The new Visual Content Library also known as Third Light IMS is to be used as a source of curated, on-brand, relevant and up to date film and imagery content of and for The University of Manchester.

It is not a storage solution for every piece of visual content created at the University. If you work for the University there is an additional storage solution available to archive and manage your film and imagery content.

**Visual Content Library**

The visual content library provides an efficient and effective platform with which to share relevant film and imagery.

Content should be periodically reviewed, deleted and updated to keep it fresh and contemporary.

If you are a contributor to the Visual Content Library you must carefully select and curate content to be uploaded based on the [guidelines](http://www.brand.manchester.ac.uk/visual-identity/photography/) for photography and film. This ensures that only photos and video that adopts our distinct look and feel are used across the University.

Each piece of content uploaded, must be tagged with appropriate metadata, which gives a written description of it and makes finding it easy. This provides a satisfying and rewarding experience for the user, allowing them to locate a specific image or video clip in our vast library.

**Photo metadata**

Photo metadata is information about a particular photo that is stored within it. *You* must input this however. Detailed and accurate descriptions about images ensure they can be easily and efficiently retrieved via search.

There are 3 main categories of data:

**Administrative** – identification of the creator, creation date and location, contact information for licensors of the image, and other technical details.

**Descriptive** – information about the visual content. This may include headline, title, captions and keywords.

**Rights** – copyright information and underlying rights in the visual content including model and property rights, and rights usage terms.

For more information visit the IPTC website.

**Keywording**

Attaching descriptive words and phrases to an image or video, allows people to find it amongst the thousands of pieces of visual content on display within the library.

These can be added by using programs such as Adobe Lightroom, Adobe Photoshop or within the Third Light IMS itself.

**Image name**

Before uploading an image to the library, it should be renamed from the original name it was supplied with to one that describes what it is of.

**Image description**

Quality descriptions not only help people find your image, they tell them about the image. You can add these as captions and as keywords.

**Keyword**

Each word entered is considered to be a separate keyword, which can be clicked (hyperlinked). Keywords are entered with spaces or commas separating each word. Keyword phrases are supported by using "double quotes" around the keyword phrase.

**Objects**

For objects say what it is and include adjectives or verbs that describe the object.

**Location**

People often want images from a specific location so add the name of the building it was taken in, the department or specific area.

**Viewpoint**

People searching for a specific look, or style based on our photography guidelines may search for specific keywords such as aerial view, directly above, close up, POV.

**Technique**

Describe the technique used to capture the image, or the photographic quality that is prevalent. For example: macro, long exposure, bokeh, silhouette, monochromatic.

**Names**

Include the names of the person or people the image is of.