

IPTC Tutorial – Using XnView

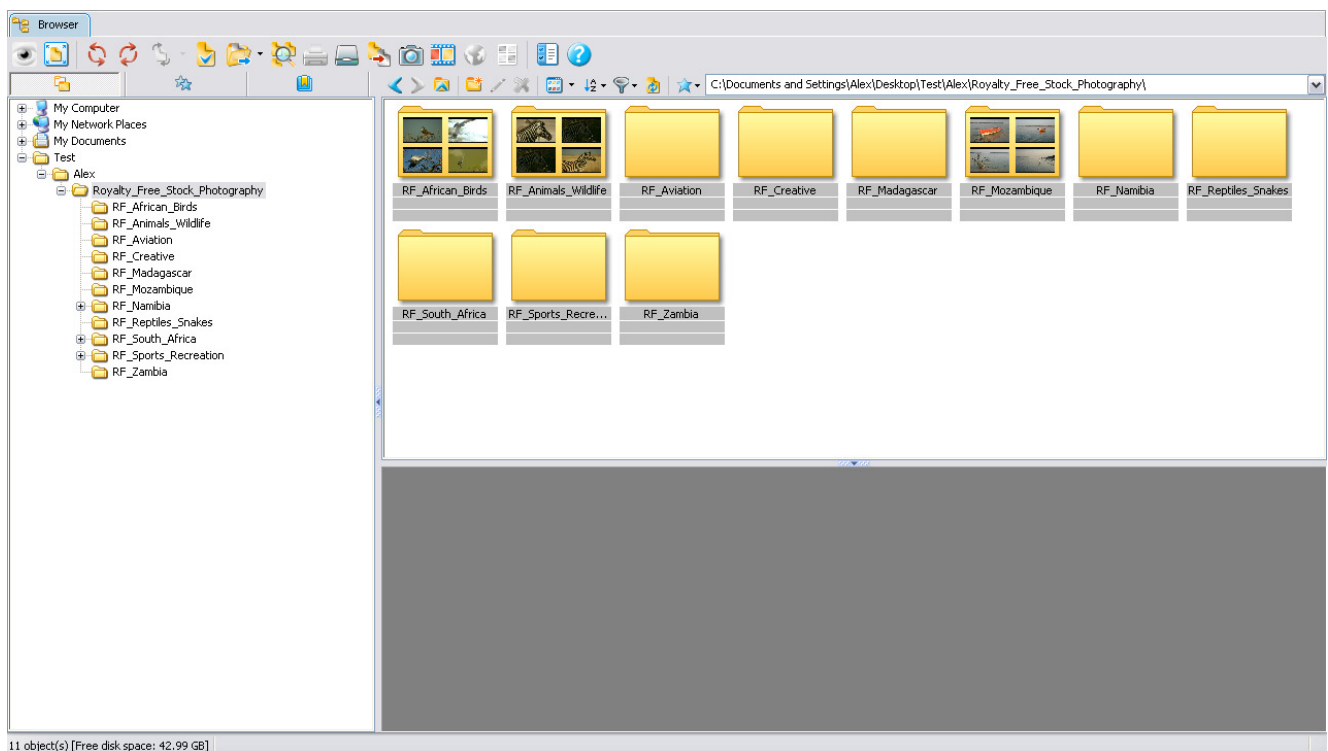
This is a simple page by page tutorial on how to complete IPTC data efficiently and easily. We recommend using a program called XNView, as it is an excellent freeware program! It allows you to easily view, enter and batch enter IPTC data across a range of images.

Before you begin, ensure that all your images are placed into the provided category structure, which is found in the photographers information section on Africapic.com. When you are finished, remember to run the program called “Royalty Free Check Images”! This will let you know exactly which images are badly labeled and will not pass Africapic’s technical standards.

