



PHOTOGRAPHERS DIGITAL SUBMISSION GUIDELINES



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Digital Submission Guidelines

Please note: This document outlines the technical steps that are necessary to prepare and send your submission of images / videos to Majority World for review, editing and uploading.

Note that it may take up to 48 hours before your images / videos are published on the website depending on the volume of images / videos we have in our queue. Ensuring you have good metadata and keywords will help to ensure your submission moves up the queue to be available to clients faster. Submissions that do not meet our technical requirements will be automatically rejected by our system so it is important to ensure you follow the instructions below.

You can submit images only after the agreement has been signed and Majority World has given you permission.

We are always happy to help you by providing advice on how to properly prepare your images / videos using the variety of digital tools available. **E-mail** kantha@majorityworld.com if you have any questions.

Submissions Workflow

This outlines the process by which we accept, process and publish picture / video on our website.

- **Photographer / Agency uploads HIGH RESOLUTION picture / video with complete metadata and keywords to www.majorityworld.com.** Picture / Video will be automatically rejected by our system if the technical requirements are not met (please see below). We need metadata to be able to edit the submission as content is as important as visual strength.
- **Majority World processes and edits Picture / Video.** Picture / video are placed into a queue for processing. We will edit ones that we feel would contribute to our archive. We will review them for dust, colour tone, appropriate metadata and keywords before we publish them on the website. If this is your first submission, we will confirm your commission rate at this stage based on the commission table outlined in your contract.
- **Majority World publishes picture / video on its website.**

How to upload the Picture / Video

Step 1 -

- Majority World will send you the contributor login details which contains your E-Mail address.
- **Login (Contributor)** - Click on Login button on the top right-hand corner.
- Click on Contribute. Login as **contributor** with your **email** and **password** provided by Majority World.

Step 2

- Click on Picture / Video
- Include a title for the picture / video - (Optional)
- Put the location - (Optional)

- Select the images from your computer / laptop
- Let the Picture / Video upload 100% . Once the Picture / Video has finished uploading please follow step 3.

Step 3

- Click on the Contributor button
- Go to My Images / My Videos
- Select the Images / Videos you uploaded
- Click on Batch Edit
- Add Description
- Add Keywords (Minimum 15 to 20 keywords). **Please Note** - AWS Keywords Generate Automatically.
- Please go to **Categories** and select the relevant category
- Press Submit

Step 4

- Majority World will select and approve the images within 3 working days.

Important Information for image / video submitting.

File organization

If you are submitting sets of images from different shoots or feature stories please group them into separate folders.

Features

Feature stories and images relevant to the story can be emailed to ricky@majorityworld.com directly.

Images for features stories should be sequenced according to their filenames so that are easy to identify as a group. They should be submitted in a separate folder together with a text document (e.g. Word or Textedit) that includes a strong, coherent story about the series of images (about 200-400 words) and additional notes.

- Explain how the images are linked and why they have been taken.
- Include details such as location, dates and names.
- Identify what the hook is for viewers. What is it about these images that will get people interested/excited/engaged? It is important to stimulate some kind of emotion – love or hate is better than indifference.

- Caption each individual image with details about its significance to the story, characters and/or activities.
- Identify which Majority World categories your image fits into.
- Include as additional notes **for our editorial team:** who commissioned the work (if applicable), who has published the work, any restrictions as to licensing/publishing, whether you would also like the story to be available as single images **where appropriate**.

The editor will review all features and may work with you to improve the text or sequencing before publishing if necessary.

Model & Property Releases

If you have signed model or property releases making images featuring people or private property available for commercial licensing, please ensure you make a note of this in the IPTC Instructions field. All signed leases need to be scanned and sent to us as .pdf or .jpg documents including the full name of the person or property, and the image filename. If you would like an example model or property release to use on your next shoot we can provide you with one. **(Appendix - 1 and 2)**

Technical specifications

The following are technical requirements for image files based on the standards required by clients to publish in a variety of mediums. It is best to perform all image edits by working on your RAW images first in an image editing program before saving as compressed TIFF or JPG files (e.g. Photoshop, Camera Raw, Lightroom, Photoshop Elements, Aperture, iPhoto, etc.).

