

Keyword Strategy!



How to get the most out of your keyword search...

PhotoDisc™, keywording is designed to be a simple, intuitive, comprehensive, consistent and accurate way to use logical descriptive terms to identify photographs. Each image is subjected to lists of questions designed to operate under three major categories (PEOPLE, OBJECTS and NATURE). These lists of questions insure a consistency that benefits the end user and his/her search. Abstract issues are also included in the keywording of every image to be used as keywords or search defining fields (i.e. focus, orientation or subject, horizontal or vertical, color of film, etc.)

Key Points

All words are singular. However, words commonly known in their plural form (i.e. glasses, scissors, fireworks, chopsticks, rapids) are used, as well as proper names. Though keywords are not case sensitive, capital letters are only used with proper nouns or names. No punctuation: do not use any punctuation whatsoever. When searching for hyphenated words, try the word with or without a space, i.e. "x ray" or "xray". Gerunds (words ending in "ing" such as "shopping," "running," "playing," and "walking,") are recommended for describing activities.

Think of more than one word to increase number of hits (i.e. when looking for images of a "highway," type in "highway or freeway or road:). When searching, be aware that a keyword may show up in its original form and as parts of other words (i.e. "man" may find all images with the keyword "man," but also "woman," "Roman" and "management," etc.).

Race, sex and age are included in every image depicting people (african american, caucasian, hispanic, asian, etc.). For images with only one person, descriptive words such as child, woman, man are included. This also applies to images of more than one person (children, women, men, family). Age categories include: baby, toddler, child, teen, adult, elderly.

All primary colors in each image are listed in the keywords. Perspectives of images defined as: overhead, below, closeup, detail, long shot, aerial.

When looking for orientation of subject, type either "center", "right", or "left".

Keywording is an evolving strategy, so be aware that there will be discrepancies between volumes and even within individual volumes. These discrepancies are being modified at this time,

If you have any questions, please call the Technical Support Department at (206) 441 9355 ext. #130 or send an e-mail message to techsupport@photodisc.com