IPTC Tags Required:

- 1) Byline (Photographer’s Name)
- 2) Location (Country, Province, City)
- 3) Keywords (at least 3 keywords)
- 4) Headline (Name of the Image)

1) Open XnView



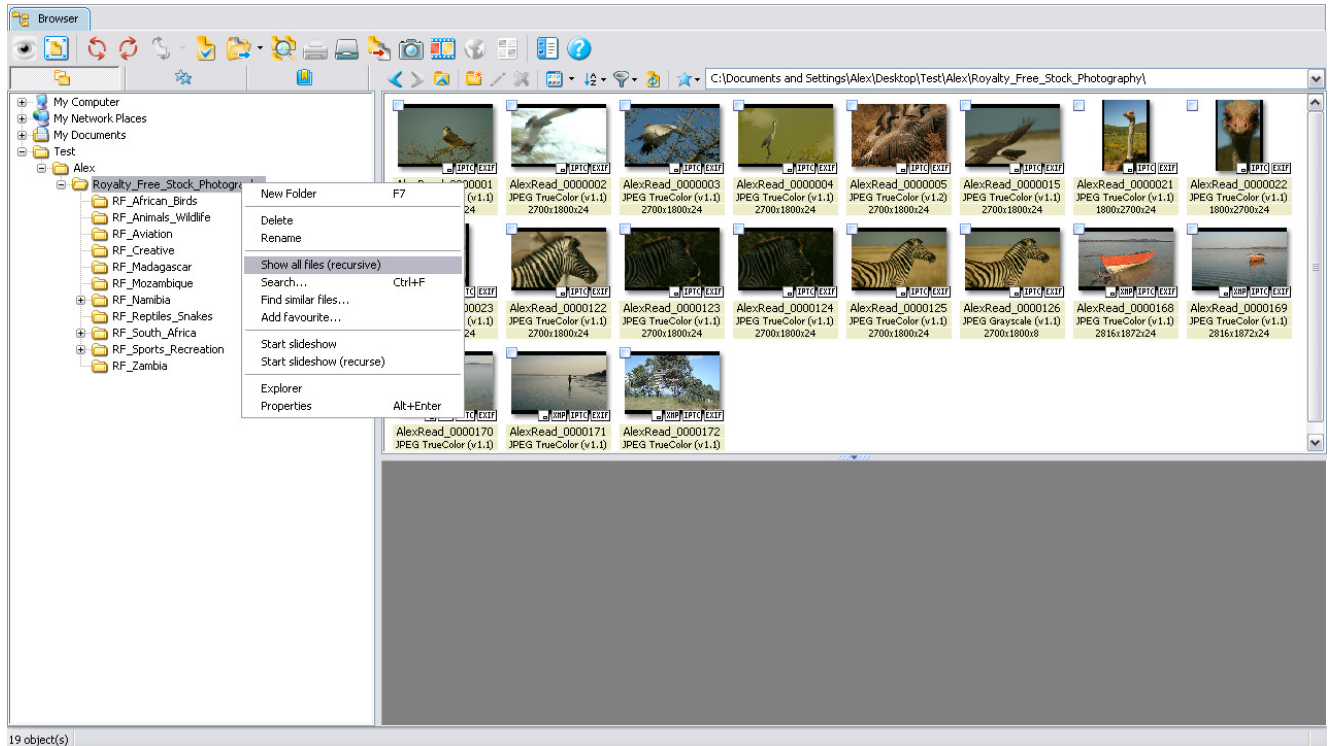
Select the folder that you are working with on the left directory tree.

Africapic.com

2) Adding the Byline

Right Click on the Root Folder & Select “Show All Files (Recursive)”