If you are not sure how to prepare your images to meet our requirements, we highly recommend referring to the free training guides provided by Shutha.org (<http://www.shutha.org/node/812>). Our team at kantha@majorityworld.com and ricky@majorityworld.com are also available to assist you.

File name	Use a unique code to name your files that makes it easy to identify. DO NOT use camera file numbers as these may be confused with other photographers' images. Image names should be no longer than about 20 characters and should always include the file extension (e.g. ".jpg" or ".tiff"). An example of good image naming might include your initials, a date, shoot name, and sequence number (e.g. MCH2012India01.jpg)
Resolution	300 dpi
File size	Highest possible but a minimum of 18 MB uncompressed (or 3000 pixels on the longest side); 6 MB uncompressed for black & white images. Note this is the "Document Size" shown in Photoshop, NOT the size on disk. DO NOT upsize or enlarge your images as it diminishes file quality.
Dimensions	At least 3000 pixels on the longest side
Format	Compressed as best quality JPG files (level 12)
Watermarks	None
Borders	None. Full bleed images only.
Colour Profile	Adobe RGB (1998) [Grey Scale for black and white images; dot gain 20%].
Sharpening	None. Our clients will sharpen according to their publication requirements.

Image enhancement

Please perform any necessary adjustments on exposure, contrast, cropping, etc. Use cloning or healing tools to fix any dust spots or scratches in your images. Work on a calibrated monitor to correct colour temperature. While we appreciate enhancements that reflect the photographer's style, we do not accept images that are overly processed rendering the image unrealistic.

Metadata

Metadata is one of the most essential but least exciting aspects of selling photography. Good metadata helps ensure there are greater opportunities to earn income and identifies the following:

- **Copyright** - clearly states who the photographer and copyright holder of the image is so that it can always be credited appropriately.
- **Subject of the image** - captions and keywords makes it easier for clients to find your images when searching online and to determine whether it is appropriate for their needs. It is also ensures that they have all the correct information when captioning the images in publications.
- **Restrictions** - this is important for clients to know how and where they can use a particular image.

To learn more about the value of metadata, we recommend the *CEPICIPTC Metadata Handbook* (<https://iptc.org/standards/photo-metadata/iptc-standard/>).

The following table outlines all the IPTC metadata fields Majority World requires contributors to complete. Any metadata field missing will be rejected by our system. If you are unable to edit metadata fields for any reason, we can provide you with an Excel table to add data, which can then be uploaded to our system with your images.

Headline	This is a very short descriptive title about the subject of the image. It is usually less than 10 words and does not include punctuation. e.g. Philippines vaccination drive.
Caption / Description	The caption field provides all the key information about the photo necessary to identify and contextualize the subject, and make it searchable. The first paragraph of the caption should be concise and include the below key information in no more than about 250 characters (as in the example below). If you wish to add additional information/context, you can follow this with a second paragraph. Who - identify people with names and wherever possible include children's ages. What - describe what is happening in the image with as few words as possible and be as specific as possible. Where - if it is relevant, include any geographic descriptors at the beginning of the caption, e.g. city, country, place name. Why - sometimes you may need to explain why a certain activity is happening as our audience is global and it may not be obvious to other parts of the world.

How - sometimes how you took the picture is relevant to include especially if it might be misinterpreted, for example, if the subject posed for the picture.

When - include the complete month, day and year the image was shot. E.g. November 1, 2011.

Example: A medical worker holds a vial of the Johnson & Johnson COVID-19 vaccine at the Filoil Flying-V Arena in San Juan City. Philippine officials said a local transmission of the highly contagious Delta variant of the COVID-19 virus has been detected in the country and announced tighter quarantine restrictions. Metro Manila, Philippines.

