

GIFT AND CAPTIONING

Installing and using GIFT for NHL Team Photographers

This program allows for many varied options regarding picture editing workflow and is tailored specifically for submitting images to Getty Images. It is capable of performing many actions you will never need it to do, so follow the instructions outlined in this document which is geared specifically to the NHL Team Photographer workflow.

Downloading and Installation

There are two versions of GIFT which can be found here:

NEW SOFTWARE AS OF FEBRUARY 2016.

<ftp://gift:gift@gift.gettyimages.com/giftsetup.exe> (PC)

<ftp://gift:gift@gift.gettyimages.com/GiftMacInstaller.zip> (Mac)

Once you have downloaded the correct version of GIFT for your operating system you will need to install it. It is a very simple process involving simply following the directions as prompted and agreeing to the terms.

Once GIFT is installed it will leave an icon on your desktop.

Double click on the GIFT icon you will see the "GIFT Dashboard" picture below...



From this point you should select the following:

"Standalone" mode

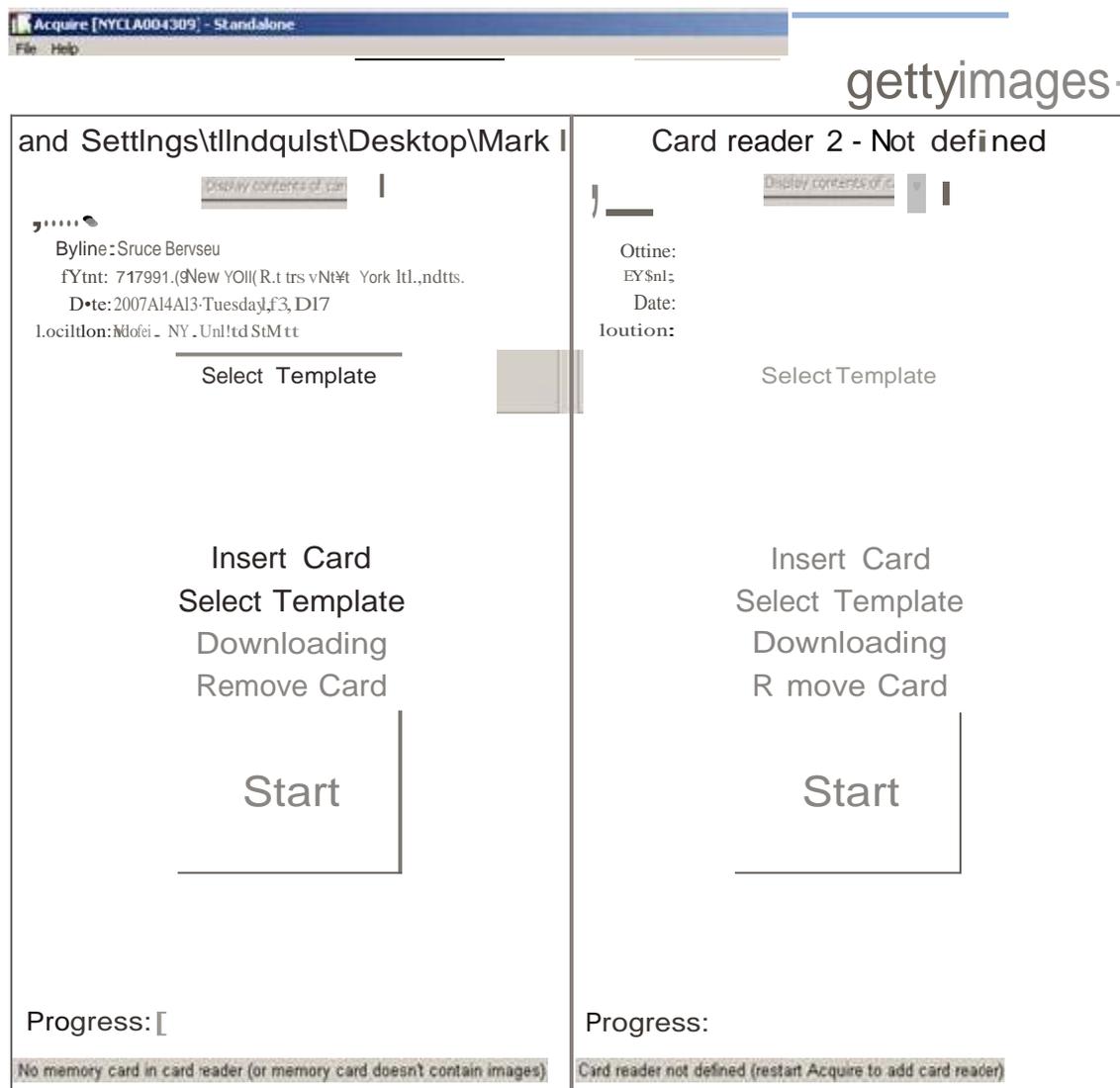
Root Directory should be c \GIFT_ROOT

Card reader path should be the drive letter associated with your card reader. In this case, E:\

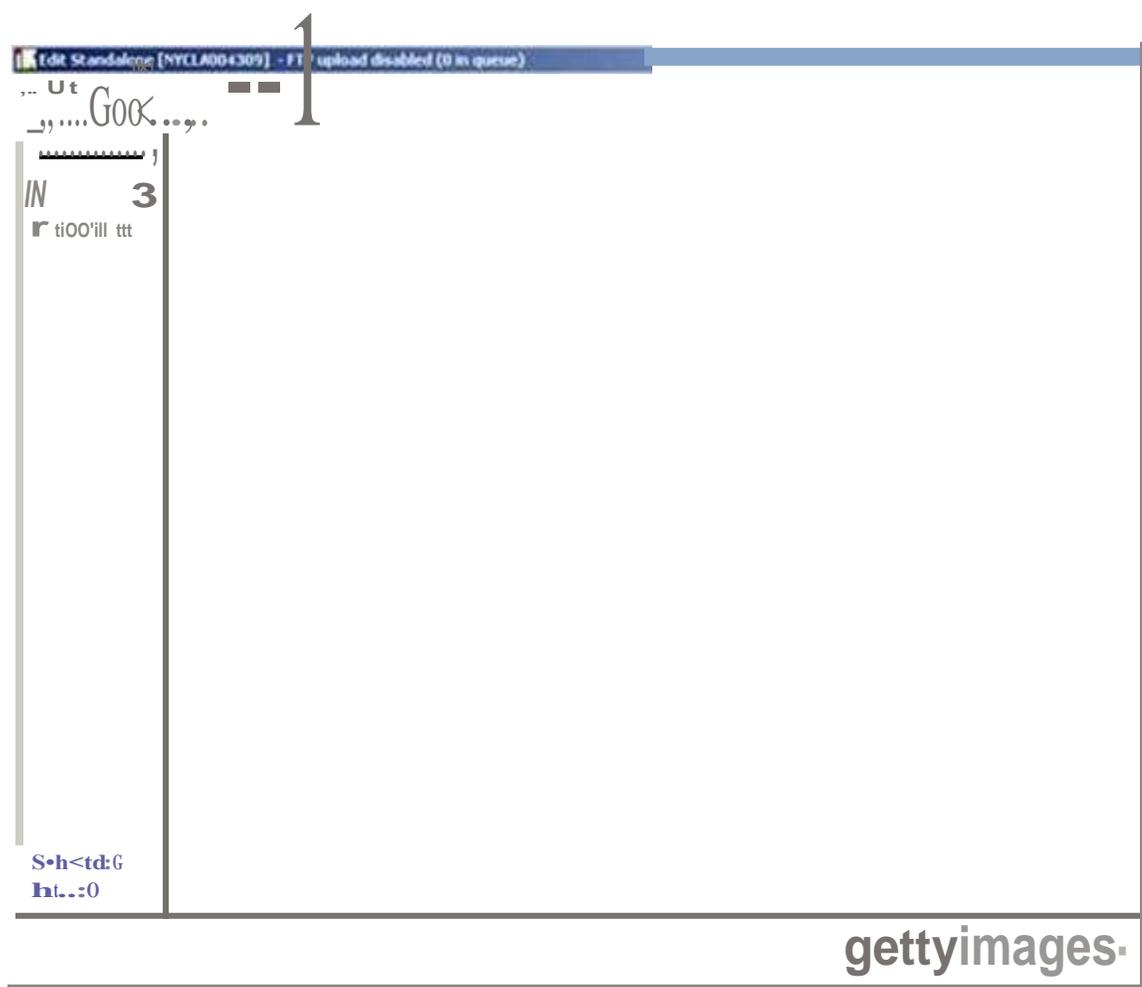
If you are not sure which drive letter your card reader is, select "Auto detect..." and GIFT will locate it.

