

# Freeze Frame

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 user-friendly 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.

Images: Army Reserve Marksmanship Team provides training on Enhanced Battle Rifle [Image 13 of 14]

U.S. Army Reserve Command

Photo by Timothy Hale

Date Taken: 02.14.2012  
Date Posted: 02.22.2012 10:12  
Photo ID: 529354  
VIRIN: 120214-A-XN107-064  
Location: FORT BRAGG, NC, US

**Images Tags**

82nd Airborne Division X range X Warrior X qualification X squad X target X marksman X 2/504 Parachute Infantry Regiment X soldiers X Army Reserve Command X Army Reserve X 2/504 PIR X rifle X Fort Bragg X training X 82nd ABN X EBR X Enhanced Battle Rifle X Squad Dedicated Marksman X marksmanship X 7.62mm cartridge X

**Associated News**

Army Reserve Marksmanship Team provides training on Enhanced Battle Rifle

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-

IPTC Info for 120214-A-XN107-019.jpg

Caption: A Soldier from 2nd Battalion, 504th Parachute Infantry Regiment, loads 7.62mm long range cartridges during squad designated marksmanship training at Fort Bragg, N.C., Feb. 14. The 2504th PIR, preparing for an upcoming deployment to Afghanistan, received training from members of the Army Reserve Marksmanship team on the Enhanced Battle Rifle.

**IPTC Keywords**

Current Keywords List

2/504 PIR  
2/504 Parachute Infantry Regiment  
7.62mm cartridge  
82nd ABN  
82nd Airborne Division  
Army Reserve  
Army Reserve Command  
EBR  
Enhanced Battle Rifle  
Fort Bragg  
Squad Dedicated Marksman  
Warrior  
marksman  
marksmanship  
qualification  
range  
rifle  
soldiers  
squad  
target  
training

Master Keywords List

11th TAC  
11th Theater Aviation Command  
18th Airborne Corps  
2/504 PIR  
2/504 Parachute Infantry Regiment  
7-time NHRA Full Throttle Series Cha  
7.62mm cartridge  
82nd ABN  
82nd Airborne Division  
APRT  
Army Physical Readiness Test  
Army Reserve  
Army Reserve Command  
Army Reserve Today  
Army Reserve photo  
Army Reserve photograph  
Army Reserve photographer  
Army Reserve photojournalism  
Army picture  
BRAC  
BRAC 2005  
Base Realignment and Closure  
Best Warrior Competition  
Blackhawk  
CH-47  
CH-47 Chinook  
CSH  
CSTC  
Calif.  
Cessna  
Cessna Citation Encore

Save & +  
Copy  
Paste  
Play  
Stop  
IPTC Encoding: Mac Roman  
Write as Unicode

Clear Load... Save... Apply Stationary Pad Variables... Cancel OK

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.

Adobe Bridge

ESSENTIALS FILMSTRIP METADATA OUTPUT

Sort by Filename

PREVIEW

120214-A-XN107-019.jpg

METADATA

f/8.0 1/500 2811 x 2001 3.63 MB 240 ppi sRGB RGB

ISO 400

Creator: Website(s) http://www.armyreserve.army.mil

Headline

Description

A Soldier from 2nd Battalion, 504th Parachute Infantry Regiment, loads 7.62mm long range cartridges during squad designated marksmanship training at Fort Bragg, N.C., Feb. 14. The 2/504th PIR, preparing for an upcoming deployment to Afghanistan, received training from members of the Army Reserve Marksmanship team on the Enhanced Battle Rifle.

**Keywords**

2/504 PIR; 2/504 Parachute Infantry Regiment; 7.62mm cartridge; 82nd ABN; 82nd Airborne Division; Army Reserve; Army Reserve Command; EBR; Enhanced Battle Rifle; Fort Bragg; Squad Dedicated Marksman; Warrior; marksman; marksmanship; qualification; range; rifle; soldiers; squad; target; training

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.