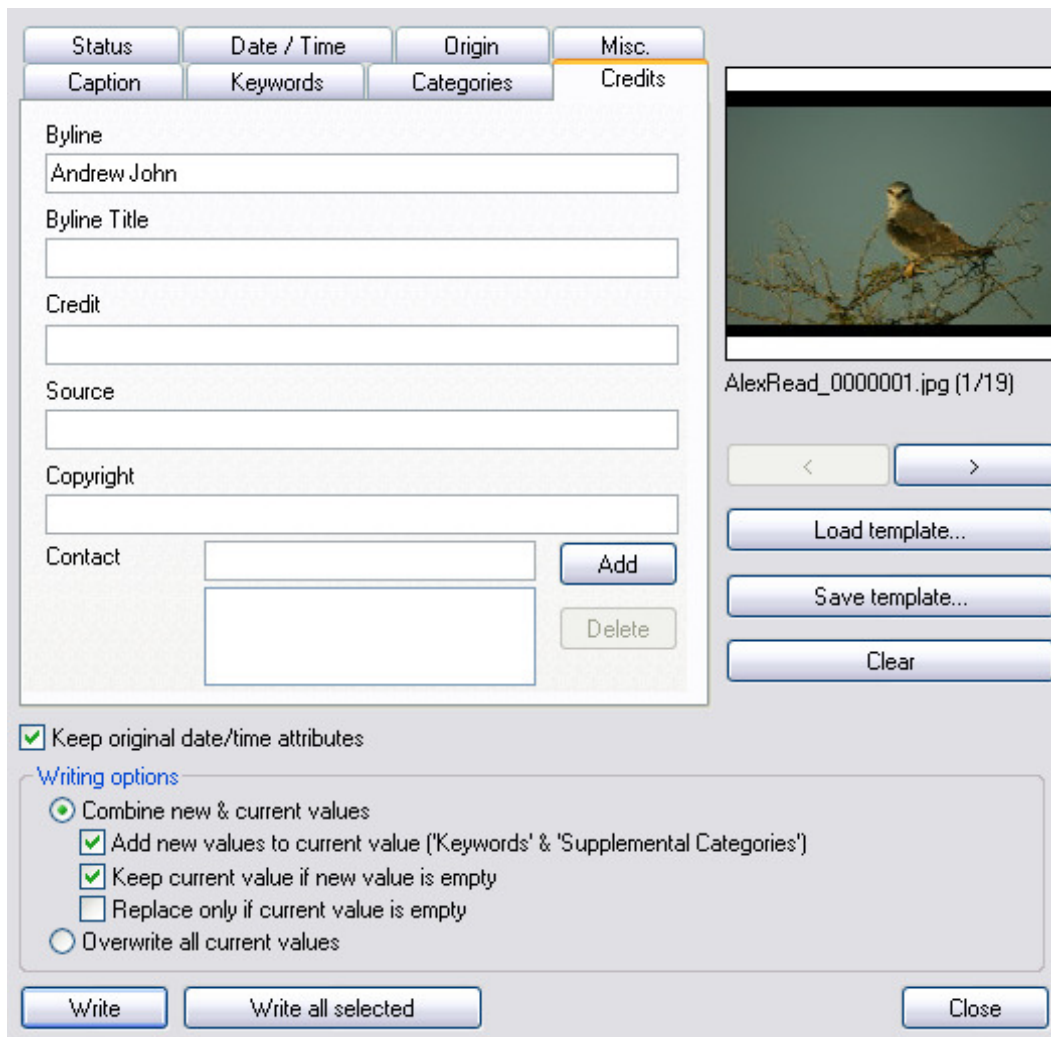
This displays all the image files included in the subfolder. Thus allowing you to enter the same data to all the images! This is where XnView is powerful as you can add the same IPTC data to all files.



- 1) Select all the thumbnails that you want to add the byline to.
There are two ways to do this:
 - a. Left click on a thumbnail and press ctrl “A”.
 - b. Left click on the first thumbnail, hold the shift key down, and then left click on the last thumbnail.
All thumbnails need to be selected. (If a thumbnail is selected it will be surrounded by a blue box)
- 2) Right Click the Mouse on the highlighted thumbnails, and select “Edit IPTC Data”.
 - a. Or you can press Ctrl “I”, which is much quicker.
- 3) Left Click on the credits tab on the top right.
- 4) Enter your name under the byline field.

Africapic.com

- 5) Left Click on "Write All Selected". (Please be aware of the options above. Or you may lose a lot of data.) We normally keep the "Combine new and current values" box ticked, as shown below. Then select "Close".



