

PHOTOSHELTER

USER GUIDE

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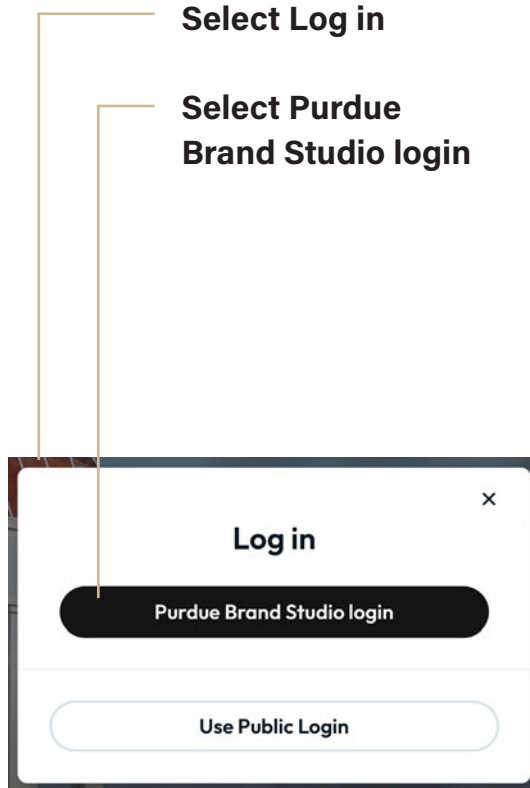
PhotoShelter, Brand Studio's digital asset library, provides access to the best Purdue-branded imagery and b-roll video. The photography and video available through PhotoShelter align with our brand and style, creating a look and feel that is **DISTINCTLY PURDUE.**

TABLE OF CONTENTS

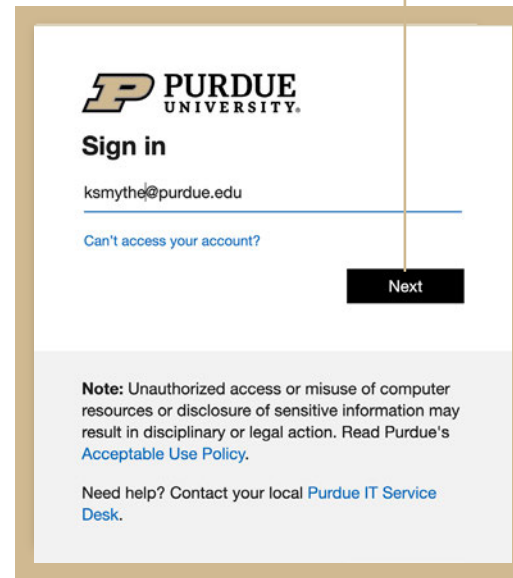
3	PhotoShelter Access
4	Getting Started
5	Photo & Video Libraries
6	How To Search
7	Enhance Your Search
8	PhotoShelter Keyword Framework
9	Arrange Your Results
10	Photo Download
11	Workspaces
12	Creative Content Library

PhotoShelter Access

Visit purduemarketing.photoshelter.site



Log in using your Purdue credentials to gain full access



Getting Started

As you navigate Purdue's PhotoShelter portal, this site map will help you make effective use of all the resources that PhotoShelter has to offer.

LIBRARY

Browse photo and video galleries.

PBS PHOTOGRAPHY WEBSITE

Access image guidelines and photo and video resources via the Purdue Brand Studio site.

NEWS EXPOSURE GALLERY

Explore Purdue News photography exposure galleries.

WORKSPACES

Workspaces is a collaboration tool for your team's files.

REQUEST IMAGES OR VIDEO

Visit the Purdue Brand Studio website to request an image.

HELP

Find helpful tips on navigating PhotoShelter.

CONTACT

Request assistance with PhotoShelter.

