

## Electric Lane Training

Electric Lane provides training and consultancy to people managing, producing and using images as part of their work. We offer skills training, and consultancy services, across the whole image management workflow.

Electric Lane is one of six companies in the UK with Skillset Accreditation for digital skills training. (see <http://www.skillset.org/photo/approved>).

We aim to provide training which is rigorous, thorough and fit for purpose, and is informed by the needs of our clients.

In a rapidly changing environment, we promote creative thinking, excellent communication, and practical, workable solutions. We want to help clients achieve productivity benefits across the entire workflow.

Our associate trainers are industry experts, informed on the latest technology and trends. They are excellent communicators and teachers.

Electric Lane trains at client premises or at outside venues. We will discuss your training needs and propose a schedule to suit your requirements.

**Assessment and correction of digital images**

**Setting up a productive workflow**

**Choosing an image DAM system**

**Making the change to in-house repro**

**Keywording and controlled vocabularies**

**Metadata and its uses**

**Copyright and contracts**

**Commercial image sales**

**Automated checking and metadata handling**

Contact Electric Lane Director and Training Coordinator Sarah Saunders

sarah@electriclane.co.uk  
020 7607 1415



## IN HOUSE TRAINING

### MANAGING IMAGES

#### **CREATING AN IN-HOUSE IMAGE RESOURCE (Seminar)**

How to plan resources when setting up an in-house archive of digital images. Includes an overview of image quality issues, editing strategies, specifying an imaging system, key-wording and meta data, copyright and related rights, and workflow automation.

#### **COPYRIGHT AND RELATED RIGHTS (Seminar)**

The basics of UK copyright law and the key issues to consider when setting up a digital archive or using images in publications. Includes copyright of images on the internet, rights protection, model release and property release.

#### **EARNING MONEY FROM AN IMAGE COLLECTION (Seminar)**

This course covers what's needed to create an income stream from commercial sales of images. Covers pricing, rights negotiation, business models for selling rights, copyright and contracts, key copyright issues, researching the competition, industry developments and the future of image sales.

### WORDS WITH IMAGES

#### **KEYWORDING (Seminar)**

The course examines keywording schemas, the principles of controlled vocabulary and thesauri, and methods of captioning and keywording. Includes keywording in practice, caption writing, and productivity issues.

#### **KEYWORDING – ADVANCED (Seminar)**

Creating your own controlled vocabulary. The rules and the pitfalls. Participants will learn a step by step process and do exercises using data relating to their own collections.

#### **SEARCHING FOR IMAGES (hands on- internet)**

Knowing about how search engines work speeds up image searches and lead to better results. This course is designed for people searching for images on the internet. Includes information on different search engines and keyword systems, insights into how they work and how to get the best and most focused results from a search. Includes practical searching.

#### **METADATA (Seminar)**

Understand how data is carried in the image file and the importance of meta data to rights protection and exploitation. Includes discussion of IPTC fields, XML, customized Photoshop panels, automation of rights management using meta data fields in the image (PLUS initiative).



## IN HOUSE TRAINING

### DIGITAL IMAGING

#### **INTRODUCTION TO IMAGE QUALITY (Seminar)**

Introduces delegates to digital imaging and image quality standards. Includes image file structure, file size and resolution, colour and colour management, common image problems.

#### **ASSESSING AND CORRECTING COLOUR (Photoshop)**

Trains staff to assess and correct digital images so they are fit for print or web output. Includes colour management and colour correction

#### **TECHNICAL STANDARDS FOR IMAGES (Photoshop)**

Participants use Photoshop to examine the technical aspects of an image and how to apply standards. Covers, file size and resolution, sharpening, compression, cleaning,

#### **MAKE YOUR WORKFLOW PRODUCTIVE (Photoshop)**

This course covers the production process from raw files to archival quality files and images fit for publishing. The focus is on streamlining and automating the workflow.

#### **ADVANCED COLOUR CORRECTION (Photoshop)**

Teaches advanced darkroom techniques to perform selective corrections to an image. Includes use of selections, masks, layers, gradients and other colour spaces.

#### **THE COLOUR OF ART (Photoshop)**

Applying the rules of image assessment and correction to the particular case of artworks. This course is for professionals working in Museums, Galleries, picture libraries and publishers who want to understand the requirements for reproducing images of art correctly.

### PHOTOGRAPHY

#### **BETTER RESULTS FROM YOUR DIGITAL CAMERA (Laptop and Camera)**

Most in-house publications use images from non professionals who happen to be on the scene. This course is designed to help people with no photographic training take better pictures with their digital cameras, so better results can be achieved in print.

For more details contact Sarah Saunders, [sarah@electriclane.co.uk](mailto:sarah@electriclane.co.uk).





## Keywording

### In-house training for image collections

Sales of images online depend critically on the quality of data associated with them. This in-house course is for companies who want consistent, productive keywording informed by industry standards and current image search 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 Productions 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.electriclane.co.uk](http://www.electriclane.co.uk) or email [sarah@electriclane.co.uk](mailto:sarah@electriclane.co.uk)

*Electric Lane is a Skillset approved training provider*



## Training in image handling

### **Basic Training**

Our basic digital training will give your library and production staff the knowledge they need to handle digital files effectively. This allows you to create and monitor a standard specification for your photographers, which will stand the test of time.

### **Quality Control**

We can train selected staff to check incoming files for quality. It's no good spending hours on each picture. We have developed techniques which allow fast and accurate quality control, geared to your production needs.

### **Colour Management**

Make sure your staff are confident in handling profiled image files, so that your customers can view the file in the correct colour space. We can explain the colour management process in a way which is easy to grasp, and will make suggestions which fit your circumstances.

### **Workflow Automation**

We can help raise quality and productivity using specially designed scripts which take the donkey work out of the image workflow.

### **Photographers**

Achieving quality digital files means getting your photographers on board. We can provide low-cost training days for photographers if you supply the participants.

### **Productive Use of Adobe CS**

We can train you to use Indesign, Acrobat and Photoshop, in the most effective way, bringing the advantages of in-house pre-press to your company.

### **Metadata handling**

We can show you how ensure your image files have industry standard metadata, in the correct place. Our scripts will help you export your data to third parties.

### **Reference Toolkit**

People who train with us receive a CD on topics covered – and more. Our training materials, developed over a number of years, are based on real-life visual examples. They cover the whole range of issues from basic theory – simply but rigorously expressed – to real life problems in digital production.

