

In an effort to help standardize and streamline the centralization of our digital assets, you need to follow the guidelines below before uploading images to the Portfolio server.

1. **File formats** – Always save your work in the jpg format with maximum quality.
2. **File resolution** – 300dpi (absolutely NO interpolation, we need quality, not quantity).
3. **Minimum file size** – 4” x 6” (1200ppi x 1800ppi) at 300 dpi
*Note: 4” x 6” at 300 dpi = 16” x 25” at 72 dpi
4. **File mode** – RGB (Adobe 1998)
5. **File names** – One way Portfolio generates keywords is by file names. Keep names short and use under-scores for spaces. Use maximum of 12 characters to identify event. Always include the file extension (.jpg). Never use uncommon characters like /, \, or ~ as it will create conflicts. Include photographer initials before file number. Examples: JobFair_PR6723, EXPO_CL4673, or Gallery_NLV4928 (For events that are repeated you may want to add a unique number (such as the actual month and day (MMDD)) to refine searches, example: JobFair0321, or EXPO0513.
6. **Folder Names** – As with file names, Portfolio also generates keywords from folder names. We have standardized the folder names at the root level and ask you to be descriptive, but concise, when creating sub-folder names. Folder names are in this format: Event Name YYMMDD photographer initials Example: Board Meeting 091115pr, Legislative Luncheon 100217cl
7. **Edit** – Please edit your work before uploading. This will minimize the amount of storage space needed, enhance consistency and promote quality, since only the best of the selection gets exposed.
8. **Metadata** – Populate the four metadata fields shown below before or after uploading to the Portfolio server.
 - _People in photo = People in photo (standard id’s photographer’s left to right)
 - _Event name = Event name, location, date
 - _Photographer = photographer/MDC
 - _Campus = Campus event took place

There are two options on how to embed metadata in your images:

Using Portfolio - This is the recommended option to assure consistency and is done once the images are cataloged in Portfolio.

Using third party software - You may use Lightroom, Bridge, Aperture or even Photoshop for your Metadata needs. If this is your preference, the Metadata needs to be done BEFORE you upload your images to the Portfolio server. Refer to the following table for Portfolio’s Extracting/Embedding Metadata settings:

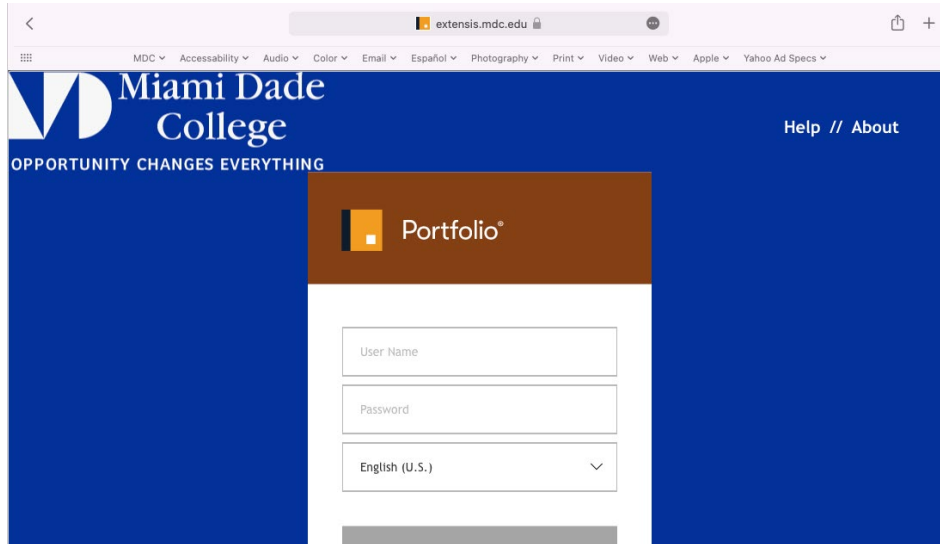
Metadata field names equivalents

Portfolio Custom Field*	Bridge	LightRoom	Photoshop file info
_People in photo	IPTC-Headline	IPTC-Headline	Headline
_Event name	IPTC-Description	IPTC-Caption	Description
_Photographer	IPTC-Copyright	IPTC-Copyright	Copyright Notice
_Campus	IPTC-Source	IPTC-Source	Source

