NOLS

PHOTO GUIDE

PHOTO SUBMISSION TIPS

Technical Specifications

- Accepted file formats: PDF, JPG, TIFF, RAW, DNG, NEF, CR2, RW2, ARW.
- To allow for flexibility in formatting, full-sized image files are preferred. Too small of a file (anything less than 1 MB) will typically cause low-resolution quality (blurry and pixilated images) when the photo is cropped or printed at a larger size.
- Beware of sending photos taken directly from Facebook or Instagram, as these programs alter the quality and size of the photos in such a way that we can't use them.

Profile Photo Specifications

If submitting a profile photo, please send the original photo files, in color, closely cropped in on your face, and preferably with no sunglasses or goggles on—we want to see your face!

Acceptable

Incorrect cropping

Sunglasses present

Goggles present

SUBMIT YOUR PHOTOS → **NOLS.EDU/PHOTO**

TYPES OF PHOTOS

Faces

We have lots of great shots of the backs of students in action, but our favorite images have students' faces, especially if they are smiling. Photos with the students coming toward the camera are always preferred over shots with students moving away from the camera.

Action Shots

We love to show students displaying a NOLS technical skill (i.e., climbing, kayaking, sailing, backpacking, mountaineering etc.).

Epic Scenery

We love beautiful scenery, but rarely use a photo of it if people or equipment aren't in the shot.

Diversity

Welcoming and inclusive spaces are essential to our role as the leader in wilderness education. One way we promote this is through representing diversity of all kinds throughout the school.

Lifestyle

A large portion of time on courses is spent at camp. We are always on the lookout for photos of class time, cooking, and the day-to-day happenings at base camps.

# A WARNING ABOUT CAMERA SETTINGS

Due to constraints of memory cards and digital captures, digital cameras have techniques for making the image files small, allowing you to capture more pictures on each memory card. Many of these settings will make your pictures look great on the computer and the web, but are insufficient for printing properly in a magazine or NOLS publications. We want to have the highest quality pictures your camera can produce so we can use them for any possible project, print or digital. Set both the image size and quality as high as possible on your camera(s).

Examples

▪ To print an image at 8x10 inches (full page) we need the image to be approx. 2400x3000 pixels (7.2 mega pixel).

▪ To print an image at 6x9 inches (half page) we need the image to be approx. 1800x2700 pixels (5 mega pixel).

File Formats

We can use TIFF or JPEG but prefer receiving RAW files.
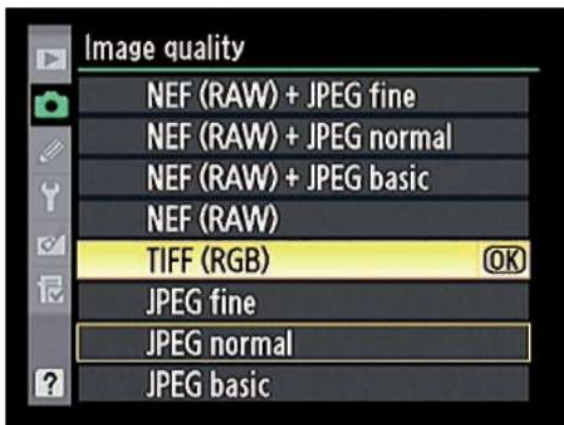
TIFF:

Tagged Image File Format, abbreviated TIFF or TIF, is a computer file format for storing raster graphics images, popular among graphic artists, the publishing industry, and photographers. ... The format was created by Aldus Corporation for use in desktop publishing.

JPEG:

Stands for "Joint Photographic Experts Group." JPEG is a popular image file format. ... Still, the compression algorithm is lossy, meaning some image quality is lost during the compression process.

RAW:

A camera raw image file contains minimally processed data from the image sensor of either a digital camera, image scanner, or motion picture film scanner. Raw files are named so because they are not yet processed and therefore are not ready to be printed or edited with a bitmap graphics editor. Because Camera RAW files are uncompressed, they take up more space than typical JPEG images.

METADATA

With the explosion of digital cameras, there has also been an explosion of software for keeping track of images. Entering metadata directly into your digital images, instead of making a separate image-directory document as we have required in the past, will expedite the submission process on your end as well as the management process on our end.

What is metadata?

