

Version 1.04 - June 2019

## 1. Introduction

These instructions outline the Heritage Council of Western Australia's standards for digital photographs.

## 2. Image standards

These standards have been developed to be consistent with the Heritage Council's electronic Image Management System (IMS).

### 2.1 Quick checklist

Image size must be no less than 500kb, but preferably over 1MB.

Image resolution must be no less than 300dpi.

Folders and files must be clearly labelled (see 2.3).

Consent must be provided for photographs featuring people (see 2.3).

Images should be provided on a clearly labelled CD or via email (see 2.3).

Check with the Heritage Council to confirm if images should also be embedded into a Word document or PDF.

Identify images not taken by yourself on behalf of the Heritage Council and state the copyright holder (see 2.3).

### 2.2 Image selection

Images should represent the place as a whole and all its significant elements.

One image should be suitable for promotional purposes, showing the place to its best advantage. (This is particularly useful for regional or remote places that cannot be conveniently visited by a professional photographer.)

For precincts or groups, include photographs of an iconic building(s) and the streetscape(s).

Historic images should be included only where they illustrate the significance of the place. Please ensure they are referenced and state the copyright holder.

### 2.3 Saving and naming your images

The name you give to digital images will be used to automatically generate file names in the Image Management System and create captions in PDF and Word documents – please follow these instructions carefully.

Name your folder with the place number and place name, and provide meaningful filenames for each image. For example:

Folder: P11111 Bindi Bindi Church

Files West elevation of Church.jpg  
Interior nave showing stained glass  
feature window.jpg  
Interior chancel with ornate  
banister work.jpg

Identify one 'representative' image (a good shot of the overall site/building) by adding 'Rep' at the end of the file name.

Include descriptive text or suggested keywords with the image.

If there are people in the photos, seek their consent (please determine whether they are happy for the photos to be used by the Heritage Council in-house and/or for publication) and identify them in the file name/descriptive text. For example:

Busselton Jetty looking  
out to sea John Smith

Identify any images not taken by yourself on behalf of the Heritage Council, such as images supplied by a historical society or local government, or a personal image not taken as a Heritage Council consultant. State the copyright holder.

Avoid re-saving or modifying photos too much, as with each "resave" an image loses some detail.

Discuss with the Heritage Council whether you need to also embed images into a Word or PDF document as well as providing individual digital images.



Provide images via email or on a CD clearly labelled with the following details:

- place number;
- place name;
- photographer and
- date the images were taken.

The Heritage Council's email system can accept up to 10MB, but if you have a lot of images that need to be sent urgently you may have to send them in several batches.

## 2.4 Camera preparation

Check what size pictures your camera will normally take remembering that the Heritage Council cannot accept images under 500kb.

If necessary, reset your camera's image quality/image size to 'maximum', 'superfine', 'large', 'super high quality (SHQ)', or similar.

If possible, set your camera to take uncompressed JPG or TIFF images.

If you take RAW (uncompressed) images, convert them to JPG or TIFF before providing them to the Heritage Council.

Take colour images (not black and white, sepia or similar).

If possible, check your ISO setting suits the current lighting. For example: a low ISO value of 50-200 for outdoors, or a higher setting of 400 and above for indoors/low-light. Or look at using an appropriate pre-set for specific lighting situations.



When supplying images to the Heritage Council,  
please follow these guidelines:

**LABEL THE DISK with the photographer's  
name and date taken:**

John Smith – 15Jul2010

(If supplying a disk with multiple images taken at  
different times and/or by different photographers, put  
the date and/or photographer in each folder name)

**NAME EACH FOLDER WITH HERITAGE  
PLACES DATABASE PLACE No. &  
NAME:**

P1645 Boogardie State Battery

P1636 Grand Hotel

[alternatively]

P1645 Boogardie State Battery – John Smith  
21Sep2010

P1636 Grand Hotel – John Smith 15Jul2010

**TITLE EACH IMAGE WITH GOOD  
DESCRIPTIONS**

P1645 Boogardie State Battery

Battery stampers REP.jpgg

Surrounding landscape and ruins.jpgg

SE elevation of battery.jpgg

P1636 Grand Hotel

Front elevation from SE – REP.jpgg

Corner elevation showing verandah detail.jpgg

Rear elevation from SW.jpgg

Interior lobby.jpgg

(Use REP in the filename if identifying a representative  
image of the place)