

Keywording

In-house training for picture libraries

Sales of images online depend critically on the quality of data associated with them. This in-house course is for staff at image libraries who want consistent, productive keywording informed by industry standards and current image buying trends.

Content can be tailored to fit the needs of a company.

Overview

- Understand keywording schemas, principles of controlled vocabulary, thesauri
- Learn to caption and keyword consistently and accurately
- Gain awareness of industry standards (Getty, Corbis, Alamy)
- Look at productivity issues and outsourcing
- Exercises in practical keywording

Topics

- Keywording schemas
- Controlled vocabularies and Thesauri
- Building a keyword tree
- Categories, compound keywords, singular and plural
- Variants and synonyms
- Keywording in practice
- Capitalisation
- Caption writing
- Hints, tips, rules
- Productivity
- To outsource or not?
- Software for keywording

Suitable for: managers, keywording staff, photographers

TRAINER

Liisa Kaakinen is a keywording specialist based in London. She manages keywording for Amana images distributed in the West. She manages and develops the English Thesaurus, organises outsourcing, and keywords images for Getty, Corbis, Jupiter and others. She worked as a keyworder for Photonica, and Head of Metadata at Amana prior to going freelance in 2007. Liisa also works as a consultant for specialist libraries, developing keywording vocabularies, and advising on workflow issues.

Find out more.....

Go to our web site at www.electricleane.co.uk or email sarah@electricleane.co.uk

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