The screenshot displays the Africapic.com metadata editor interface. The 'Misc.' tab is selected, showing fields for Byline, Byline Title, Credit, Source, Copyright, and Contact. A preview of a bird image is shown on the right. The 'Writing options' section is expanded, showing 'Combine new & current values' selected, with sub-options for adding new values and keeping current values.

Metadata Fields:

- Status
- Date / Time
- Origin
- Misc.
- Caption
- Keywords
- Categories
- Credits

Byline: Andrew John

Byline Title:

Credit:

Source:

Copyright:

Contact: [Empty field] [Add] [Delete]

Image Preview: AlexRead_0000001.jpg (1/19)

Navigation: [Previous] [Next]

Actions: [Load template...] [Save template...] [Clear]

Options:

- Keep original date/time attributes
- Writing options:**
 - Combine new & current values
 - Add new values to current value ('Keywords' & 'Supplemental Categories')
 - Keep current value if new value is empty
 - Replace only if current value is empty
 - Overwrite all current values

Buttons: [Write] [Write all selected] [Close]

Africapic.com

2) Adding the Location

Select all the files that are required, and press ctrl "I". Then go to the origin tab. Complete all the fields you can. You at least need to complete the "Country" Field. Note that we have put "Kruger Park" into the sublocation.

Caption	Keywords	Categories	Credits
Status	Date / Time	Origin	Misc.

Content location code	<input type="text"/>
Content location name	<input type="text"/>
	<input type="button" value="Add"/>
	<input type="button" value="Delete"/>
City	<input type="text"/>
Sublocation	<input type="text" value="Kruger National Park"/>
State/Province	<input type="text" value="Mpumalanga"/>
Country	<input type="text" value="South Africa"/>
Country code	<input type="text" value="ZAF"/>


Keep original date/time attributes

Writing options

Combine new & current values

- Add new values to current value ('Keywords' & 'Supplemental Categories')
- Keep current value if new value is empty
- Replace only if current value is empty

Overwrite all current values



AlexRead_0000122.jpg (1/1)