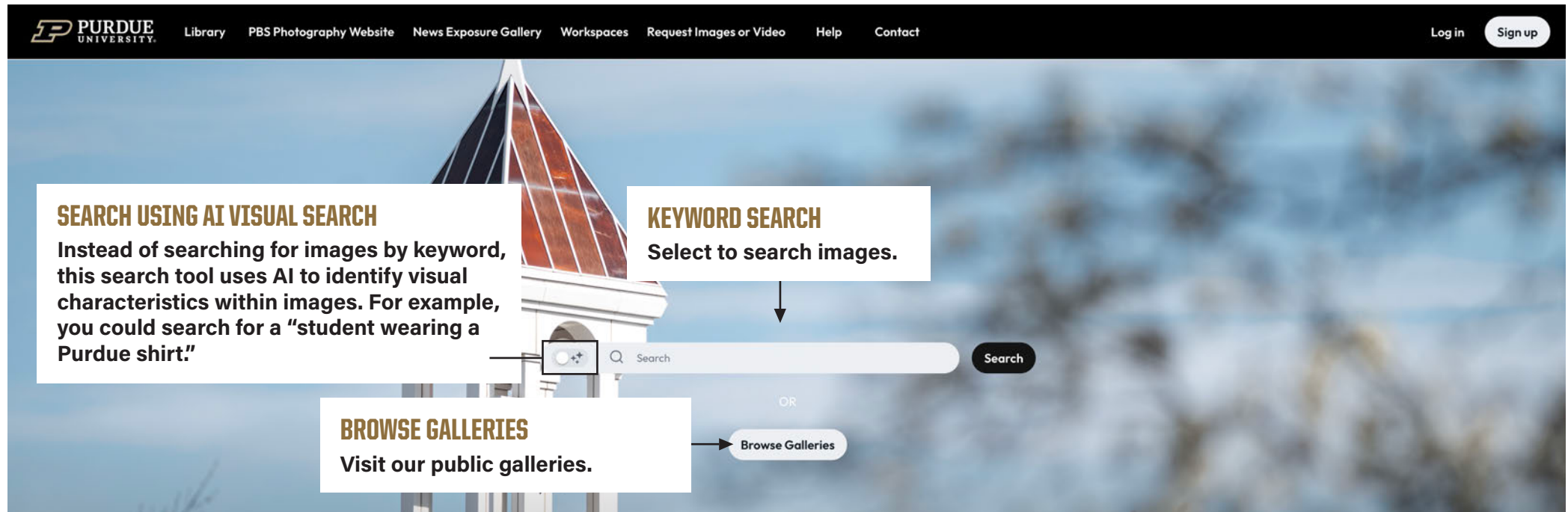
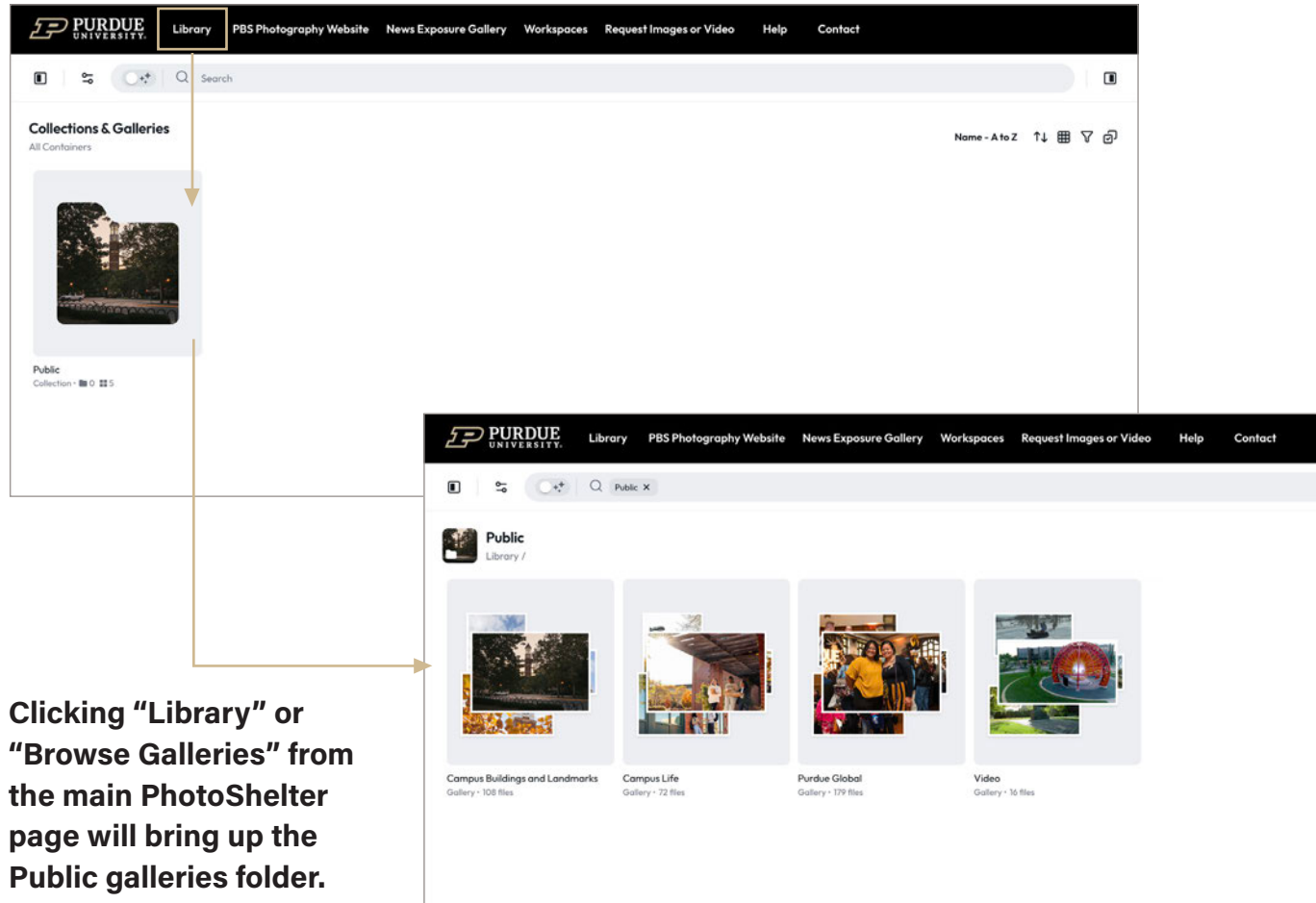


