The Office of Marketing and Communications

UQ Images: Photo Database Project – Governance of UQ Imagery
(July 2012)
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1.0 Purpose

To create a structure and system of work, supported by a database, which will facilitate an efficient collection of imagery that remains fresh and relevant. The need for governance has been recognised as a part of the OMC Photo Database Project.

This governance will give staff and where applicable, outside contractors, guidance on the requirements of OMC in capturing and storing valuable still and video photography. It will also provide a framework around the ongoing management and utilisation of images and footage, ensuring that industry best practice is considered and where possible applied.

2.0 Background

Issues were identified with both hardware and protocols that OMC used in relation to storing still photographs up to 2011. The database was utilised by approved users to search for images that they may wish to use and all requests were fulfilled by the Photo Services Coordinator.

The issues with the system were that it was labour intensive, did not support video storage and had limited search functionality. The increase in cost to OMC was also a catalyst for review. A new and better system was purchased at end 2011, “UQ Images” which is being implemented in 2012. At a suitable time the old system will be phased out and is not registering new users.

Governance is expected to complement the changing nature of OMC’s service delivery, taking into account the need to keep a good range of imagery for use in publications, web and digital media and also ensuring that brand and marketing campaigns feature contemporary representations of the University.

Ideally, expected efficiencies should be realised in the ways that University staff locate, utilise or distribute high quality imagery in print, digital and online media. In addition to this, there is now an ever present need to have an accessible database of video footage. Good governance and operational practices should assist in realising these needs.

3.0 Organisational Context

The Office of Marketing and Communications (OMC) provides leadership and expertise in strategic marketing, brand and reputation management to position The University of Queensland (UQ) locally, nationally and internationally, as a world-class, research-intensive university, aligned to UQ’s strategic objectives in learning, discovery and engagement.

OMC’s teams in communications, marketing, design and web services are required to regularly access images and video footage to support the role of OMC. Additionally, staff across the University also require access to these images to support their work.
It is a logical organisational fit for OMC to manage and administer a digital image database principally for marketing and communications users, even though other areas of the University maintain separate and more discipline-based or research-specific image libraries.

4.0 Governance Objectives

Good governance around the storage and accessibility of University images and video footage will be primarily aimed at ensuring that the University is depicted in line with promoting and protecting its reputation and strategic values.

**Protecting the Reputation of the University of Queensland:** Protecting the University’s reputation is paramount to the role of OMC. It is recognised that from time to time there will be images captured that may detract from the organisation’s reputation. It is essential that OMC only store images and footage that contribute to the University’s reputation and positioning in a positive way.

**Provide a stock of quality, fresh images:** Establishing a database that is easily searchable and efficiently administered to ensure that the user community has a pool of images to draw on that are contemporary, fresh and professional.

**Reducing the volume and cost of stored images and videos:** Establishing protocols for classifying and determining the types and volumes of new imagery that will be stored in the upgraded tool. This will include the ongoing management of this new imagery.

5.0 Operational Guidelines

5.1 Type of Capture/Equipment/Metadata Capture

The University requires that all imagery be captured in a digital format.

Having imagery, both Still and Video, in a digital format will maximise the opportunity to reuse existing footage in future productions, cutting down the time involved in re-shooting imagery and the associated costs.

Digital formats represent the most flexible option for current and future use and should be used in all possible circumstances.

To enhance the search efficiency of the image library, the effective use of metadata should be included in the capture of imagery at all times where possible. OMC photographers have been instructed to include this.

Minimum metadata at point of capture should include name of image (or event); name of photographer; date of capture; place of capture; and correctly spelled names of any people in the image. Additional key words and image usage data can be added at any time, (for example where the image has been used). Including as much metadata across sets of images
at point of capture as possible increases the efficiency in databasing volumes of work and making it accessible in the future.

5.2 Still image Storage Criteria

Still images should largely have a marketing and communications use or focus. To maximise the efficiency of the image library, duplicate and similar images should be avoided unless absolutely needed. Some images that will not be used in a marketing or communications context may be better placed in archival storage.

Images will be input into the database in .jpg format, even though they will be accessible in other standard formats. Images supplied to OMC for inclusion in the database should be provided in .jpg format.

Database users should be mindful of the objectives of this governance in selecting images to store in the database. Only imagery that portrays the University appropriately and is fresh and relevant should be stored. Additionally, there should be little duplication included to ensure that the size of the database does not become unmanageable and affect search capacities and storage costs.

