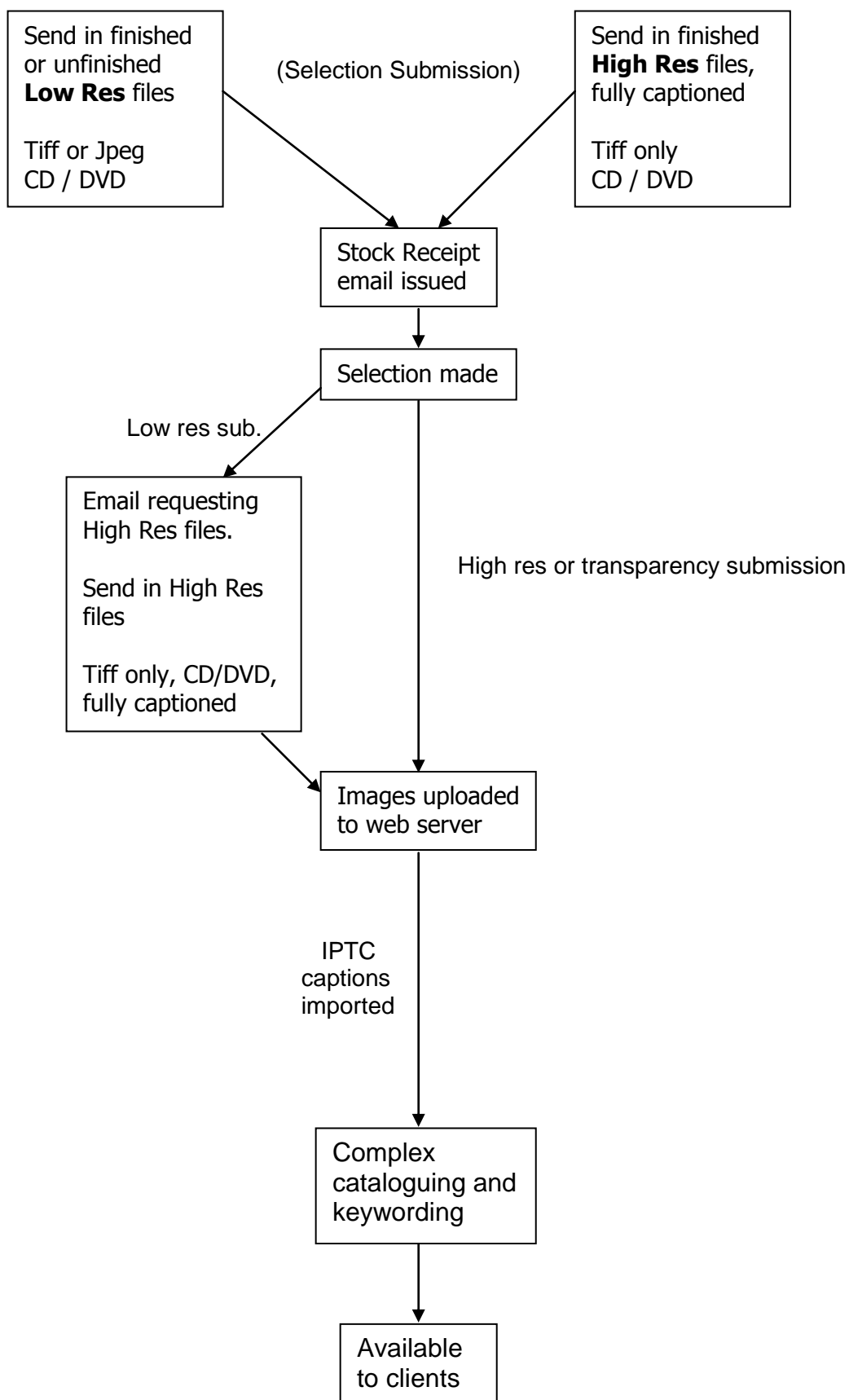
#### Mail Address

Hedgehog House  
P O Box 33 152  
Christchurch

#### Submission selects

If you submit low-res files to be edited then HHH will email you a contact sheet of the images selected for the library. Please supply the high-res versions as quickly as possible, and all at once (not in subsets or “batches”). Please write your Stock Receipt (SR) number on the CD / DVD. Remember to caption each of the high res images using IPTC fields.

The following schematic shows the process of Submission, Selection, Uploading, Captioning, and Cataloguing for digital images. All images submitted must conform to the specifications given on page 3.





## 4. HHH Transparency Submissions

HHH still believes in the quality and long-term storage ability of modern colour transparency film.

HHH is happy to review complete collections of both new and historical transparency material – in 35mm, 6x7 cm, 6x12 cm and 6x17 cm formats.

All images must be submitted sorted into subject categories and arranged in plastic slide sheets.

Importantly, each frame must be fully captioned on the mount.

Please hand deliver to HHH or send by “signed for...” courier delivery to **Hedgehog House, 7a Gwynfa Ave, Cashmere, Christchurch 8022.**

Please ensure adequate packaging/protection is used.

HHH will return all unwanted material by courier.

Ideally, HHH would prefer to retain selected original transparencies in its fire safes. This means that if a client requires a large hi-res scan then this can be done quickly and efficiently without a need to contact the photographer.

HHH will contact you about the provision of lo res scans of selected transparencies. There is a \$10 per transparency fee for this service. This is not an upfront cost and the chargeback fee will only be deducted after sales have been made.

If you prefer to make your own lo-res and hi-res scans from selected trannies then please contact David first for the minimum technical standards. Please note that all scans must be cropped and cleaned.