Date Created	Please complete this field with the date the image was taken in this format: DD/MM/YYYY
Sample Image	
Keywords	Quality keywords are the most important way clients can find your image. Add at least 40 quality keywords separated by commas that will help clients find the image. Think about what clients might search for and be specific about what is in the image, including any geographic locations. Johnson & Johnson vaccine; covid-19 vaccine; coronavirus in Philippines; covid-19; delta variant; doctors; gloves; hospital; males; masks; medical personnel; medicine; men; metro manila; needles; nurses; pandemic; people; Disable people; Philippines covid 19; Philippines females; Philippines girls; Philippines vaccinations; ppt kits, protective equipment; quarantine restrictions; residents; sanitizer; social distancing; vaccines; virus; Johnson & Johnson vial; Filoil Flying-V Arena; San Juan City;
City	Optional but often useful to include.
Country	You must include this field as our clients often search images by geographic location.
Instructions	Include any special notes to Majority World about the image such as availability of model or property releases, or restrictions about how it should be used, notes on scanned film, embargoes, country restrictions. Note if the image is Editorial Use Only (images that can only be licensed for editorial purposes and cannot be used for any commercial, promotional and advertising uses) or Commercial Use Only (e.g. the subjects are paid models for the purpose of the image and you have a model release). E.g. Model released, cannot be sold in the UK until January 15, 2012.
Credit Line	The credit line will be automatically linked to your name once you upload images with correct login details.
Copyright Notice	This identifies who owns the copyright of the image (usually the photographer and / or the agency). Copyright symbol © followed by name (and/or agency if relevant). Do not include a space between the © symbol and the name. E.g. ©John Doe Majority World.

Keywording Guide

Keywords form the vital link between images and researchers. When keywords are well applied, interest is attracted to relevant images.

Keywording Rules

- Keywords should always be applied in the singular form.
- Keywords describe only what is visible or immediately relevant to the image
- Separate each keyword with a comma and a space.
- Treat keywords independently.
 - use: 'blue' and 'facepaint' not 'blue face paint'.
 - use: 'holding' and 'bucket' not 'holding bucket'.
 - use: 'two people' and 'boys' not 'two boys'.
- Consider why someone would want to find or research the image. If you were looking for the image, which words would you use?
- No Spam - Never put copyright notices, photographer name, website, file numbers or other non-Keyword information in the Keywords field!
- No Generic Keywords - Do not Keyword every single image with 'Developing world'. All images on our website are from the developing world.
- Only use the word 'poverty' when it applies to a specific image. Adding the keyword 'poverty' to all images will not help people find true representations.
- Add Concepts from our checklist only when clearly illustrated
- Don't include misspellings, plurals or multiple variants of a word. Our search system will support these variations for you.
- Don't Keyword minor background elements or small details. A portrait of a man does not need to include keywords for a tree in the background, his shirt, hair, shoulders, eyes etc. If he's wearing a prominent hat or traditional clothing that's fine.
- Don't link separate keywords together. use: Traditional, African, Mud Hut. Do not combine 'Traditional African Mud Hut' into one keyword. If you keep keywords separate, more variables are possible. A search for 'African Hu't or 'Traditional Mud Hut will find your image.
- Don't break up proper names.
 - use: "New York" not New, York.
 - use: "Polar Bear" not Polar, Bear.
- For UNESCO Sites. use: UNESCO, World Heritage Site
- Shooting style - Don't include a shooting style for every photo, but do include selected 'image terms' relevant to your image.

Keywording Procedure

- Select and apply one or more of our thematic categories.
- In around 10 keywords describe what is visible in the image.
- Concepts may be added to describe ideas present or implied by the image.

Keyword Requirements

Thematic Category	Content must be predominantly relevant to the category. Add one or more of the Themes listed on page one of the contributors guide. This enables your image to be searchable from a broad visual perspective
Location	Where was your image taken and at what time of day. Indoors or outdoors? Day or Night? Morning, Evening or Afternoon?
Specific Location	Urban. Rural. Coastal. Street. Sea. Beach. Playground. Hillside. Road. Home. Market. Hospital. River. Ship. School.
People, Objects, Animals	How many? One person, two people, small group, large group, etc, Who are they? Or Nobody?
Gender	Man / Woman / Boy / Girl, Men / Women / Boys / Girls
Age	Young Adult / Mid Adult / Mature / Elderly / Teenager
Occupation	Fisherman / Teacher / Nurse / Dancer / Farmer / Schoolboy
Relationship	Mother / Father / Son / Daughter / Friend / Couple / Grandmother
Activity	What are they doing? (activities end with -ING) Walking / Standing / Sitting / Playing / Running / Working / Laughing / Holding / Carrying / Looking at Camera / Looking / Looking Away.
Objects	Primary notable objects and description
Clothing	Turban / Veil / Sportswear / Barefoot / Casual clothing / Hat / Uniform
Vehicle	Car / Truck / Bus / Bicycle / Train / Boat / Raft / Canoe / Motorbike / Moped
Descriptive Colour	Red / Blue / Green / White / Colourful / Multi-coloured
Image Terms	Photographic terms which make this image distinct: Black and white / Close up / Full Frame / Perspective / Blur / Focus on Foreground / Focus on Background / Backlit / Silhouette / Portrait (head shot / full length)
Concepts	Ideas that are represented or implied by the image. Refer to themes provided in the Contributor Content Guideline.

