

Organizing a Shared Photo Library: The Menlo Photo Bank

Pete Zivkov

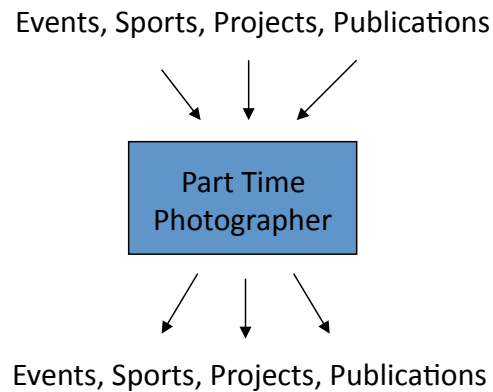
Image Director & Photo Instructor

Menlo School

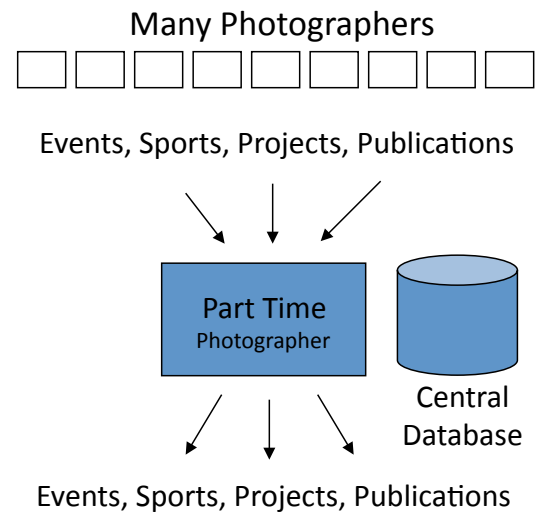
CAIS Presentation, March 2011

Photography at Menlo School

Old Way: **One Person**



New Way: **One System**



Photography at Menlo School

2008

- One part-time photographer
- A few contributors
- Private photo collections
- Not searchable
- Mixed image quality

Problems

- Increased need for photos
- Shift to digital & web
- No single image archive
- Uncoordinated efforts

2011

- One part-time photographer/organizer
- More than 150 contributors
- Single web-based, public library
- Searchable (tagged with key words)
- High quality, edited images only

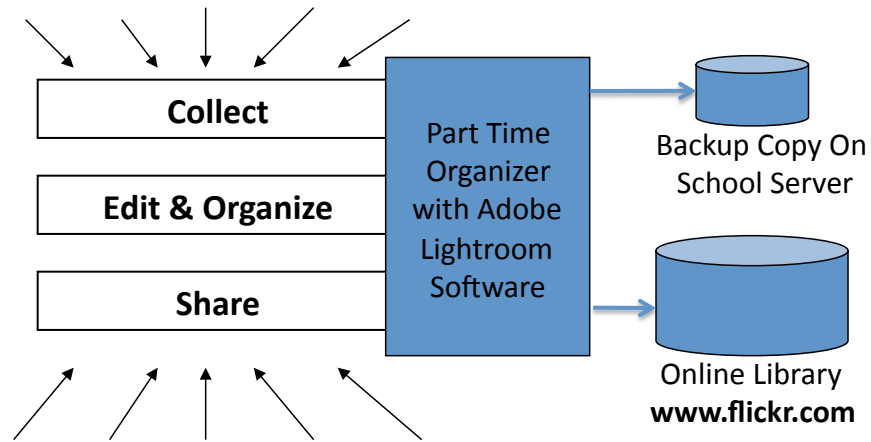
Library Based on Flickr.com

- Contains 15,000 photos
- 1000-3000 views daily
- Organized chronologically by event
- Provides unlimited, off-site backup
- Only \$25/year
- www.Flickr.com/menlophoto

Menlo Photo Bank Concept

PROVIDERS: Students, Faculty, Families, Groups & Partners

Easy Photo Submission



USERS: Students, Faculty, Families, Groups & Partners

Easy to Browse, Search and Download

Why Use Flickr?