## 5. Captioning

When supplying high-res digital files, please provide HHH with full image information in the prescribed format so that HHH can complete the final cataloguing of your images. The more editing our librarian Deirdre has to do to the captions, the longer it will take to get your images online.

Pay attention to the caption requirements below – and especially note the following:

- the first part of your caption should give a brief description of the image and complete the caption with full location details eg Mount Everest, windcloud over summit at sunset from Kala Pattar, Khumbu, Nepal
- locations should be from small to large – e.g. city / town, then province / state (if applicable), then country

### Detailed Guidelines

Listed below are HHH's guidelines for captioning. Please follow these instructions to provide HHH with full information in the correct format.

#### Description (caption) (up to 150 characters)

- Begin the caption with a capital letter, use a brief descriptive style and please do not use a full-stop at the end.
- Describe the image first and then give the location as per the example above.
- Give full location information e.g. "Climber ascending Linda Glacier, Aoraki/Mt Cook, Mount Cook National Park".
- If the image is **Model Released** add **MR** at the end of the description. If it is **Property Released** add **PR** at the end of the description.
- If it's a generic image there is no need to provide a location.
- Check the spelling of terms/locations if you're unsure and check for typos!
- Minimise the use of capital letters within the caption – don't capitalise ordinary descriptive words ie HHH doesn't use captions that read "Farmer milking Jersey Cow on Dairy Farm in the Waikato").
- Minimise the use of 'filler' words such as 'a', 'and' and 'the' and don't start with these.
- Be alert for the accidental insertion of more than one space between words.
- Including peoples ages is helpful. Never use the word 'old' in a caption giving ages for people who aren't 'old'!
- Please form your caption using –ing words rather than –s words e.g. "Girl playing in sandpit", not "Girl plays in sandpit". (A client wanting such an image will think "I want an image of a girl playing in a sandpit", and will search using those same expressions).
- Only use the term 'kiwi' in its real sense e.g. for the actual bird itself or for the kiwi icon

#### Keywords

HHH will add all relevant keywords to the data base. If there are any unusual words that come to mind that may help a client search for your image then please add these to the IPTC information.

#### Date Created

The date an image was taken is now automatically taken from the files metadata. This is helpful to clients.

**Instructions** (up to 255 characters) – Restrictions and Scientific Name – Optional, Prior Usage - Required

## Restrictions

Example – Not available for New Zealand postcard use

Use a simple phrase that concisely states what the restriction is. Please note that if you attempt to over-restrict the potential usage of the image we may decide to reject the image from the library. We will contact you first to discuss this.

## Scientific Name

Please provide the scientific Latin name where you know it for plant and animal species. This name will be entered in a separate field in the database.

## Prior Usage

Please supply publication names and dates for editorial work, or industry and dates for advertising work.

## Example screen images for IPTC data (Photoshop CS3) – terminology varies in other applications

Only enter data in the fields shown. Data in any other field will be ignored.

The screenshot shows the 'IPTC Data' dialog box for the file 'Lake Pukaki sunset.tif'. The 'Description' tab is selected in the left-hand menu. The main area contains the following fields:

- Description:** A text area with the prompt: "Enter a description here. Please adhere to the guidelines for online captioning. (Maximum 150 characters)".
- Keywords:** A text area with the prompt: "Enter non-obvious keywords here e.g. samoan, teenager, lavalava, festival, sunset (Maximum 100 characters); Note: Commas with a space should be used to separate keywords (as above)". Below this is a note: "Commas can be used to separate keywords".
- Copyright Status:** A dropdown menu currently set to "Copyrighted".
- Copyright Notice:** A text area with the prompt: "Enter your Copyright here. e.g. © Joe Bloggs (Maximum 50 characters)".
- Copyright Info URL:** A text field with a "Go To URL..." button next to it.

At the bottom of the dialog, there is a "Powered By xmp" logo and the following metadata:

Created: 18/01/2008 12:01:39 p.m.  
Modified: 18/01/2008 12:21:07 p.m.  
Application: Adobe Photoshop CS3 Windows  
Format: image/tiff

Buttons for "OK" and "Reset" are located at the bottom right.

Lake Pukaki sunset.tif

Description  
Camera Data 1  
Camera Data 2  
Categories  
History  
Adobe Stock Photos  
IPTC Contact  
IPTC Image  
IPTC Content  
IPTC Status  
DICOM  
Origin  
Advanced

Origin

Date Created: 18/01/2008 Today

City:

State/Province: Country:

Credit:

Source:

Headline:

Instructions: Enter any restrictions here (e.g. Not available for New Zealand postcard use)

Transmission Reference:

Urgency: None

Powered By xmp

OK Reset

## Any Questions ?

Please email HHH at any time to discuss questions you may have.

### For questions about ...

### Contact:

Submission processing enquiries: (David) [photos@hedgehoghouse.com](mailto:photos@hedgehoghouse.com)

Technical questions: (David) [photos@hedgehoghouse.com](mailto:photos@hedgehoghouse.com)

Commission reports (Susan) [sales@hedgehoghouse.com](mailto:sales@hedgehoghouse.com)

Commission payments ( Betty) [betty@hedgehoghouse.com](mailto:betty@hedgehoghouse.com)

Changes of address/contact details: (Susan) [sales@hedgehoghouse.com](mailto:sales@hedgehoghouse.com)

Captioning/keywording queries (Deirdre) [library@hedgehoghouse.com](mailto:library@hedgehoghouse.com)

Film / transparency submissions,  
any queries re new submissions or editing: (Colin) [colin@hedgehoghouse.com](mailto:colin@hedgehoghouse.com)