

## STOCKXPRT KEYWORDING GUIDELINES

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### “Commercial” Images

Stockxpert keywording standards have been developed to meet the unique needs of the company’s customers, its controlled vocabulary and mapping of keywords, and its search engine technology. Given this, it is sometimes necessary for Stockxpert to require edits to keyword data supplied by its contributors in order to meet the company’s standards and thus maximize the capability of its search data architecture.

The guidelines below provide an overview of our keywording vocabulary and practices as they pertain to commercial imagery only. The better your keywording vocabulary matches ours, the less work will be needed to integrate your imagery into our search data systems and thus maximize successful search results for your imagery via our web site.

### **Selective keywording**

Generally, it is not necessary to describe everything that can be seen in an image. In fact, being overly thorough often does more harm than good, as images will appear in search results that are only marginally relevant to the search term used. It is best to limit keywording to only the most prominent aspects of an image.

Small details within an image, when the entire scene is really the point, should also not be keyworded. Only use terms such as “trees”, “clouds”, “sky”, or “buildings” when the term is represented as a significant aspect of the image. More general and inclusive terms such as “outdoors” or “urban” are better choices for capturing an environment and need only be used when essential to capturing what the image is about. Clothing, footwear, jewelry, and accessories that aren’t necessarily the focus of the image also do not need to be keyworded, but may perhaps warrant a more general term such as “casual attire” or “formal attire”. An image of a dinner party, for instance, does not need to be keyworded with “forks”, “spoons”, “knives”, “plates”, or “tablecloth” unless those items are clearly the focus of the image. Keywords used to describe concepts like “success”, “winning”, and “strategy” should only be used when the concept is clearly represented or implied in the image, such as with a child receiving a trophy or blue ribbon, a runner crossing the finish line, or a close-up of a chess set.

### **Form of keywords**

Most searches on our web site consist of simple words and short phrases—sometimes even just a single word so we recommend that most keywords should be in the form of a single word. We recommend using phrases as keywords as infrequently as possible. However, sometimes compound keywords and short phrases are necessary and should be carefully chosen and limited to commonly used combinations of words such as “young adult”, “youth culture”, “hands on hips”, or “birthday cake”.

### **Stockxpert keywords**

The following lists contain keywords that Stockxpert uses for some of the most commonly described aspects of its imagery. Some of these keywords also enable the use of certain search filters on our web site. If you have equivalents for these terms, it will increase the competitiveness of your images on our web site and will reduce the amount of additional keywording required before your images can be adequately integrated into our systems.

Please note that the following is only a partial list of the keywords that may be used for any given category.

## Number of People

A “person” is defined as any clearly visible human, human silhouette, human shadow, portion or part of a human body.

- nobody - *apply to any imagery that does not contain any visible part of a person (even a long distance shot of highway traffic where people driving cars are not visible would be keyworded 'nobody')*
- one person only - *a person or part of a person alone*
- one person with others - *more than one person in the imagery but focus is on just one individual*
- two people - *two people or parts of two people alone*
- two people with others - *more than two people in the imagery but focus is on just two individuals*
- small group of people - *3 - 5 people are the focus of the imagery*
- large group of people - *6 or more people are the focus of the imagery but “crowd” is inappropriate*
- crowd - *a very large group of people as in a sports stadium*
- human likeness - *statues, framed paintings, drawings, dolls, figurines, etc. of people; don't assign to illustration image types unless the person featured is very abstract and difficult to discern; in addition, assign all people attributes (e.g. ethnicity, gender, sex, quantity, etc.) as appropriate*

## Gender and Age

Note: Use the plural form of any of the following keywords as appropriate.