- Most popular photo web site, 40M users, 5B images
 - Accessible to everyone: parents, students, alumni, the public
- Emphasis on viewing, tagging and sharing
not on printing or selling images
- Provides nice built-in tools & methods
 - Tagging, searching, organizing, mapping, metrics
 - Privacy, group access, copyright notification
 - High, medium, & low resolution images
- It's cheap: Unlimited server space for \$25/yr
- Open access for API and 3rd party plug ins

Photo Bank - Mission

- Engage the Menlo Community to share photos
- Record & document key people, school events and activities
- Collect the best images with simple process for contributors
- Organize and categorize images for search & re-use
- Save, archive & backup images for the future
- Provide images for internal & external use at no added cost
- Coordinate image providers and image users

Menlo Photo Bank - Vision

- Daily use by students, families and staff
- Many student, parent & faculty contributors
- Integration with other web-based communications (web sites, Facebook, library, yearbook, COA, etc)
- Less reliance on paid professional photographers
- Only high quality, edited print-ready photos
- Include samples of student work
- Include short video snippets (?)
- Include photos from historic archives (?)

Appendix - The Details

Typical Questions & Concerns

- Should we make our images available to everyone?
- Are there individual student photo privacy concerns?
- Should we identify students and staff by name?
- How do we deal with exceptions to our policy?
- Who owns the submitted images? Parent and/or school?
- Do we need student permission to post their images?
- Can other people reuse or alter our images for profit?
- Can we also distribute professional, copyrighted works?
- Should we scan and provide some older images?
- What are other schools doing?

Image Production Using Lightroom

- Photos are submitted through email, CD and web
- Only positive, high quality photos are used
- Each photo is edited for color, contrast, composition, etc.
- Each photo is tagged with descriptive text (for searching)
- Every photographer is credited within the photo
- Each photo location is noted within the photo
- Each photo file is stored in a standardized fashion (jpg)
- Each photo has a unique file name
- Each photo is also posted to Flickr.com
- The photo library is backed up regularly

Privacy, Sharing & Ownership

- Every photo is carefully edited to reflect a positive image of the school and its people
- All of our images are visible and available for public view
- All students and staff may be photographed while at school
- The school may use a photo of you for its own purposes
- Adults are tagged by name, HS students by first name only, MS students not at all
- Individual photos or tags can be removed by request
- Image ownership is shared and copyright protected

Copyrighted 2010, All rights reserved John Doe, Menlo School

Archival & Backups of Files

- Images are edited with Adobe Lightroom on a laptop
- Laptop's Lightroom database is backed up weekly (1)
- Every image has a unique file name: PZ20080509-0001.jpg
- Flickr data is backed up & provides unlimited disk space (2)
- A copy of all image files is also kept on campus server (3)
- Same file names are used on Flickr and the campus server
- Campus server directory structure:
 - Menlo Photo Bank/YYYY/MM/EventName/InitialsYYYYMMDD-001.jpg
 - Menlo Photo Bank/2008/05/Speaker Series/PZ20080509-001.jpg
- Flickr set & file structure:
 - Sets/YYYY-MM/EventName/InitialsYYYYMMDD-001.jpg
 - Sets/2008-05/Speaker Series/PZ20080509-001.jpg

Standard Tags (IPTC Core Data)

Caption: Long Description of Photograph, punctuated sentences.
who, when, what, why, where (2000 char max)

Credit: Photographer's First and Last Name (32 char max)

Copyright: Pete Zivkov, Menlo School, all rights reserved (128 char max)

Create Date: 03/16/2008 (16 char max)

Location: Menlo School

City: Atherton

Province/State: CA

Country: USA

More Tags: Controlled Keywords

Photo by Jon Doe

Menlo School, Upper School, Middle School

People, Individual, Small Group, Large Group, Formal Group Photo

Boys, Girls, Man, Woman, Child, Infant, Students, Staff, Parents

Academics, Science, Math, English, Language, History,

Engineering, Journalism, Yearbook, Computer Science, Technology, etc

Sports, Action, Football, Soccer, Volleyball, Tennis, Lacrosse, etc.

Arts, Performance, Music, Visual Art, Jazz, Orchestra, Chorus, Drama, Dance,

Photography, Movie Making,

Event, Exam, Assembly, Speaker Series, Homecoming, Prom, First Day, etc

Student Life, Advocacy, Clubs, Community Service, Student Government

Landscape, Architecture, Campus, Classroom, Field, Quad, The Loop, etc

Cafeteria, Health, Bookstore, Transportation, Parking, Security

2011, Summer, Fall, Winter, Spring

Class of 2012, Class of 2013, Class of 2014, etc.