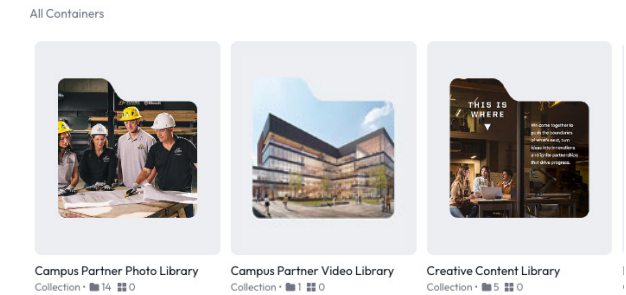
Photo & Video Libraries



Clicking “Library” or “Browse Galleries” from the main PhotoShelter page will bring up the Public galleries folder. Click on the Public folder to access categorized photo collections.

Log in using your Purdue credentials to gain full access to the Campus Partner Photo & Video galleries. This is where you’ll find the largest collection of assets.

Collections & Galleries



After logging in, additional libraries and categorized collections will become available.

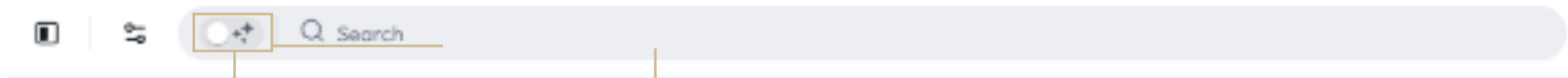
Library

▼ Collections & Galleries

- ▶ Campus Partner Photo Library
- ▶ Campus Partner Video Library
- ▶ Creative Content Library — See page 12

How To Search

Select **SEARCH** on the main page or at the top of the library page.



AI VISUAL SEARCH

PhotoShelter AI Visual Search is great for searches like “throwing graduation caps in air”

Tip: Use descriptive language such as:

“Male in lab with lab coat”

“Fountain with snow”

“Things that are yellow”

STANDARD KEYWORD SEARCH

Enter search criteria, and then hit **ENTER**. (Use the keyword structure on Page 8 for search terms.)

Tip: Make sure to leave your cursor after the search term in the search field when you hit Enter!

Tip: Visit Page 7 for a list of
ADVANCED SEARCH OPTIONS

Enhance Your Search

Basic

All

Any

Types

Image

Video

Audio

Document

Gallery

Collection

Orientation

Vertical

Horizontal

Square

Panoramic

Can download

Include Automated Metadata

File Name

Type something

File ID

Type something

Located in Collection

Search for a collection

Located in Gallery

Search for a gallery

Contributor

All contributors

You can further enhance your search by selecting these filter and search options:

Types, Orientation, Date, Include Automated Metadata, File Name, File ID, Located in Collection, Located in Gallery and Contributor

Example: Use the buttons in the side navigation to filter searches by type (image, video, audio, etc.) or by image orientation (vertical, horizontal, etc.). The example pictured at right would narrow the search results to vertical photos.