- adult - *18 + years*
- male
- female
- woman - *any adult female*
- man - *any adult male*
- young adult - *18 - 25 years*
- young adult man
- young adult woman
- mid-adult - *25 - 45 years*
- mid-adult man
- mid-adult woman
- middle-aged adult - *45 - 65 years*
- middle-aged man
- middle-aged woman
- senior adult - *65 - 75 years*
- senior man
- senior woman
- elderly adult - *75+ years*
- elderly man
- elderly woman
- teenager - *13 - 17 years*
- teen - *13 - 17 years*
- teenage boy
- teenage girl
- pre-teen - *10 - 12 years*
- pre-teen girl
- pre-teen boy
- child, kid - *0 - 12 years*
- boy - *0 - 12 years*
- girl - *0 - 12 years*
- baby - *0 - 2 years*
- baby boy
- baby girl
- newborn - *0 - 1 month*
- infant - *0 - 1 year*
- toddler - *1 - 2 years*

## Specific Ages

Limit the application of age ranges to two per person and no more than five per image.

- 0-6 months
- 6-12 months
- 0-1 year
- 1-2 years
- 3-4 years
- 5-6 years
- 7-9 years
- 30-35 years
- 35-40 years
- 40-45 years
- 45-50 years
- 50-55 years
- 55-60 years
- 60-65 years

- 10-12 years
- 13-15 years
- 16-17 years
- 18-19 years
- 20-25 years
- 25-30 years
- 65-70 years
- 70-75 years
- 75-80 years
- 80-89 years
- 90-99 years

### **Ethnicity and Nationality**

Always use the singular form.

- Caucasian - *apply to a person of European descent and of the Caucasian racial classification*
- African descent - *apply to any person with ancestral roots originating in Africa*
- Asian - *apply to any person with ancestral roots originating in Asia*
- Hispanic - *apply to any person with ancestral roots in a Spanish speaking country*
- Latino, Latina - *apply Latino to men and Latina to women in addition to Hispanic for each*
- Native American - *apply to any person descendant of the native tribal peoples of North America*
- African American - *apply to any person of African descent who lives in the United States of America*
- Asian American - *apply to any person of Asian descent who lives in the United States of America*
- Chinese - *apply to any person who is ethnically Chinese*
- Japanese - *apply to any person who is ethnically Japanese*
- African - *apply to any person who is ethnically African and living in Africa*
- South Asian - *apply to Indians, Pakistanis, Sri Lankans, Nepalis, Bangladeshis, or people from the Maldives*
- Middle Eastern - *apply to any person from the countries of southwest Asia and northeast Africa*
- Pacific Islander - *apply to any person from the islands of the Pacific Ocean*
- Aborigine - *apply to the native people of Australia only*
- multiracial - *apply to individuals within whom different races are featured, individual is a product of parents with at least two distinctly different ethnic backgrounds*
- interracial - *apply to images of people in which different races are featured between multiple individuals*

### **People Relationships**

A relationship should be clearly depicted in the imagery: parent; mother; father; son; daughter; sibling; sister; brother; spouse; husband; wife; grandparent; grandmother; grandfather; grandchild; granddaughter; grandson; aunt; uncle; cousin; nephew; niece; relative; family; homosexual; gay; lesbian; partner; couple.

### **Animals**

Apply a more specific identifier if known (e.g. cat, dog, elephant, spider, etc.) in addition to the following terms.

- animal - *apply to any actual animal*
- wild animal - *may be applied to zoo animals such as elephants, gorillas, etc.*
- domesticated animal - *may be applied to animals commonly used as pets as well as to animals used in agricultural production such as cattle, pigs, sheep, horses, etc.*
- farm animal - *apply to any animal commonly found on a farm*
- dead animal
- pet - *apply only if the animal clearly belongs to a person (wearing a collar, person pictured with animal, etc.)*

- animal likeness - *statues, framed paintings, drawings, dolls, figurines, etc., of animals; don't assign to illustration image types, unless the animal featured is very abstract and difficult to discern*

### Number of Animals

Identification of the number of animals is only necessary when it is significant to proper description of the imagery.

- one animal
- two animals
- three animals
- four animals
- small group of animals - 5 - 7 animals
- large group of animals - 7 or more animals
- group of animals - *too many to count*

### Number of objects

- one object
- two objects
- three objects
- four objects
- small group of objects - 5 - 7 objects
- large group of objects - 7 or more objects
- group of objects - *too many to count*

### Image Attributes

Terms to describe qualities or characteristics of the actual imagery itself, not of the content within the imagery.