Click on "Start"

- The GIFT Acquire window will appear wh a box to input the caption writer's initials.



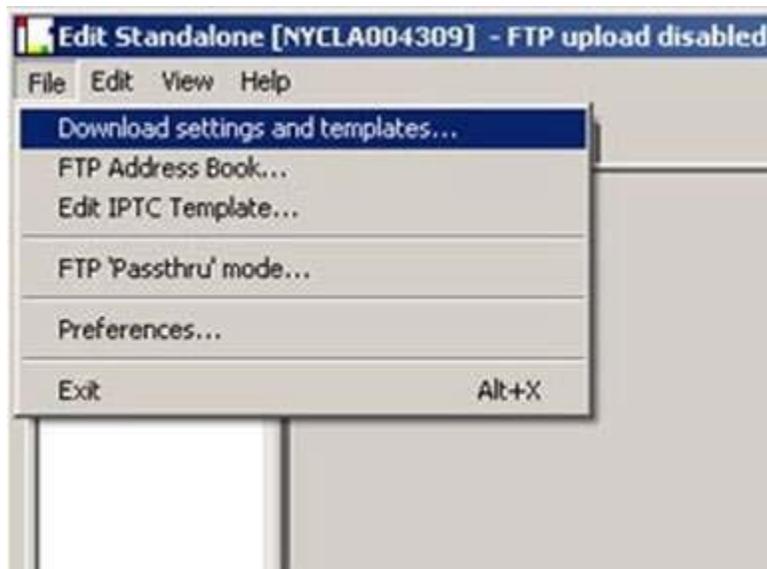
At this point two windows will be open. The Acquire window, pictured above, and the Edit window, pictured below.



Downloading Settings

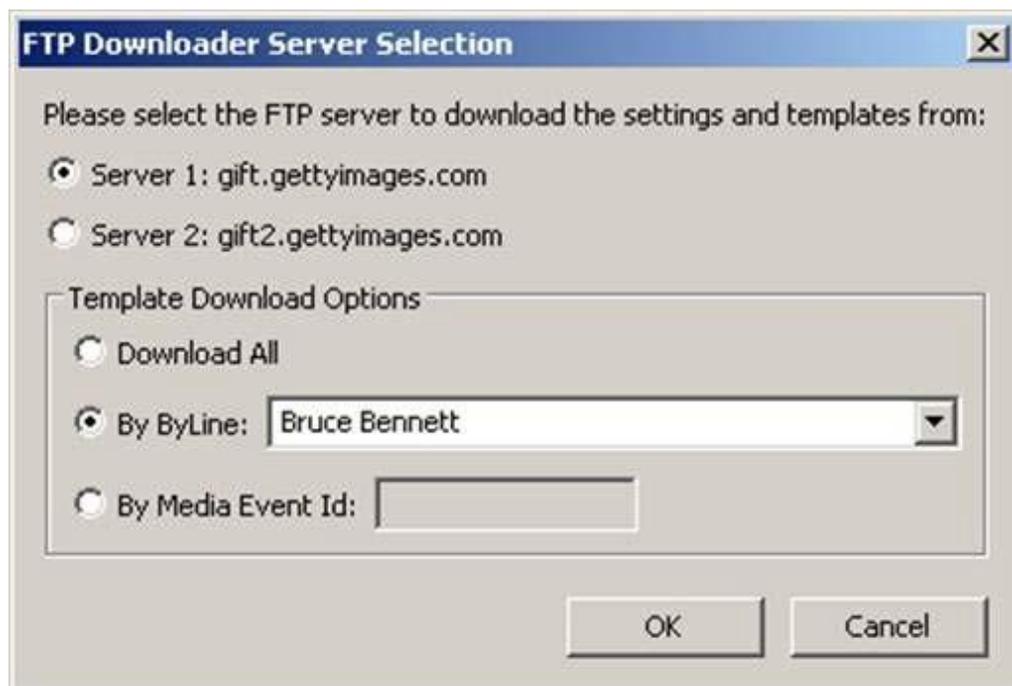
You will need to begin by downloading your settings and templates. You should only have to do this one time and then the settings will be saved in your GIFT.