All

Any

Types

Image

Video

Audio

Document

Gallery

Collection

Orientation

Vertical

Horizontal

Square

Panoramic

Can download

ADVANCED SEARCH OPTIONS

Use the following tips to optimize your searches

Use "&" to find files that contain both words:
image & photo

Use "|" to find files that contain either word:
image | photo

Use "-" to find files that contain "image" but not "photo":
image -photo

Use quotes to match a phrase:
"the best photo"

All of these may be combined:
"the best photo" & (portrait | travel) photographer

7

PhotoShelter Keyword Framework

When searching for an image or video on PhotoShelter, use the following keyword framework to guide your search. **Can't find what you're looking for? Click the Contact option at the top of the PhotoShelter page to request assistance.**

PROPER NAME

CLASSIFICATION

- Student
- Undergraduate
- Graduate
- Faculty
- Researcher
- Staff
- Alumni
- Parent/family
- Donor
- Purdue Pete
- Diversity
- Other

ACADEMIC AREA/ORGS

- College/School
- Department/Center
- Lab

EVENT

- Boiler Gold Rush
- Commencement
- Grand Prix
- Homecoming
- Spring Fest
- Other

ACTIVITY

- Teaching
- Studying
- Touring

- Visiting
- Dancing
- Move-in
- Club/Organization
- Other

TRADITIONS

- Hello Walk
- Fountain run
- Jumping tracks
- Other

OBJECTS

- Boilermaker Special
- World's Largest Drum
- Award
- Other

SEASON

- Spring
- Summer
- Fall
- Winter

TIME OF DAY

- Sunrise
- Sunset
- Night

LOCATION

- Name of buildings/
Residence Halls

LANDMARKS & STATUES

- John Purdue statue
- Unfinished Block P
- Boilermaker statue

- Neil Armstrong statue
- Engineering Fountain
- Bell Tower
- Other

SETTING

- Campus
- Classroom
- Lab
- Inside
- Outside
- Portrait
- Other

OTHER

- West Lafayette
- Indianapolis

Arrange Your Results



Sort

☐ Most relevant first

☐ Name - A to Z

☒ Date Created - Old to New

Make Default

☐ Date Uploaded - Old to New

☐ Rating - Low to High

▼ More options

☒ Mixed

☐ Files first

☐ Containers first



View

☐ Mortar

☒ Grid

☐ List

(Most common)

Using the “Sort” or “View” drop-down menus can customize how search results are displayed.



“Sort” can arrange search results by relevance, name, date, rating or other custom parameters.

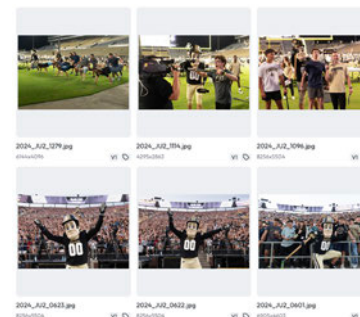


“View” will display the search results in one of three formats:

MORTAR VIEW



GRID VIEW



LIST VIEW

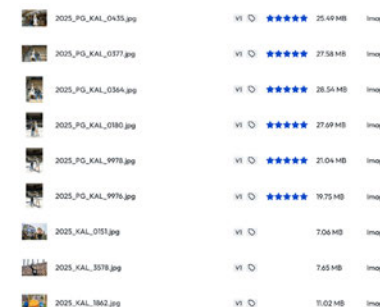
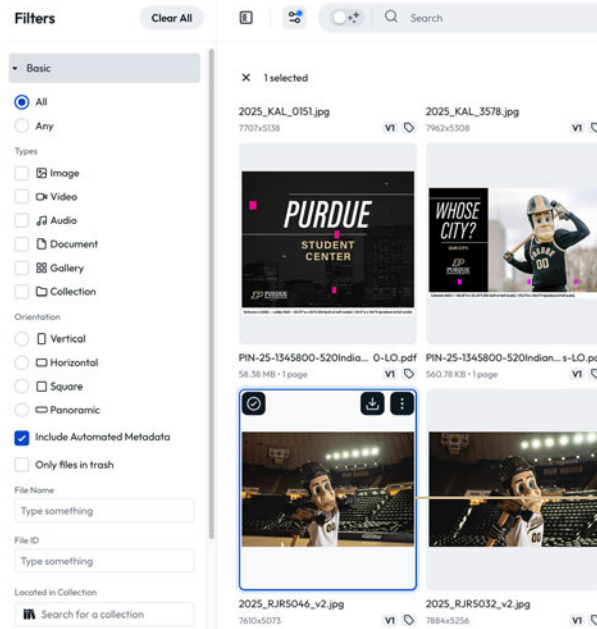