Simply, metadata is information about your pictures. It consists of two types of information, EXIF information embedded by your camera (camera model, capture time, aperture, shutter speed, etc.), and ITPC information that you can embed (caption, keywords, location, country, photographer, etc.). Software that can read ITPC information and even save it in a database or embed it in the pictures varies a great deal. We recommend using Adobe Bridge, Adobe Photoshop, Lightroom, or iPhoto to add metadata to your photos.
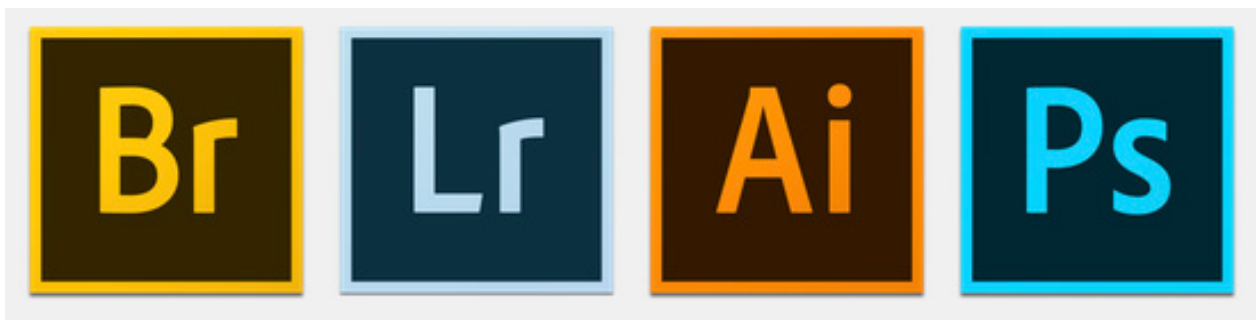
NOLS FILE NAMING CONVENTION AND DESCRIPTIONS

Image files should be individually named
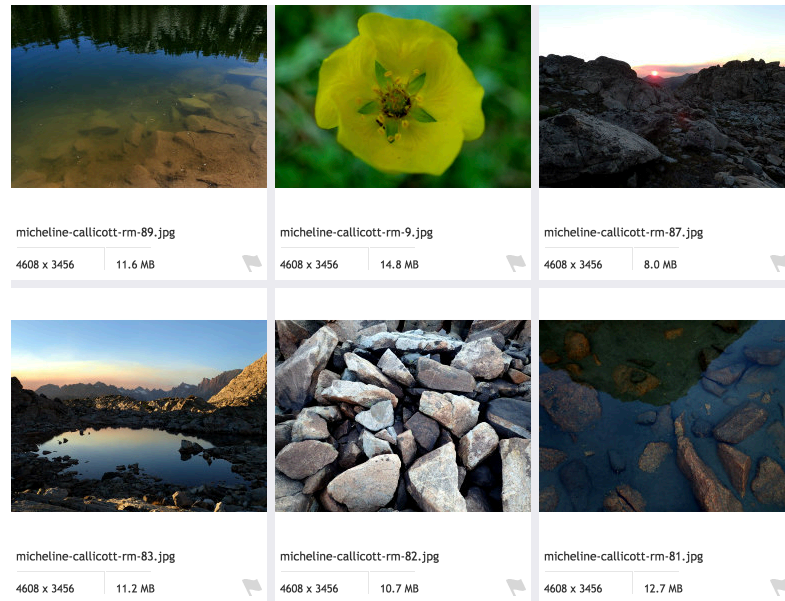
firstname_lastname_NOLSlocation_00#

Example

Images submitted by John Smith from a Southwest Gila Range Backpacking course would be:

john-smith-sw-001, john-smith-sw-002, john-smith-sw-003...