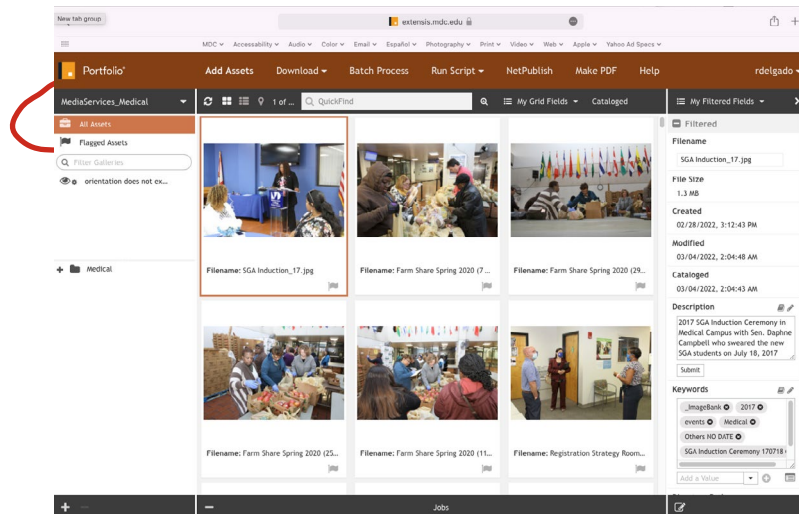
* All custom fields have a maximum of 250 characters

The following is a QUICK START, step-by-step instruction on how to upload your images to the Portfolio photo server.

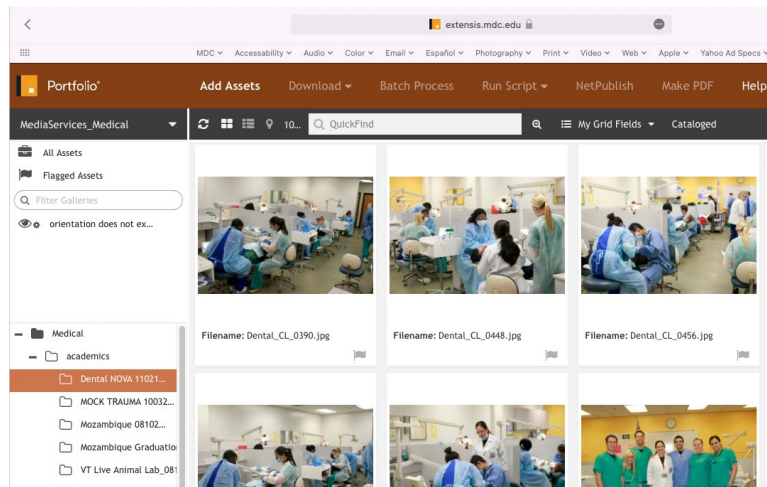
STEP 1: Log in to the Portfolio Client (<https://extensis.mdc.edu:9443>) using your MDC user-name and password.



STEP 2: Open your assigned catalog (ex. MediaServices_Medical)



STEP 3: Select the images you want to upload, drag and drop them into the online folder within the intended hierarchy (remember to follow the image guidelines before you upload files to the server). If necessary nest folders with descriptive names within the category folders (ex. 2004 graduation). This way keywords that generate automatically from the folder hierarchy will assist in the search process.