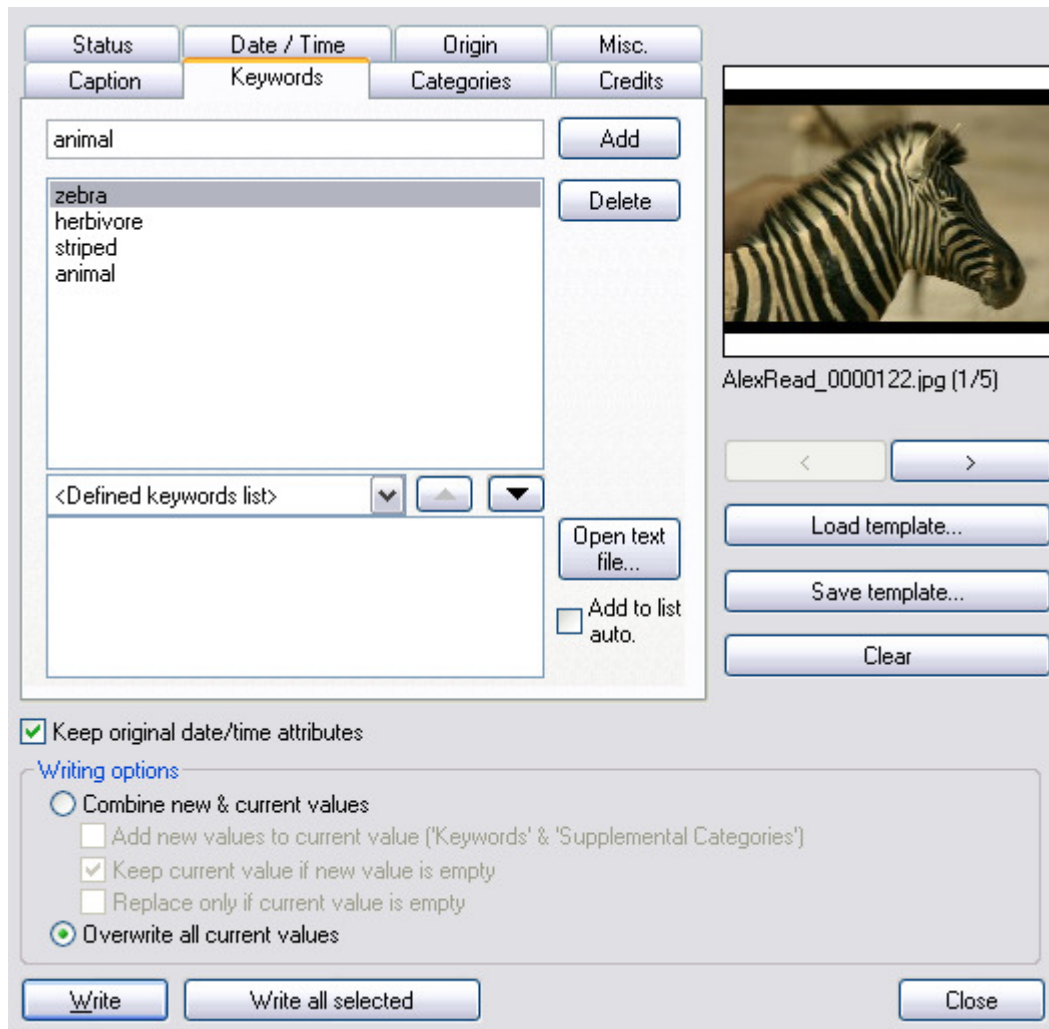
< >

Africapic.com

3) Adding the Keywords

To add keywords is easy. Select all the images that you want to add the same keywords to. To do this, hold the ctrl key down and left click the mouse on the appropriate images. In our example we will do all the zebra pictures. Each image that is selected will have a blue box around it.

Once you have selected the images press ctrl "I" to get to the keywords.



Make sure each keyword is applicable. Rather use fewer but more accurate keywords. There is nothing more frustrating for a client than badly labeled pictures coming into their searches. If they have gone to the effort to search for a zebra picture, they are not interested in other animals. So please, do not put bad keywords in!

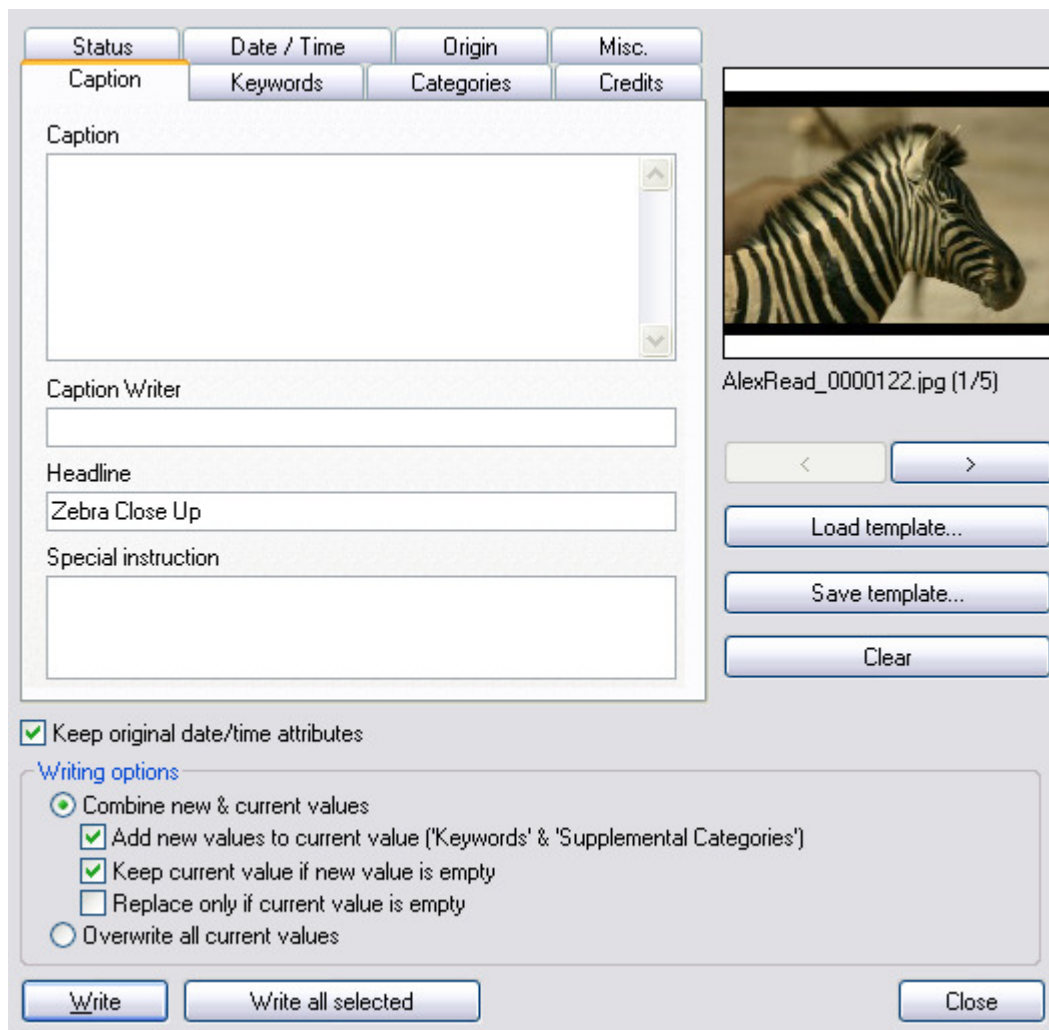
When you have added the keywords, select "Write All", again, be aware of the writing options. Always run a test on a few images to ensure that you have the correct option selected. Remember that batch processing can save hours of work, it can also make you lose hours of work in an instant!