To keep file names consistent and as short as possible, please abbreviate the NOLS locations as follows:

- Alaska = ak
- Australia = aus
- East Africa = ea
- India = ind
- Mexico = mx
- New Zealand = nz
- Northeast = ne
- Pacific Northwest = pnw
- Patagonia = pat
- River Base = rb
- Rocky Mountain = rm
- Scandinavia = sca
- Southwest = sw
- Teton Valley = tvb
- Three Peaks Ranch = tpr
- Yukon = yk
- Wyss Campus = wc

micheline-callicott-rm-89.jpg
4608 x 3456   11.6 MB

micheline-callicott-rm-9.jpg
4608 x 3456   14.8 MB

micheline-callicott-rm-87.jpg
4608 x 3456   8.0 MB

micheline-callicott-rm-83.jpg
4608 x 3456   11.2 MB

micheline-callicott-rm-82.jpg
4608 x 3456   10.7 MB

micheline-callicott-rm-81.jpg
4608 x 3456   12.7 MB

For photos taken on a course based out of more than one location (e.g., Semester on the Borders), please label each individual photo with the location abbreviation corresponding to the location in which that particular photo was taken.

KEYWORDS
(Required for professional photographers)*

Keywords allow us to search for your photos in our database. Poorly entering your keywords will prevent us from being able to search for, find, and use your photos for NOLS projects. Strive to assign 5-15 relevant keywords for each image. Be careful with the spelling, and please do not put the file name, your name, or copyright notices into the keyword field. Use the words below. These are the words we will use to search images as we need them, so the closer you stick to this list, the better!

Locations

- NOLS Base (Headquarters)
- Alaska
- Australia
- East Africa
- India
- Mexico
- New Zealand
- Northeast
- Pacific Northwest
- Patagonia
- River Base
- Rocky Mountain
- Scandinavia
- Southwest
- Teton Valley
- Wyss Campus
- Yukon

Leadership Skills and Concepts

- Adversity
- Happy
- Achievement
- Leadership
- Fun
- Teaching
- Prepare Technical Skills
- Backpacking
- Canoeing
- Caving
- Fishing
- Horsepacking
- River Kayaking
- Sea Kayaking
- Lightweight Backpacking
- Mountaineering
- Rafting
- Climbing
- Sailing
- Skiing
- Snowboarding
- Packrafting
- Cultural

Wilderness Skills

- Navigation
- Route-finding
- Map
- Re-ration
- Cooking
- Fire
- Tent
- Camp
- Risk Management

Course Types

- NOLS Wilderness Medicine Course
    - WFA (Wilderness First Aid)
    - WFR (Wilderness First Responder)
    - WEMT (Wilderness Emergency Medical Technician)
    - WUMP (Wilderness Upgrade for Medical Professionals)
    - WME (Wilderness Medicine Expedition)
- NOLS Custom Education Course
- Alumni Course
- Semester Course
- Classic Course
- Adventure Course
- Prime Course
- Educator Course
- Instructor Course

People

- Field Instructor
- NOLS Wilderness Medicine Instructor
- Staff
- Trustee
- Young (14-17)
- Senior (50+)
- Man
- Woman
- People/Person of Color (POC)
- Group
- Portrait

Setting

- River
- Lake
- Mountain
- Ocean
- Desert
- Trail
- Flower
- Wildlife
- Natural History
- Landscape
- Scenic
- Wilderness Classroom
- Indoor Classroom

NOLS Events

- Event
- Alumni
- Marketing
- State of the School
- WRMC
- Anniversary
- Holiday
- Staff Meeting (includes
- Faculty Summit)

OVERVIEW: STEP-BY-STEP PHOTO PREPARATION AND SUBMISSION INSTRUCTIONS

1. Make your selection of images to submit and place in a folder that is labeled with your full name. We only want your very best images. Only submit new images; please do not send duplicates from past years.

2. Apply metadata such as NOLS location, course location, course type, state, country, etc. Enter your personal contact information. Strive for 5-15 keywords per image. Check your spelling.

3. Write a short caption/description for all images you want to submit to NOLS.

4. Export the images from your application. Export full-sized images, and for JPEGs use maximum quality. Make sure you save the metadata to your files and that it exports with your images. JPEG, TIFF, and DNG files all support embedded metadata (the information lives inside the picture file). For other RAW formats, such as NEF or CR2, the software might export a XMP-sidecar file. If so, you must include them with your submission.

5. If there are photos from multiple locations, organize the images into folders for each NOLS location.

6. Delivery methods: Burn them to a disc or put them on a flash drive, and mail with a signed Photo Donation Form or Professional Photo Form to NOLS Creative, 284 Lincoln Street, Lander, WY 82520 or Submit electronically by uploading files to the NOLS website at **www.nols.edu/photos**.