Go to File > Download settings and templates...



You will be prompted with the following window where you should select "By Byline"

Type in your name and hit "ok"



GIFT will download some settings including FTP addresses and other information in the background. Unless a template has been created for you, you will need to create your own template and save it in the 'local template' directory.

Inputting FTP Addresses

The FTP address for the Getty Images Live Picture desk will populate the software after going to File/Download Setting and Templates.

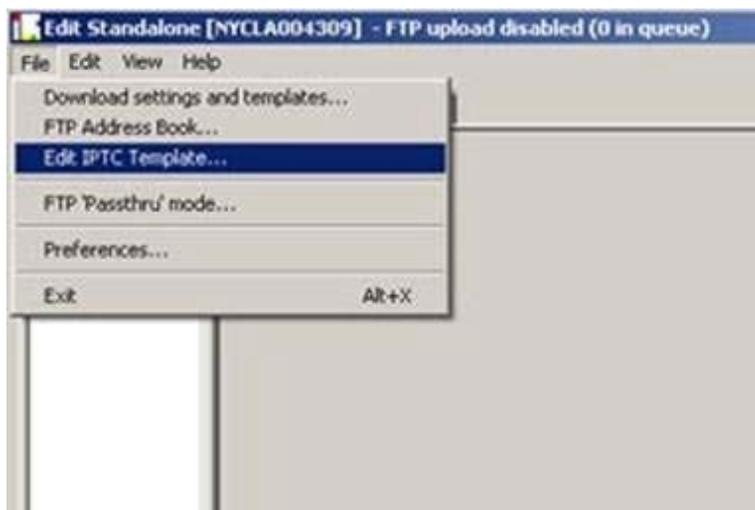
now added in your FTP Address Book and you should never have to add it again.

Creating IPTC Templates

2016: You can now only download templates ONLY through the Getty Images ESP system. You can no longer download through GIFT.

You will have to create a caption template for each game you cover. The process is very simple and is outlined below.

Go to File > Edit IPTC Template...



You will then see a blank IPTC Template that you need to fill in with all appropriate information.

A screenshot of the "Local IPTC Template Editor" dialog box. The window contains several input fields and sections for editing IPTC metadata. On the left is a large "Caption:" text area. The "Keywords" section has a list box and buttons for "New", "Repair", and "Delete". The "Category" section has a dropdown menu and a "Supplemental Category:" list box with "New", "Repair", and "Delete" buttons. The "Special Instructions or Restrictions:" section has a text field. The "Caption Writer:", "Composition:", "Credit:", and "Source:" sections each have a text field and a dropdown menu. The "Personality:" section has a text field. The right side of the dialog includes "Event Name or Headline:", "Byline:" (with a dropdown), "Byline Title:" (with a dropdown), "Copyright:" (with a dropdown), "Routing Destinations:" (with a list box and a right arrow button), "Routing Exclusions:" (with a list box and a right arrow button), and a "Location / Date" section with fields for "City:", "Location:", "Province/State:", "Country Name:", "Media Event ID:", "Create Date:" (with a right arrow button), and "Parent Media Event ID:". At the bottom are "Load...", "Save...", and "Close" buttons.