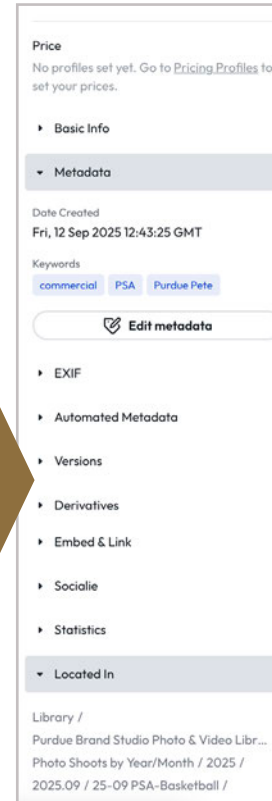
Photo Download



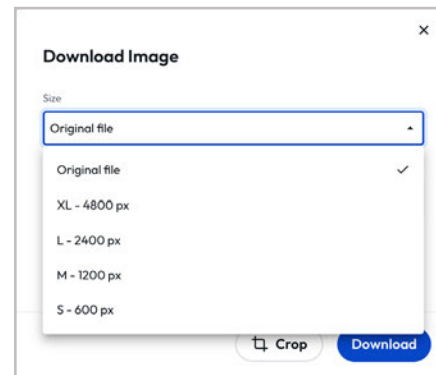
VIEW PHOTO DETAILS:

- Select a photo
- Select drop-downs on the right sidebar to find basic information about the photo, metadata keywords, automated metadata (using AI Visual Search) and where the photo is located in PhotoShelter.

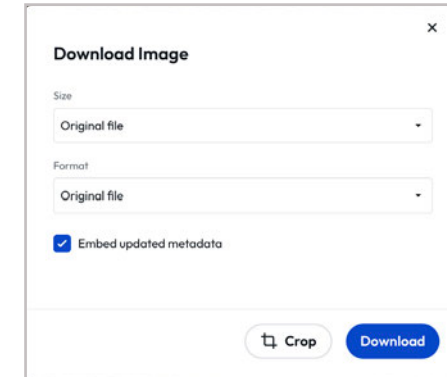
Download



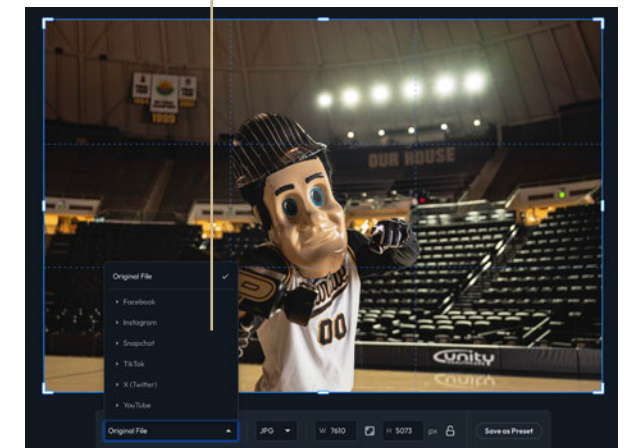
After clicking the "Download" button, select the size of the image file you wish to download. The larger the file, the higher the quality of the image.



