



## **Automate your workflow with ImageVisa and ImageText**

*There are ever more images to deal with, but each image brings a lower return. It's time to automate!*

*ImageVisa and ImageText are for agencies who want to cut time spent checking and annotating incoming images and enjoy the benefits of automatic quality assurance.*

Use of the scripts will:

- Ensure only good images arrive in your system
- Allow more photographers to upload to your site directly
- Save time and resource in the your agency
- Create a traffic light system for contributors
- Check and fix technical and data problems
- Pass images, or fail them if they can't be fixed
- Increase photographer productivity

### **HOW IT WORKS**

The agency fills out a questionnaire, setting up its standards and tolerances for incoming images. Photographers receive branded and customized versions (with photographer credit embedded), which they run in Photoshop when processing their image files.

The photographer points *ImageText* at a folder of images and fills out the text fields designated by the library. The panel only shows the fields the library needs. The traffic light coding indicates progress. Photographers view thumbnails created by the script, so image handling is fast, with templates to speed up a batch.

Once the data entry is complete, the images can be checked against to the agency technical spec. A folder with the agency name is created , with Pass and Fail folders and Audit records recording faults.

Images in the Pass folder are sent to the agency, with embedded codes to enable automatic rejection of failed images.

# electric\_lane

## FEATURES

### *ImageText*

- Sets up data fields required by the agency
- Automatically enters photographer credit, company web site, copyright notice
- Removes illegal characters, duplicate commas, extra spaces etc
- Specifies number of characters in a field
- Specifies max and min number of keywords
- Adds to filename/specifies uc/lc etc as required

### *ImageVisa*

- Checks and resets filesize as required, with agency tolerances for interpolation
- Removes unwanted layers, channels, paths etc
- Sets desired bit-depth, resolution
- Converts colour space to sRGB, Adobe RGB if desired
- Adds profiles if desired
- Sets grey to greyscale or RGB grey
- Accepts or rejects CMYK files
- Creates previews, thumbnails
- Shows progress bar

## TECHNICAL DETAILS

*ImageVisa* and *ImageText* are easy to install Javascripts for use in Photoshop. They work in Photoshop CS2\* and upwards.

\*small limitations on CS2 in *ImageText*

## COST

- Fee starts at £800 for 10 photographers,
- Bulk discounts available
- Further customization (eg extra data fields) by quotation

## TRIAL VERSIONS

Trial version available on request, with up to 5 uses of the script.

## THE ADVANTAGES

- Cheaper than having a staff member checking images
- Photographer technical and data processing is productive and managed
- The agency is freed up to sell images

**For more information call Sarah on 020 7607 1415, [sarah@electriclane.co.uk](mailto:sarah@electriclane.co.uk)**