- close-up - *subject is at a short distance*
- low angle view - *camera view is pointing upwards; camera is positioned below subject's eye level or below focal point of inanimate subject (e.g. a shot from the base of a tree aimed at the top of the tree)*
- high angle view - *camera view is pointing downwards; subject is positioned below photographer's eye level*
- aerial view - *shot from or as if from an aircraft looking downwards (from several thousand feet up); do not use for shots taken from a lesser height (e.g. a building top)*
- front view - *shot from in front of the subject (subject need not be looking at camera)*
- rear view - *shot from behind the subject*
- side view - *shot from the side of subject*
- wide angle - *shot with a short focal length*
- fish-eye - *distorted wide angle view*
- cropped - *significant elements of primary subject are outside the frame of the image (e.g. a portion of the Leaning Tower of Pisa against a blue sky background, a close-up of the eyes and bared teeth of a wolf, a woman's torso with head and rest of body out of the frame)*
- framed - *the edges of the image have been modified to enclose the image in a frame*
- backlit - *primary light source is behind the subject; detail of subject may or may not be obscured*
- high contrast - *technique which fills the image with bright light; subject and background are lit similarly*
- low contrast - *image is comprised of dark tones with little contrast; light is of low intensity*
- toned – *in addition, apply the dominant hue (red, blue, yellow, sepia)*
- sepia - *reddish brown hue or tint; should be paired with "toned"*
- tinted - *apply to images that have been tinted or colored digitally or by hand*
- blurred - *apply when the photo itself is blurred*

- motion blur - *part or all of the image is blurred as a result of a moving subject or of the camera moving*
- unfocused - *apply when the image is out of focus*
- soft focus - *the edges or lines in the image are softened by filters attached to the camera lens; the softening effect can be slight or somewhat pronounced*
- selective focus - *only certain parts of an image are in sharp focus in order to emphasize or draw the eye to particular features*
- grainy - *refers to the quality of the image*
- x-ray - *apply to actual x-ray photos or to images that include an x-ray within them*
- negative - *apply to images in negative*
- lens flare - *glow and/or sparkle caused by internal reflection inside a camera; appears as rings of light or as a star-shaped glare*
- graphic - *image is strong, bold, striking, punchy, vivid, full of impact; the image clearly stands on its own due to the subject matter itself or how it was shot; image is worthy of display on posters, full page ads or web banners; comprised of a simple, often single subject, and is tightly cropped*
- POV - *apply when the image implies the point of view of the subject (e.g. an open road photographed from within a vehicle so that you also see the steering wheel and windshield)*
- copy space - *use when a significant portion of the image has blank space where ad copy could be placed; the blank space should usually cover at least a quarter of the image and needn't be completely blank, but should be notably free of objects, bold patterns, background clutter, etc.*
- texture - *backgrounds or other images where the surface texture of an object or material is shot close up and where the surface can almost always be described with an adjective such as "rough" or "bumpy"*
- digital - *imagery that is expressed digitally, "looks digital", assumes a "digital style", digital processes are central in its creation or couldn't have been done in any other way (e.g. fractals)*

### **Representation Type**

Terms that describe the type of imagery. For example:

- abstract - *consisting of obscure shapes, elements, and/or colors that do not follow a specific pattern or motif, and have no inherent meaning (e.g. close-up of rainbow swirls in oil puddle, close-up of cracked earth, random fractal art elements)*
- archival - *the imagery was actually captured in the time period (1980s and prior) that is featured; content of the imagery is not depicted, but authentic*
- background - *consisting of a general scene or surface against which designs, patterns, or figures are represented or viewed; tends to have a uniform or repetitive quality, sometimes with a narrow color range and limited contrast; can serve as a background for readable text or smaller images*
- candid - *spontaneously captured imagery of people where the subjects are engaged in their routine activity; subjects do not appear to be aware of the camera*
- composite - *use with images that are laid over or combined with another image, quite often a background; the discrete status of the merged elements is often obvious and may not look "real"*
- cutout - *without any background detail (drop shadows, reflections, gradients, etc.) so a clean distinction between the subject's outline and the background exists, making the imagery easily masked; subject is usually evenly lit diptych - two images featured side by side; images may either be variations of the same imagery or a juxtaposition of complementary or contrasting elements*
- exterior - *apply to an exterior view of a building or other structure when the subject of the imagery is the exterior itself; often includes distinct design or architectural details*
- interior - *apply to an interior view when the subject of the imagery is the interior itself; often includes distinct design or architectural details*