Africapic.com

4) Adding the Headline

This is the most important tag that we require. It is the tag that is listed in Google, and on our database. It is the name of the picture. It needs to be accurate and descriptive. It should contain maybe three or four words that accurately describe the picture. We find a vast amount of our traffic comes from users searching for the phrase in Google and finding the appropriate image.

Again, select the images that you want to label, press ctrl "I" and then navigate to the "Caption" tab. You will find the headline tag here.



The screenshot shows a web application interface for managing image captions. At the top, there are several tabs: Status, Date / Time, Origin, Misc., Caption (selected), Keywords, Categories, and Credits. The 'Caption' tab is active, displaying a large text area for the caption, a 'Caption Writer' field, a 'Headline' field containing the text 'Zebra Close Up', and a 'Special instruction' field. To the right of the form is a preview of the image being edited, a zebra, with the filename 'AlexRead_0000122.jpg (1/5)' below it. Below the preview are navigation arrows and three buttons: 'Load template...', 'Save template...', and 'Clear'. At the bottom of the interface, there is a checkbox for 'Keep original date/time attributes' which is checked, and a section titled 'Writing options' with four radio and checkbox options: 'Combine new & current values' (selected), 'Add new values to current value ('Keywords' & 'Supplemental Categories')' (checked), 'Keep current value if new value is empty' (checked), 'Replace only if current value is empty' (unchecked), and 'Overwrite all current values' (unselected). At the very bottom are three buttons: 'Write', 'Write all selected', and 'Close'.

You will see that we have labeled this image "Zebra Close Up". Thus, users in Google who want a "Zebra Close Up" picture are likely to find this picture. Note: this is more descriptive than a zebra picture. If a user types in zebra on our system, our thorough search feature will display your picture in the results.

Africapic.com

5) Final Thoughts

- a) Adding IPTC data is the most important process of submitting images, apart from ensuring that they meet our technical requirements.
- b) The more you do it, the easier it becomes.
- c) Once you have completed labeling your images run the program "Royalty Free Check Images" to ensure that you have done everything correctly!
- d) Send your images off to Africapic.com to be displayed and sold on the website.

We hope that you found this tutorial useful.

Kindest Regards,

The Team from Africapic.com