Using the MEID Number which can be obtained elsewhere on this site and please fill out the template according to the specifications below. Below is an example of how the fields should read. These specifications are specific to NHL Team Photographers. Please pay special attention to these details as incorrect IPTC info will result in your images not making it to the website

Caption: This should be the **end** of your sentence. Date, Arena, City and State.

Example... "on April 3, 2014 at the Nassau Coliseum in Uniondale , New York ."

*****Note that you cannot have extra spaces before or after the caption sentence as this will result in the rest of the template not being created correctly.*****

Personality: Player's complete and proper name (no nicknames). If multiple players the separate the names by a single semi-colon ";" No spaces, commas, or anything else.

Example... "Miroslav Satan;Sean Avery"

Keywords: "NHL" "Ice hockey" and an NHL Game number. See instructions [HERE](#)

Category: "S"

Supp. Category: "HKN" "HKO" and "SPO"

Special Instructions: Leave blank

Caption Writer: your initials (two characters)

Composition: Leave blank for now

Credit: NHLI via Getty Images

Source: NHLI

Event Name: Visiting Team v Home Team

Example... "New York Rangers v New York Islanders"

Byline: Your name

Byline Title: Contributor

Copyright: 2016 NHLI

Routing Destinations: Leave Blank

Routing Exclusions: Leave Blank

City: City

Location: Leave blank

- Province State :** Two letter state code
- Country Name:** United States or Canada
- Media Event ID:** 8-10 digit event number that corresponds to game you are covering. Available elsewhere on this site.
- Create Date:** 8-digit number depicting Year Month Day (YYYYMMDD)
Example... 20070403
- Parent Media ID:** Leave Blank

When you are finished you should have an IPTC template that looks like this.

The screenshot shows the 'Local IPTC Template Editor' window with the following fields filled out:

- Keywords:** NHL, 2010011230
- Event Name or Headline:** New York Rangers v New York Islanders
- Byline:** Bruce Bennett
- Byline Title:** Contributor
- Copyright:** 2007 NHLI
- Category:** S
- Supplemental Category:** HRN
- Caption:** on April 3, 2007 at Nassau Coliseum in Uniondale, New York.
- Special Instructions or Restrictions:** (empty)
- Caption Writer:** BB
- Composition:** (empty)
- Credit:** NHLI via Getty Images
- Source:** NHLI
- Location / Date:**
 - City: Uniondale
 - Province State: NY
 - Country Name: United States
 - Media Event ID: 71799149
 - Create Date: 20070403
- Parent Media Event ID:** (empty)

Buttons at the bottom: Load..., Save..., Close

Click "save" and save the template in the folder you are prompted to save it to. You can name the file whatever you want, but it must be a .txt file and must be saved in the C:\GIFT_ROOT\templates\local folder.

You are now ready to ingest your cards.