5.3 Video Image Storage

Video imagery is increasing due to the level of production that is taking place, as the University embraces new technology and communication media with its audiences.

Final productions of video imagery will be made available for general use and downloaded via the image database in 720x1080 resolution, making it suitable for use on web and television.

Full High-Definition (1280x1080) productions will be available by request to OMC along with unedited rushes of footage. Making all footage including rushes available for download would be very resource intensive and compromise the size of the database.

6.0 Restricted Images

6.1 Embargoed Images

From time to time there will be an operational requirement that some images not be accessible by the general user population. These restrictions may be temporary or permanent and may be in place for a range of reasons, some of which are detailed below.

**Campaign and High Visibility Imagery**

Images that are used as part of University campaigns, or are considered to be ‘high visibility’ images due to their use, for example; cover images for corporate publications, may have restricted access.

**Protecting the image of UQ and its staff**

It would be unsatisfactory for an image to be publicly available or accessible if it were considered that the image depicts the University, or its staff and students negatively. There
is a need to be aware of the brand values of the University and prevent the dissemination of imagery that is non-brand compliant. In some cases it may be best to delete such images.

**No authority to publish**
Where imagery has been captured and the University has not obtained the necessary permissions to use the images without liability. Or that permission was obtained, but later withdrawn. OMC instructs photographers to ensure waivers are signed appropriately by those appearing in images, especially minors.

### 6.1.1 Managing Embargoed Images

When an image is embargoed; that is not for use or access without the relevant authority, the Photo Services Coordinator should have in place mechanisms and processes that facilitate the management of the embargoed inventory.

The Photo Services Coordinator will manage and be accountable for the accuracy of the embargoed image inventory, including receiving and responding to requests for access to restricted images.

### 6.2 External Access

Regularly there is a need to share UQ imagery with external parties, including the media. Images should only be shared where the image is suitable for publication, is consistent with the message that is being portrayed and where that image does not have a current restriction on its use.

Requests for use of images by external organisations are to be referred to the Communications Manager, Office of Marketing and Communications.

UQ Images has a function to enable external access.

### 6.3 Commercial Use

The University sometimes receives requests to use images of UQ campuses, staff, students and events by third parties wishing to promote themselves for commercial benefit. It is essential that the University be selective in allowing external third parties to gain commercial or economic advantage by associating themselves with UQ in the media or their marketing collateral.

Generally there should be a connection between the image that is requested/supplied and the relationship between UQ and the recipient organisation. It may be counterproductive to grant permission to an external party to utilise a UQ image for commercial use where that image does not appropriately reflect the relationship between the commercial entity and the University.

Each request for UQ imagery for this purpose should be considered on a case by case basis, and the application will be judged on its merits by the Director OMC or their delegate. Circumstances that would be considered favourably would be an existing sponsorship or joint venture arrangement between the requesting party and the University.
7.0 Archive and Record Management

There were approximately 120,000 images in the former photo database in 2011, however only about 50-80,000 were considered searchable owing to lack of data. Migration to UQ Images by mid-2012 has enabled access to about 85,000 images, some with more data than others.

In order to achieve some of the objectives of the Photo Database Project (to improve the search of images in the database, and to ensure that those images used are a current and fresh representation of the University), it has been identified that only a percentage of existing images will be transferred to the new tool in the ‘public use’ section i.e. that is downloadable by any staff member with a user permission.

Ongoing maintenance and management of the imagery database will be essential to ensure a fresh and relevant stock of images are available for use by the UQ community, the media and our external partners.

7.1 Classification of existing images

All images were automatically migrated to the new database. Later many will be classified as suitable for archiving, retention as publically visible or embargoed, or deleted according to governance criteria. OMC also undertakes an annual Imagery Update Project to refresh the University’s stock of brand still images. These will be placed in the visible section.

The categories that existing images will be allocated to are:

7.1.1 Retain for migration for public view

These images are relevant, current images that generically depict the Universities campuses, facilities, events and activities along with the University’s senior executive; they are the most ‘in demand’ images across UQ.

Multiple copies of same or similar images will be avoided in this selection (with the exception of portrait and landscape variations, where they exist, and where considered necessary; and in some cases enhanced colour corrected versions where needed for publications). For maximum future versatility, in most cases the version to be retained should be the one that has undergone the least editing or adjustment.