Important Notice: Image Guidelines including Non Manipulation and Artificial Intelligence (AI)

Customer trust in the authenticity of editorial imagery is crucial especially with the rise of generative AI to create images.

Consistent with our long-standing policies on non-manipulation, **we do not accept the use of AI software to generate or modify editorial images.** This includes AI-powered tools in Adobe products and any other software.

Any alteration that affects the content or context of original digital images, scanned analog materials, or video is unacceptable. This includes the use of AI features in traditional editing tools like Adobe Photoshop, as well as AI software that creates new images or modifies existing ones.

We do not accept content created, edited, enhanced or manipulated using AI tools or programs i.e. the use of artificial intelligence (AI) software to generate or modify images, this

Why Is Content Manipulation Not Allowed?

Editing Tools: Use with Care

While photography and videography tools allow for some creative expression, the use of filters, lenses, or editing software in editorial content must be done with caution. Any alteration that affects the authenticity of the image or video is unacceptable.

Guidance on editing tools:

- **On-camera or in-camera filters:** Should be used minimally and must not distort the natural representation of the scene.
- **Specialty lenses:** While they can create unique effects, they should not compromise the integrity of the content.

The Rise of AI and Editorial Integrity

The introduction of AI-powered editing tools has added new complexities to the industry. While AI can be used creatively, it's important to remember that **any tool that generates or alters content is prohibited in editorial imagery**. This includes tools that modify existing images or create entirely new content. The goal is to preserve the authenticity of what is being portrayed.

- AI-generated content or edits are **not allowed**.
- This includes the use of any AI features in popular editing software like Adobe Photoshop, as well as independent AI software tools.

This includes AI-powered tools in Adobe products and any other software.

It is important to adhere to these best practices:

- **Use sound judgment:** Always review your edits carefully and ask yourself if the changes you've made stay true to the original content.
- **Editor's Notes:** If you feel additional context is needed to explain how an image or video was created, add an Editor's Note.

Acceptable Changes for Photo and Video

Comparable to traditional photographic darkroom or video post-production techniques, as long as these changes do not alter the original context or authenticity of the photograph/video and provided that they are not carried out with the use of AI-powered tools:

- Cropping
- Minor color adjustments/corrections
- Limited lightening or darkening
- Limited sharpening

- Removal of dust spots (caused by a dirty lens or sensor)
- Limited stabilizing of video
- Minor corrections to level the horizon of an image

Unacceptable Changes For Photo And Video

Any other changes including but not limited to the following:

- Adding objects or information that were not in the original image or video file
- Deleting or obscuring objects or information that were visible in the original image or video file
- Pixelation or blurring of faces to grant anonymity (unless instructed by local laws and then only with the approval of a senior editor)
- Extreme lightening, darkening, color and contrast adjustments using any editing software (e.g., making a grey sky blue, a blue sky orange, etc.)
- Creating an extreme silhouette from a correctly exposed image or video file
- Do not intentionally contribute to, alter, or seek to alter or influence subjects or events
- The use of AI-powered software or tools to generate, edit or modify content (including use of AI-powered noise reduction)

Exceptions For Photos

Digital composite images, usually done to create panoramic images to overcome equipment limitations, are acceptable with an Editor's Note:

(EDITOR'S NOTE: Image is a digital [panoramic] composite.)

Editor's Notes

Please include a note to the editor in the following circumstances:

Content Warning Notes

Nudity

(EDITOR'S NOTE: Image/Clip contains [partial] nudity.)

