## By Timothy L. Hale/Army Reserve Public Affairs

June 2012 Vol. 1, No. 11

## The key(word) to success

In today's digital world of photojournalism, archiving images is so much easier than in days of old when film ruled the world.

A photojournalist can almost instantaneously put his or her hands on an image with just a few minor keystrokes on a computer.

Utilizing effective keywords in the editing process can make the search process even easier.

If you ever look at the right side of the screen on DVIDS, you will see the keywords associated with an image, video or broadcast story. They show up as "News Tags" for news stories or "Images Tags" for images, and so forth.

I can't think of any editing software out there today that doesn't give you the ability to keyword your photos.

One of the more robust programs, such as Photo Mechanic, has an incredible keyword-building database. It "learns" as you continue to add keywords with each assignment. Better still, it's relatively inexpensive.

Additionally, Adobe Bridge, Lightroom, and Photoshop all provide the ability to use keywords. Some of these programs are more userfriendly than others. Much of it depends on what your personal preference is or what software happens to be loaded on your editing device of choice.

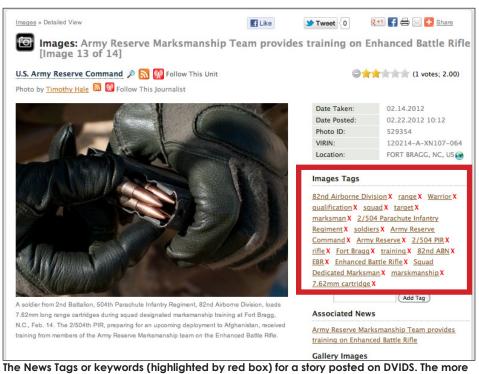
Proper keywording also helps in distributing your images. The media/marketing people at DVIDS will tell you that keywords help them distribute your images.

Many of my images and stories have appeared in publications outside of the normal Army publishing realm. How were they found? By using effective keywords.

The DoD Captioning Style Guide, released Oct. 27, 2011, has some great examples to send you on your way down the keyword road.

Turn to page 42 of the guide and you'll see how they have them categorized based on various concepts.

Organization is the key and the key to being organized is using keywords in your metadata. Having good keyword structure will speed up your search.

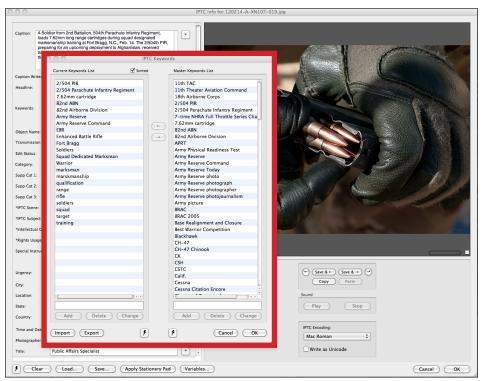


The News Tags or keywords (highlighted by red box) for a story posted on DVIDS. The more keywords, the better chance of finding an image you want or you want have distributed.

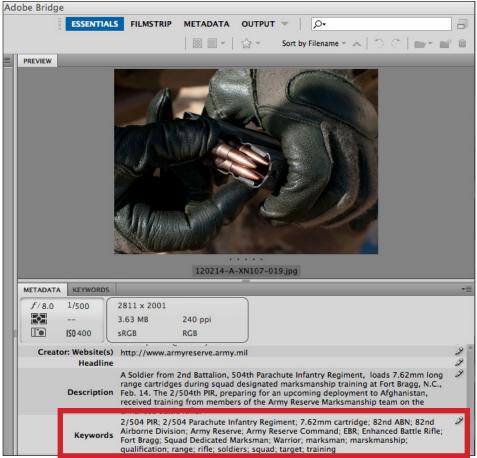
The more specific your keywords are, the better the searches will be for your images.

If you do not have your copy of the latest DoD Captioning Style Guide, you can download the pdf at: http://www.defenseimagery.mil/dms/dvi-documents/StyleGuide-111027-print.pdf.

-30-



An example of keyword structure using Photo Mechanic. The Edit Keyword and Structured Keyword windows allow the user to tailor the keywords to those frequently used. This is a time-saving feature that beats having to type keywords that are often used on every assignment.



An example of keyword structure using Adobe Bridge. Pretty much the same process as using Photo Mechanic, or Adobe Lightroom. Whatever software is available is what you should learn to use for effective keywording.

Timothy L. Hale is an award-winning photojournalist for the Warrior-Citizen magazine at the U.S. Army Reserve Command Public Affairs Office at Fort Bragg, N.C. He is a member of Nikon Professional Services, National Press Photographers Association and National Association of Photoshop Professionals. When he isn't on assignment for the Army Reserve he owns a photojournalism and graphic design service and he also freelances for an international photo wire service. He has been shooting professionally since 1981.