Example of Student Work, Low Res Sample, Photo, B&W, Illustration,

Bay Area Travel, California Travel, US Travel, International Travel

Example 1

Caption: Jazz trombonist Wycliffe Gordon performs at Menlo School's Speaker Series on May 6, 2008.

Credit: Pete Zivkov

Copyright: c 2008 Pete Zivkov, Menlo School, all rights reserved

Create Date: 05/07/2008

Location: Martin Family Hall, Menlo School

City: Atherton

Province/State: CA

Country: USA



Controlled Keywords: Menlo School, High School, People, Individual, Man, Arts, Performance, Music, Event, Speaker Series, Visitor

Open Keywords: Trombone, Jazz, Horn, Musician, Wycliffe Gordon

Example 2

Caption: Menlo School freshmen prepare for a chemistry exam.

Credit: David Silver

Copyright: c 2008 David Silver, Menlo School, all rights reserved

Create Date: 01/12/2008

Location: Menlo School

City: Atherton

Province/State: CA

Country: USA



Controlled Keywords: Menlo School, Upper School, Small Group, Students, Academics, Science, Chemistry, Class of 2013, Classroom, People, Boys, Girls

Open Keywords: Study, Exam Prep

Example 3

Caption: Students arriving for another school day at Menlo School's campus in Atherton.

Credit: Riley Siebel

Copyright: c 2006 Riley Siebel, Menlo School, all rights reserved

Create Date: 03/25/2006

Location: Menlo School

City: Atherton

Province/State: CA

Country: USA

Controlled Keywords: Menlo School, Upper School, Middle School, Students, Landscape, Architecture, Transportation

Open Keywords: Cars, The Loop, Stent, Commuting




Menlo Photos - New Way...

flickr® **All Sets (Events)** You aren't signed in [Sign In](#) [Help](#)



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Menlo School's photostream pro
[Sets](#) [Tags](#) [Map](#) [Archives](#) [Favorites](#) [Profile](#)


SR20080905-013





Menlo School girls waterpolo competes against St. Francis at Stanford pool.

  Some rights reserved
Uploaded on [Sep 9, 2008](#)
0 comments


SR20080905-012




Menlo School girls waterpolo competes against St. Francis at Stanford pool.

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SR20080905-011




SR20080905-010



Recent Sets



2008-09 Girls Waterpolo
13 photos



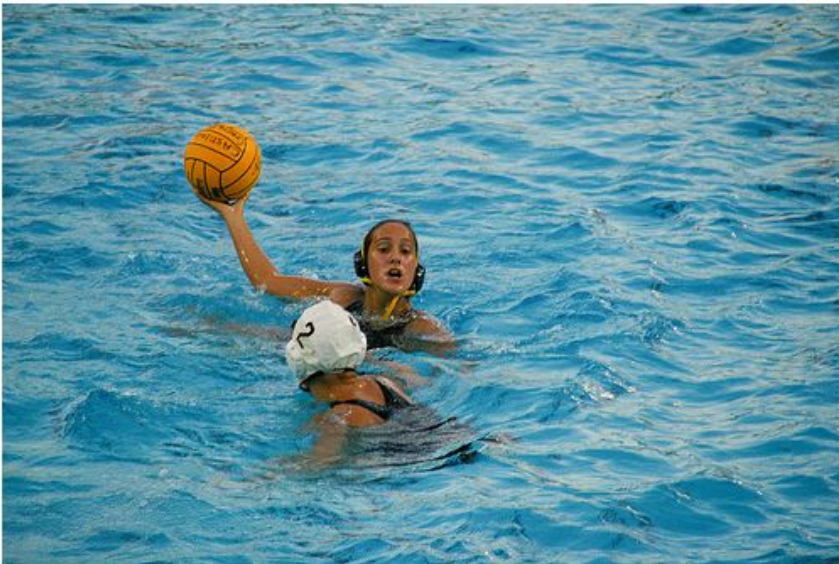
2008-08 Middle School, First...
30 photos

Search

SR20080905-012

Download

ALL SIZES



Menlo School girls waterpolo competes against St. Francis at Stanford pool.

Would you like to comment?

Sign up for a free account, or sign in (if you're already a member).

Uploaded on September 9, 2008 by Menlo School

Menlo School's photostream



321 uploads

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This photo also belongs to:

2008-09 Girls Waterpolo (Set)



13 items

browse

Tags

Tags

- 2008
- Action
- Girls
- Menlo School
- Pool
- Small Group