CROPPING YOUR PHOTO



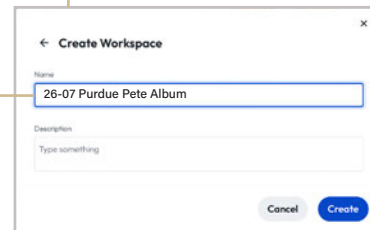
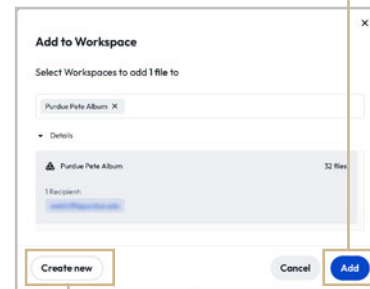
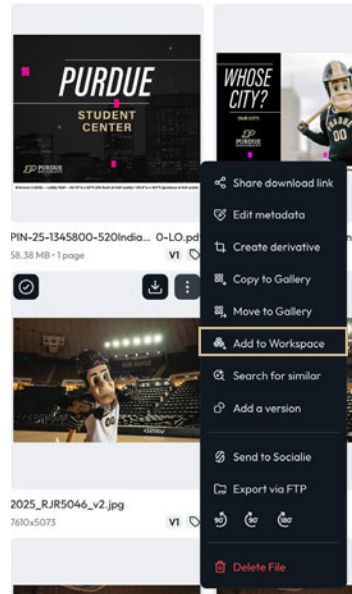
After clicking the "Download" button, you will also have the option to crop the image, either manually or to set dimensions suitable for use on various social media platforms.



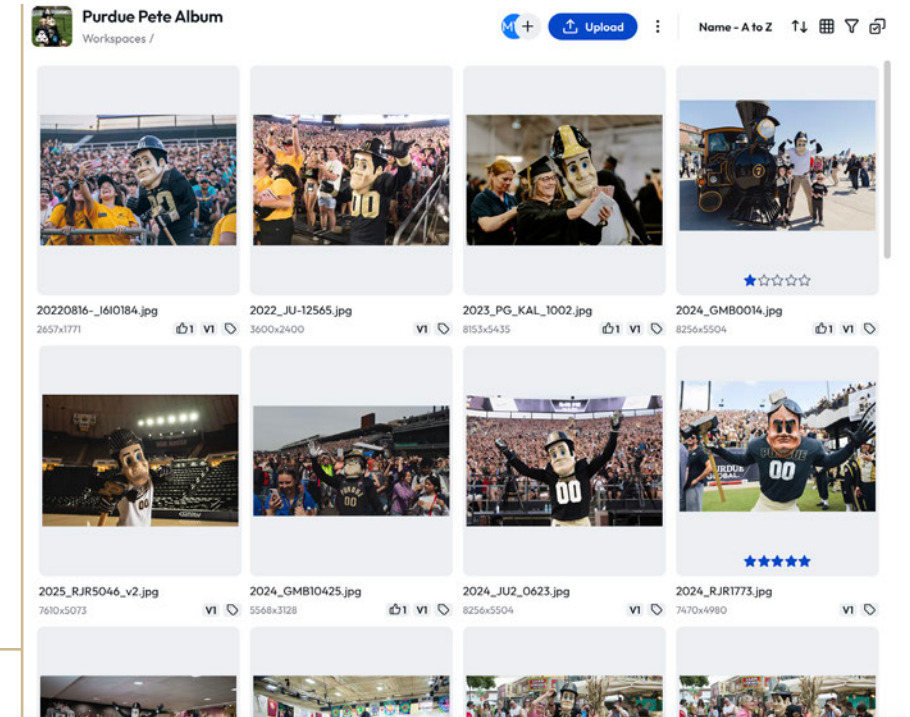
Workspaces

Workspaces is a collaboration tool for your team's files, enabling you to collect approvals, add comments to files and upload files. Workspaces also allows your team to collaborate with invited users.

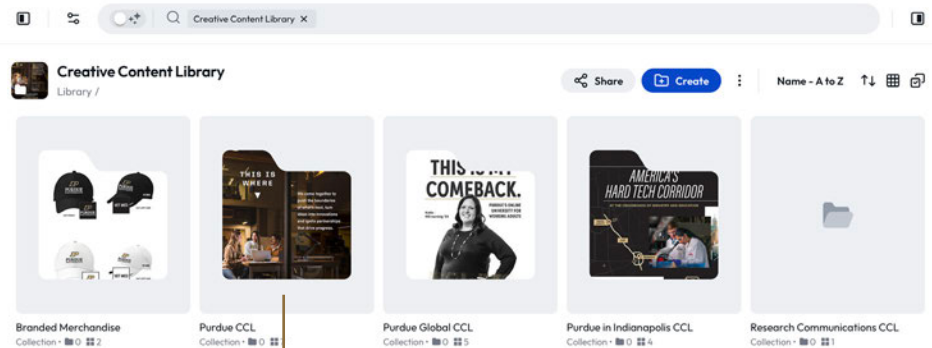
Like a gallery, a Workspace holds files. The files inside a Workspace can be curated and organized by grouping them into custom filters.