7.1.2 Retain for migration to hidden view

All existing imagery that does not satisfy the criteria for public view will be retained in a hidden view section of the database. These images may be recalled by users by request to the OMC Photo Services Coordinator.

As a general rule, to keep imagery current and fresh, images older than three years will be archived to this section, unless the Photo Services Co-ordinator is aware of heavy use.

7.2 Migration to new tool

It is anticipated that the stock of images for open use which are migrated for public view in the new tool initially will be fewer than the total, both because of metadata issues and to ensure fresh and brand compliant imagery. Additional imagery that is retained may be stored for use by special request to the Photo Services Coordinator.
In addition to this, it is expected that completed UQ NewsTV editions will be included in the library, along with recent Research Week award recipient videos. Selected raw footage from video work in the last two years may be retained to maximise re-use of the footage in future opportunities.

### 7.3 Archiving existing images

Imagery that is to be archived in future is to be tagged appropriately and sent to Records and Archive Management Service (RAMS) at UQ for storage. Future access of these files will be managed by request to RAMS. This recognises that it is not a part of OMC’s role to provide a limitless historical archive of University imagery.

Core data that should be tagged against images that are to be archived with RAMS, is: date or year of capture, name of event, name of people in the image (where available), location and name of photographer. OMC also works with Archives to digitise key pre-digital imagery and make it available via UQ Images.

### 7.4 Future image storage principles

The images and footage that are retained in the database is meant to reflect a collection of high quality and usable work. Careful consideration needs to be given when selecting which images to store in the database, and regular maintenance is also necessary to ensure that OMC continues to meet the objectives of the Governance of UQ Imagery and of the Photo Database Project.

#### 7.4.1 Digital Photograph Storage

Unless there is a specific requirement in the alternative, still images should generally be stored in a suitably large file format, such as .jpg. RAW files as output by more professional digital SLR cameras are very large in size and generally hold more data than is regularly required for standard usage.

Sets of photos should be screened before being stored to ensure that only high quality usable images are retained in the database.

There is sometimes a need for multiple versions of the same image to be stored, where that image is captured from different perspectives, for example; portrait and landscape images, or portraiture taken from different angles. Consideration should be given to the ability to invert and edit images in future, further reducing the need for multiple copies of very similar images.

It is recognised that images that are available for open use will be colour corrected to an agreed general standard, and this instruction has been given to OMC photographers. This will prepare images for use and reproduction in most circumstances, though individual users need to be aware that print quality will depend on the method and stock being used and they bear ultimate responsibility for the outcome of their print choices.

#### 7.4.2 Video Storage
The University has a growing need to distribute video footage in multiple mediums. To assist in the ease of use and distribution of this material, video productions should be stored in both high-resolution and low-resolution formats.

7.4.3 Frequency of Review
Once established with existing imagery tagged, from 2013 the digital image database will be reviewed every twelve months, and consideration given to archiving or deleting images that have passed the pre-determined use-by date. The Photo Services Coordinator may also make these assessments as part of their ongoing work in UQ Images.

Considering the general rule that images will not be more than three years old (except for a few high use items), it is anticipated that the largest range of available images will be less than one year old, with a smaller component being one - two years old and the smallest amount being three years old.

Embargoed and restricted images may be reassessed in reviews also, ensuring that embargoes are current and permission levels are correct. Images which are permanently embargoed may be assessed for archiving. When an embargo has expired, the image may be made available for all users to access, deleted or moved to archive, as appropriate.

7.4.4 Storage by non-OMC Staff
UQ Marketing and communications staff outside OMC and approved contractors will be able to store their marketing and communications imagery in their own “sections” of UQ Images, which may include open and hidden areas, depending on the view of the faculty, school or other department participating. (Note: all areas will also be visible to OMC.) Others will need to approach the area concerned for permission to use embargoed images.

To ensure that there is consistency in the use of the database and streamline the search efficiency, it will be necessary for users that are external to OMC who wish to input images into that database that those images comply with this Governance of UQ Imagery, including tags, metadata, file types and size and frequency of cleansing.

8.0 Authority and Review
The Governance of UQ Imagery has been developed by the Office of Marketing and Communications.

Review of this document is to be undertaken at least every two years to ensure that it remains contemporary and relevant. Updates and changes to this document can be made at any time with the approval of the Deputy Director, OMC.

Feedback on the Governance of UQ Imagery may be directed to:
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9.0 New procedures from resolved issues with UQ Images.