- landscape - a wide and vast expanse of land
- montage - a number of disparate elements placed together in a unifying theme or as part of one larger picture or setting; elements are part of a coherent whole with a unifying theme; reserve the term “collage” for application to an object consisting of a combination of a number of disparate elements wherein there may be a unifying theme but pieces retain their individual identity
- pattern - featuring either an intentional or natural/chance repetitive design or configuration of elements; frequently close-ups (e.g. cropped shot of zebra’s stripes, furrows in wind swept sand dunes, aerial of cross-hatched crops, matrix of windows in an office building exterior)
- portrait - formally composed image intently focused on individuals or groups in which subjects are aware of the camera and not involved in any activity; attempt is made to capture unique traits of personality, attitude or character, etc., within their faces, body language and/or attire; NOT ALL imagery that is posed or shows eye contact (and is thus keyworded with those terms) is necessarily a portrait; may be assigned to animals
- scenic - be careful not to overuse this term; it should be applied to imagery wherein the subject is natural scenery; a close-up of a pine tree would not be keyworded “scenic” but a vista of a pine forest could be; may apply “scenery” in addition if appropriate, however these words should not be understood to be straight synonyms
- series - a series of two or more variations of the same imagery appear adjacent to each other; quantity-related keywords should pertain to the images individually, not the sum of them all (e.g. “one person only” vs. “small group of people”)
- silhouette - dark, backlit subject against a lighter background; outline of subject clearly visible; detail of subject is mostly or completely obscured; commonly found amongst imagery of sunsets, however not all sunsets are silhouettes- apply if the subject is a silhouette
- skyline - apply to a large urban view that includes multiple buildings or other structures (bridges, etc) that are outlined against a sky
- snapshot - amateurish, unpolished shots of people and other subjects; subjects are typically personal to the photographer (e.g. friends, family, pets, favorite vacation spots, etc.). Note: This keyword should be used rarely and only when the quality of a “snapshot” is absolute
- still life - consisting of one or more usually related inanimate objects deliberately arranged within an environment for the purpose of capturing an aesthetic; the shots tend to be stylized or studied, with items depicted for their own sake
- studio shot - appears to have been shot in a studio; context appears artificial or non-existent; however, not all non-existent contexts are studio shots
- triptych - three images featured side by side; images may either be variations of the same image or a juxtaposition of complementary or contrasting elements
- vignette - outer areas and edges of the image are softened or feathered; these areas usually blend to black or white
- vintage - imagery from the past (1980s and prior); imagery can be either archival (actually captured during the period portrayed) or portrayed either through depiction (models “set up” scene from the past) or revival (past styles have naturally reemerged in society); non-archival contemporary imagery that “simulates” a vintage look (e.g. via the addition of grain or other photographic effects) can also be assigned “vintage”

### **Setting, Locale or Environment**

Specific and broad terms that describe the environment of the image. For instance: airport; beach; city; countryside; farm; field; forest; gallery; home; hospital; house; neighborhood; office; restaurant; rocky; sandy; school; skyline; studio shot; suburban; subway; or tropical. Some very commonly used terms are:

- indoor - apply to any imagery inside a building or vehicle
- outdoor - apply to any imagery out of doors