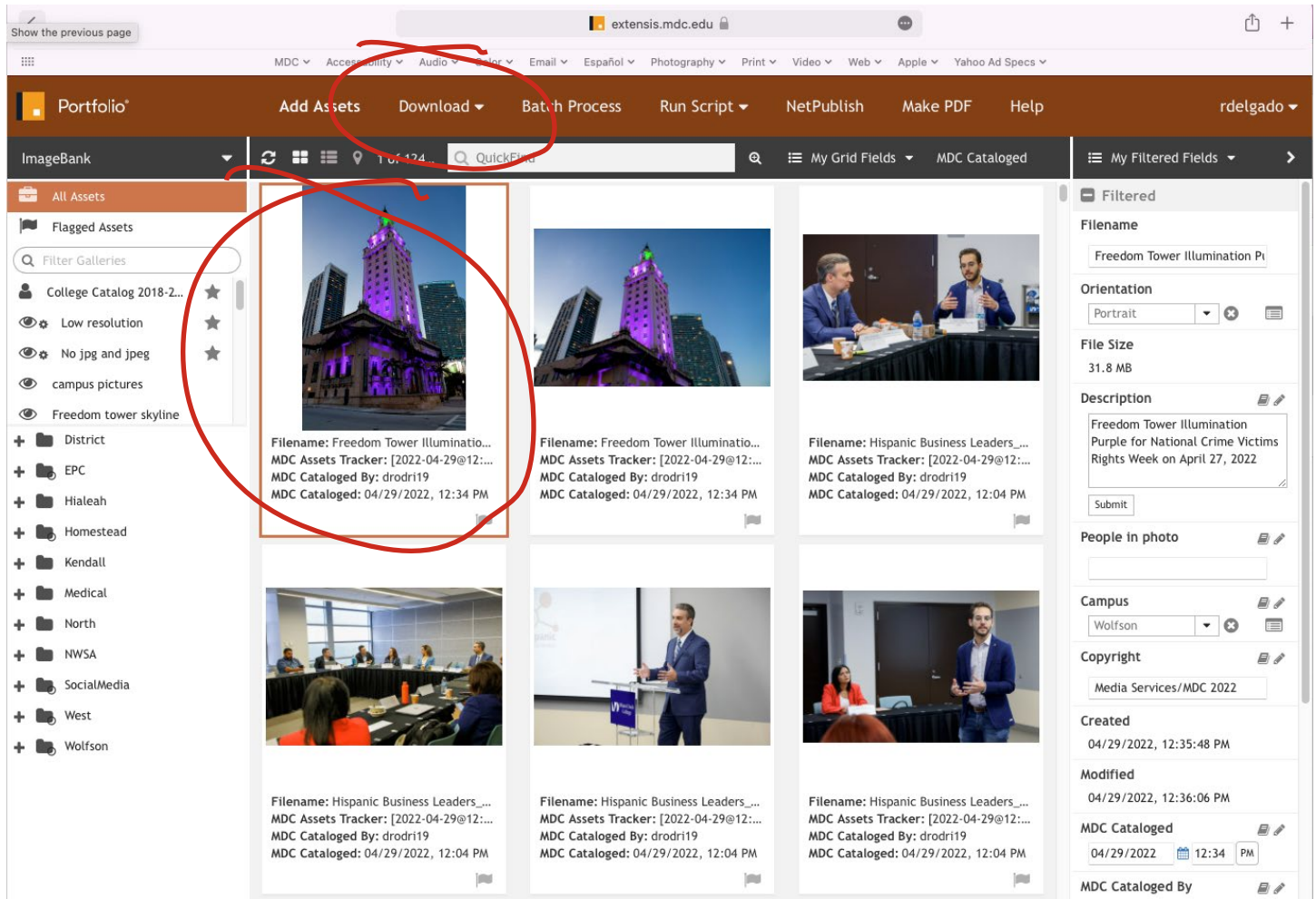
Your job is done if you had input the Metadata before uploading the images. The reason for this is because there is an Auto-synchronization feature in Portfolio which recognizes when something has been added to the server. The moment it detects a new image, the program will start the cataloging process.

The following is a step-by-step instruction on how to download assets from:

Web Client: Go to <https://extensis.mdc.edu:9443>

Netpublish site: Go to <https://extensis.mdc.edu/name of the published site>

STEP 1: Log in to the Web Client or one of the Netpublish sites and do a search.



STEP 2: Select the assets needed and click on download (top navigation).