Ingesting Images

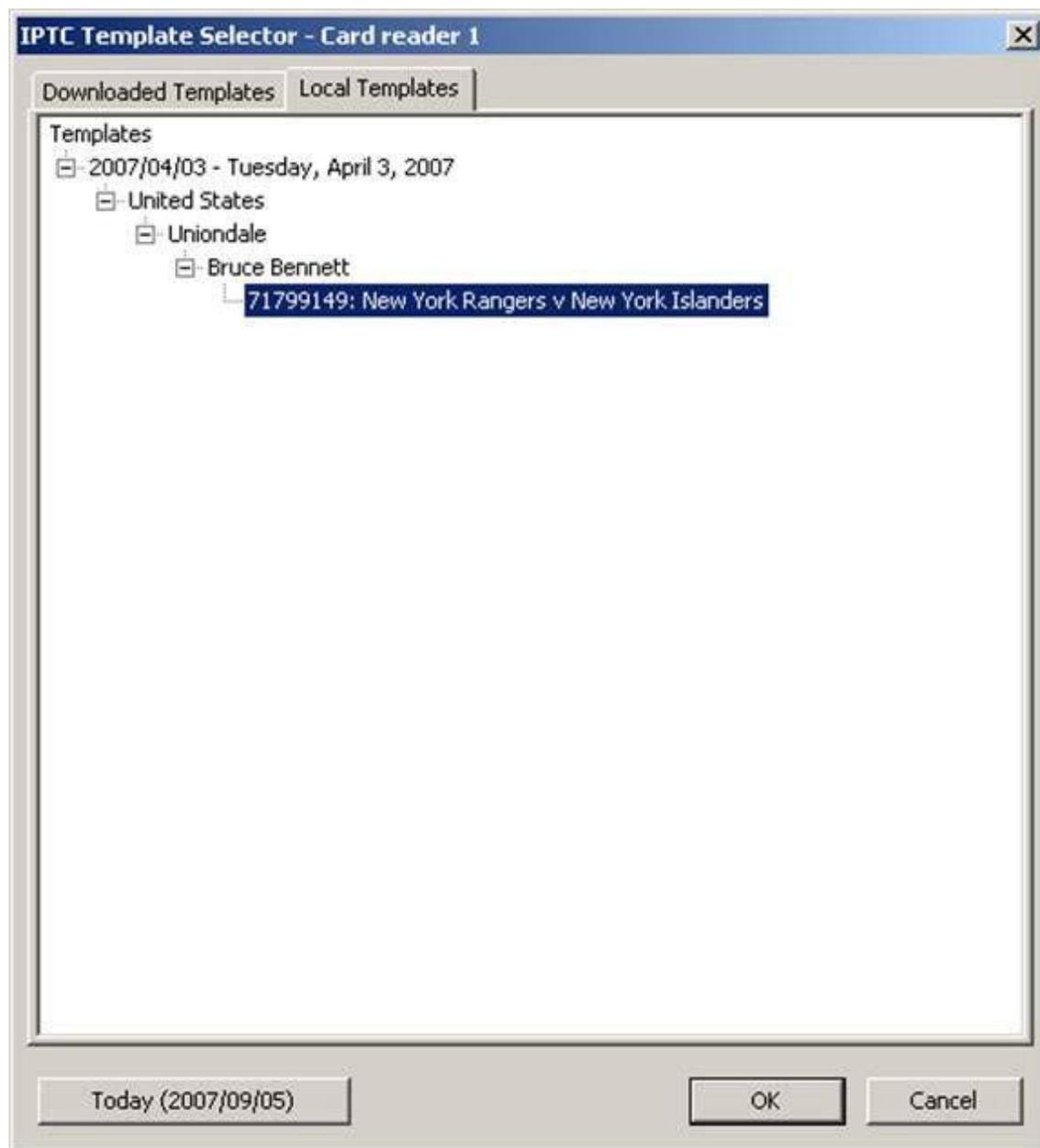
Make sure you have your card reader plugged in and a card with images on it in the reader. If needed, click "autodetect..." and GIFT will locate your card reader. It is important to note that images MUST be inside a directory on your card such as "DCIM", otherwise GIFT will not find them.

Go to your Acquire window and click "Select Template"

If you just created your template, you need to select the "Local" tab at the top of the screen.