- inside - use when the concept of a subject being inside of another subject is strongly depicted (e.g. a kitten peeking out of a cardboard box, an inmate peering through the bars of his cell room, a model ship inside of a bottle, etc.)
- outside - use when the concept of a subject being outside of another subject is strongly depicted (e.g. toys on the floor next to a toy chest, a fish outside of a fish bowl, a kitten looking through a window into a room from outside, etc.)
- interior - apply to an interior view when the meaning of the image is the interior itself; often includes distinct design or architectural details
- exterior - apply to an exterior view of a building or other structure when the meaning of the image is the exterior itself; often includes distinct design or architectural details
- landscape - also add "horizon" if appropriate
- seascape - also add "horizon" if appropriate
- waterscape - also add "horizon" if appropriate
- underwater - apply if the subject of the image is underwater or if the image was actually created underwater
- rural - apply to imagery of or relating to the countryside or agriculture
- urban - apply to imagery of or relating to a city, characteristic of city life

### **Actions or Activities**

May be applied to people, animals, or objects. For instance: cleaning; eating; exercising; falling; gardening; hiking; meeting; painting; pouring; relaxing; rock climbing; rolling; rowing; running; skiing; sleeping; swimming; talking; waiting; walking; working.

### **Events**

Specific and broad terms that describe an event portrayed in an image. For instance: bar mitzvah; wedding; party; interview; special occasion; holiday; Christmas; Valentine's Day; graduation; surgery; accident; picnic; birthday.

### **Natural Events**

Specific and broad terms that describe any natural event portrayed in an image. For instance: day; night; morning; afternoon; twilight; dawn; dusk; sunset; sunrise; summer; winter; autumn; fall; spring; storm; earthquake; eclipse; flood; tornado. *Only use the names of seasons when strongly depicted in the image (e.g. a landscape of trees with red, gold, and orange leaves would be appropriately keyworded "fall" and "autumn").*

### **Subject**

Broad terms that express the general subject of imagery. For example:

- agriculture - apply to any content regarding the science, art, or business of cultivating soil, producing crops, and raising livestock; farming
- architecture - apply to any content of a significant building or particular style of architecture or design
- art - apply to content of actual artwork or artists (paintings, drawings, sculptures, etc.)
- business - apply to content which strongly evokes business; usually includes people in business attire within an office setting or at work, financial papers, etc.
- education - apply to any content regarding teaching or learning (schools, classrooms, objects related to schooling or teaching)
- entertainment - apply to any content regarding something that amuses, pleases, or diverts, especially a performance or show
- finance - apply to any content regarding the science or management of money, banking, investments, credit or other financial imagery
- food - apply to any content containing an item of food or the preparation of food
- health - apply to content regarding the pursuit or maintenance of soundness in mind, body and/or spirit; may be applied to images of vitamins, foods, activities