Add date of creation into the name of the Workspace. PBS will remove Workspaces one year after creation date (example: "26-07 Purdue Pete Album").

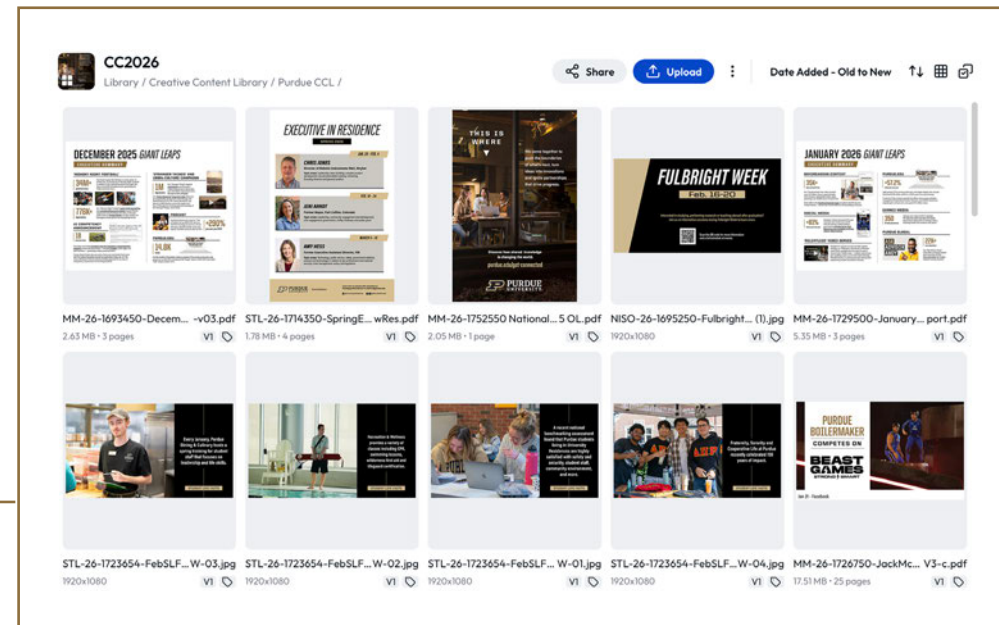
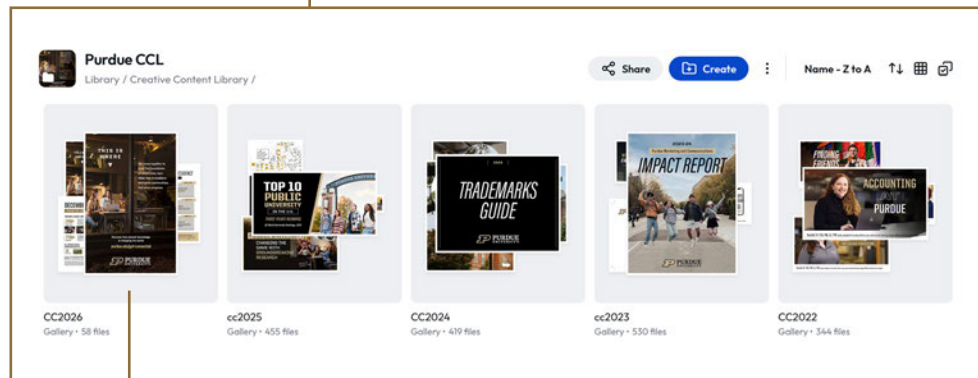


Creative Content Library



Search by college name or deliverable name (examples include: brochure, flyer, postcard, retractable banner, digital sign, Facebook, Instagram, LinkedIn, Twitter or billboard to name a few).

- Use this thumbnail-view resource to view Purdue Brand Studio deliverables for examples of brand language and visual design.
- Click “Contact” in the top navigation to request a PDF of a deliverable.





Brand Studio