To be used when the genital region of a person who appears is fully or partially exposed, when the buttocks are fully exposed, and/or when a woman's nipple and/or areola are visible. If gender identity is unclear or non-binary, use note.

Graphic content

(EDITOR'S NOTE: Image/Clip contains graphic content.)

To be used when an image or clip shows the impact of a violent act or a person suffering from grievous injuries at the time when the image was made, including but not limited to maiming, amputation, and serious wounds or burns, or shows a dead body in the process of decomposition.

Death

(EDITOR'S NOTE: Image/Clip depicts death.)

To be used when an image or clip depicts the dead body of a person in an instance when the body is intact and does not merit the above graphic content warning.

Profanity

(EDITOR'S NOTE: Image/Clip contains profanity.)

To be used when an image or clip contains a written representation of any word widely considered to be obscene, or a gesture widely considered to be obscene.

IN-Camera settings must be managed with due caution and in such a way that the authenticity of the original scene is respected and not altered.

Photo/Video/Story Consent Form: Adults

By signing below, I agree to allow Majority World CIC to record my story and/or my image. I understand that Majority World is a photography organization that conducts photography assignments around the world.

I give Majority World permission to reproduce and share my image and my story with members of the public, who will be able to see photographs and/or video of me, hear my words, and read about me and my experiences. Majority World may use this material in many ways, including but not limited to: online videos, printed publications, social media such as Facebook, and/or articles on Majority World's website. Majority World may also share the images they record of me, or the story I share, with global media outlets, such as newspapers. I understand that my participation is voluntary and that there is no penalty if I don't agree to participate.

Please choose one option and sign:

Full consent option (preferred, but only if the subject feels safe and comfortable)

☐ I agree to allow Majority World to use my image, my story/interview, and my name.

Partial consent options

☐ I agree to allow Majority World to use my story/interview and my name. No photographs or video, please.

☐ I agree to allow Majority World to use only my image and my story/interview, but not my name. Please use this first name or pseudonym instead:

☐ I agree to allow Majority World to use my story/interview, as well as images and/or video that obscure or hide my face and identity. However, Majority World may not use my name, or images and/or video that reveal my face or identity. Please use this first name or pseudonym instead:

Signature:

Date:

The information below is to be completed by the photographer/interviewer. Add notes as needed on back.

Name of subject (printed): _____

Photographer/Interviewer name(s): _____

Location (home/clinic/NGO/etc.; city, country): _____

Photo/Video/Story Consent Form: Minors

By signing below, I affirm that I, _____ am the parent or guardian of _____ minor, and agree to allow 'Majority World CIC' to record his/her story and/or image.

I give Majority World permission to reproduce and share my image and my story with members of the public, who will be able to see photographs and/or video of me, hear my words, and read about me and my experiences. Majority World may use this material in many ways, including but not limited to: online videos, printed publications, social media such as Facebook, and/or articles on Majority World's website. Majority World may also share the images they record of me, or the story I share, with global media outlets, such as newspapers. I understand that my participation is voluntary and that there is no penalty if I don't agree to participate.

Please choose one option and sign:***Full consent option (preferred, but only if the subject feels safe and comfortable)***

☐ I agree to allow Majority World to use my image, my story/interview, and my name.

Partial consent options

☐ I agree to allow Majority World to use my story/interview and my name. No photographs or video, please.

☐ I agree to allow Majority World to use only my image and my story/interview, but not my name.
Please use this first name or pseudonym instead:

☐ I agree to allow Majority World to use my story/interview, as well as images and/or video that obscure or hide my face and identity. However, Majority World may not use my name, or images and/or video that reveal my face or identity. Please use this first name or pseudonym instead:

Signature:

Date:

Minor's name: _____ Minor's age or birth date: _____

Parent or guardian's signature: _____ Date: _____

The information below is to be completed by the photographer/interviewer.

Name of subject (printed): _____

Photographer/Interviewer name(s): _____

Location (home/clinic/NGO/etc.; city, country): _____

Questions & Contact

If you have any questions on how to prepare your images please email our team with details about what you are having problems with and which image editing programs you are using. We will try our best to guide you by email, WhatsApp or phone.

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● END ●