- healthcare - *apply to content regarding the business of health or medicine (people in hospitals, close-ups of prescription drug bottles; often applied to imagery also keyworded “medical”)*
- home life - *apply to lifestyle content of people at home*
- household object - *may be applied to objects commonly found in a home (kitchen appliances, home entertainment technology, etc.)*
- industry - *reserve for industrial imagery (factories, smokestacks, etc.)*
- leisure - *apply to people reading, reclining, relaxing, sunbathing, etc.*
- lifestyle - *apply to imagery strongly depicting people living their lives, especially when in a positive leisure context; the term is generally not applicable to imagery of people working but is best applied in reference to what people choose to do with their time— not what they have to do*
- medical - *apply to content related to the medical profession and reserve “medicine” for application to actual drugs or remedies*
- money - *apply to actual monetary currency in paper or coin form*
- nature - *apply to any content regarding the natural world and the outdoors*
- occupation - *note the specific occupation of the individual (e.g. businesswoman, teacher, doctor), and what type of job-sector the occupation falls under (e.g. corporate, business, education, healthcare); may also use the terms “job” and “profession” in addition and as appropriate*
- performing arts - *apply to any content regarding arts such as dance, drama, and music, that are performed before an audience*
- politics - *apply to any content regarding politics, elections or campaigning*
- recreation - *apply to content of people engaged in recreational activities (e.g. playing sports or games, hobbies)*
- religion - *apply to any content regarding a set of beliefs, values, and practices based on spiritual teachings*
- science - *apply to any content regarding the knowledge or a system of knowledge covering general truths especially as obtained and tested through the scientific method and concerned with the physical world and its phenomena*
- social issues - *apply to content regarding issues such as gun control, poverty, gay marriage, smoking, etc., as well as applying a specific keyword for the specific social issue portrayed*
- sports - *apply to content regarding a sport or portraying the activity of engaging in such (not necessarily restricted to professional sports)*
- technology - *this term is best applied when the focus of the imagery is on the technological device itself— not necessarily people using technological objects; e.g. if the imagery is of a woman using a cell phone or of a person using a computer, don’t use the term “technology”*
- transportation - *primary subject is either a vehicle of transport (e.g. plane, train, boat, car, bike, etc.) or people with such a vehicle (e.g. family on road trip, pilot in cockpit, auto worker on assembly line, etc.); in all instances transportation (of items or animals or people) must be clearly conveyed; don’t use for leisure/recreation shots with stationary vehicles— e.g. people sunning themselves on a boat, grandfather and grandson fishing from boat, couple making out in car, people tailgating, etc.; don’t use for leisure/recreation modes of transport— e.g. canoe, raft, kayak, rowboat, sailboat, paddleboat etc.; don’t use for sports/racing images— e.g. NASCAR, bike racing, etc.; don’t use for shots of open roads-- vehicle must be featured*
- travel - *apply to objects and activities representing travel or tourism*
- wildlife - *apply to any content regarding wild animals and vegetation, especially animals living in a natural, undomesticated state*
- youth culture - *apply to content of teenagers or young adults involved in youth-oriented activities such as skateboarding, surfing, etc.*

## Concepts

Broad, sometimes abstract terms that describe non-concrete aspects of imagery such as styles, genres, eras, and social, religious, political, occupational, business, or academic descriptors. Only apply if idea or concept is strongly portrayed. For instance:

adventure	fatherhood	risk
affection	fear	sadness
aging	fitness	safety
alternative lifestyle	friendship	satisfaction
anger	fun	savings
authority	generations	security
balance	happiness	serenity
beauty	health	sexy
busy	humor	solution
celebration	joy	speed
challenge	love	spirituality
choice	luxury	strategy
childhood	leadership	strength
communication	motherhood	stress
community	mystery	success
competition	old-fashioned	surprise
confidence	obsolete	teamwork
connection	pain	temptation
cooperation	parenthood	time
creativity	peace	togetherness
customer service	pride	victory
direction	protection	vintage
discovery	provocative	violence
diversity	relaxation	vision
escape	retro	wellness
excitement	romantic	youth

## LEGAL GUIDELINES

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### Commercial Images

**Trademarked items** – Royalty-free content should never include any trademarks in the content of the visual imagery or as keywords or captions.

**Personal Identification** – Beware of license plate numbers, registration numbers on boats and planes, hand-written text, or content on a computer screen that may reveal personal or proprietary information. Images containing this type of content risk being rejected if they do not adequately protect individual rights of privacy or trademarked and/or copyrighted information.

**Private Property** – Beware of assigning specific identifying information in the caption or keywords when an image captures a privately owned location but contains no specific identifying detail. If no valid property release accompanies the imagery, identifying the imagery too specifically could pose a legal and financial risk.

**Obscenity** – Do not use obscene language to describe obscene text or gestures. Assign the terms “obscene” and “obscenity” along with either “text” (if an obscene word or phrase is featured) or “gesture” (if the obscenity is being communicated by body language).

**Foreign text/writing** – If any foreign signage, handwriting, etc., is contained within an image, a determination must be made as to whether the text has been translated, whether it contains any important information relevant to the overall subject of the imagery that should be included in the caption or the keywords, and whether the language might contain profanity, libelous content, trademarked or copyrighted information, or reveal any personal identifying information, etc. prior to submission to Stockxpert. An accurate description of every image with specific and appropriate captioning and keywording is essential for ensuring the optimal sales potential for each image and for reducing any possible legal risks associated with an image.