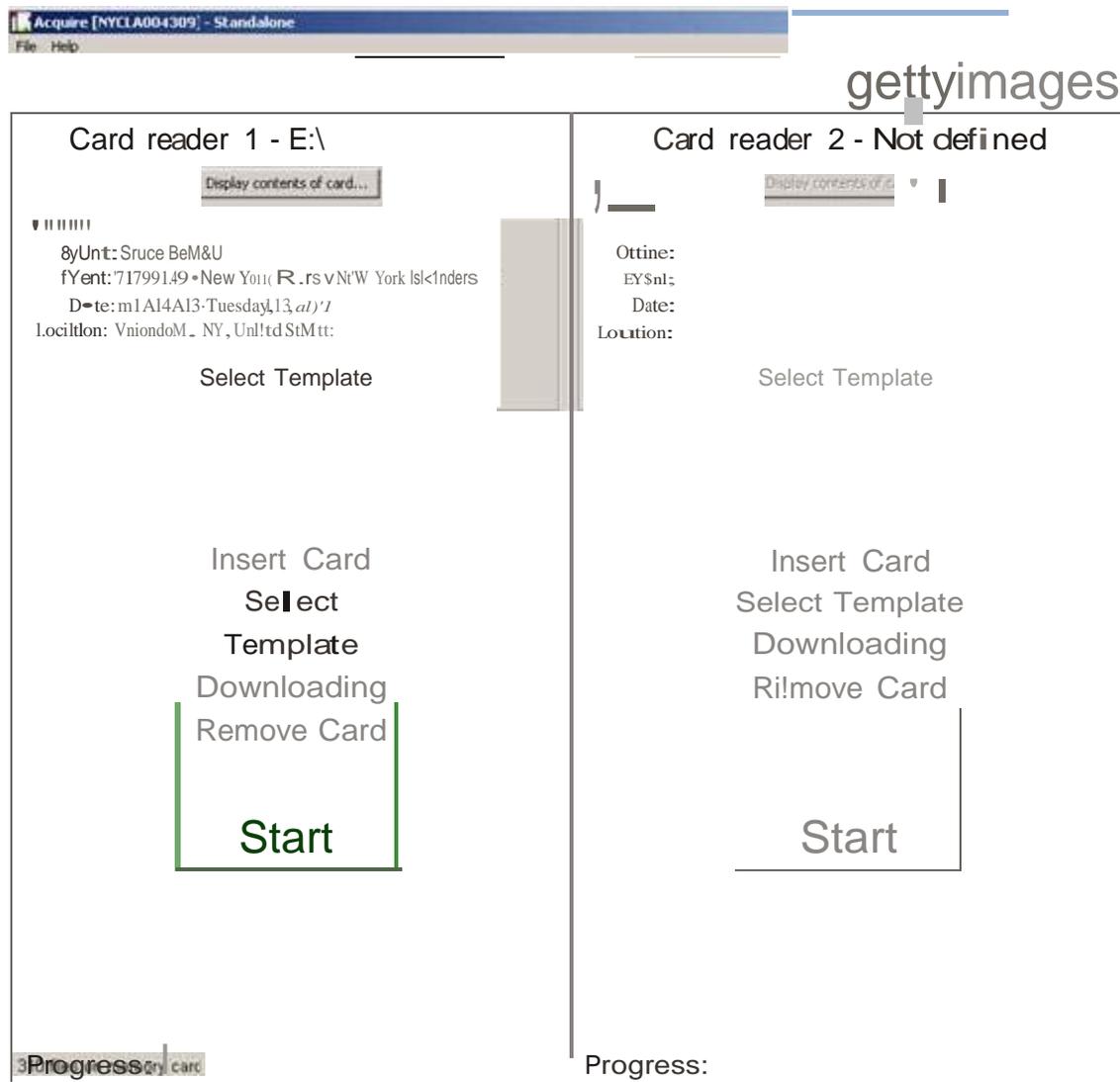
Follow the menu through the selections: date, country, city, photographer, event.

Then click ok.



Your template should now appear selected on the Acquire window.

If your card is plugged in and you have images on your card, the "start" button will appear highlighted in green. Click it.



Cltd r.adu1101 defiled (rescan Aequu 10 add card te=0eo

You will see the progress bar on the bottom of the screen showing you the total number of images on the card and the status of the downloading.



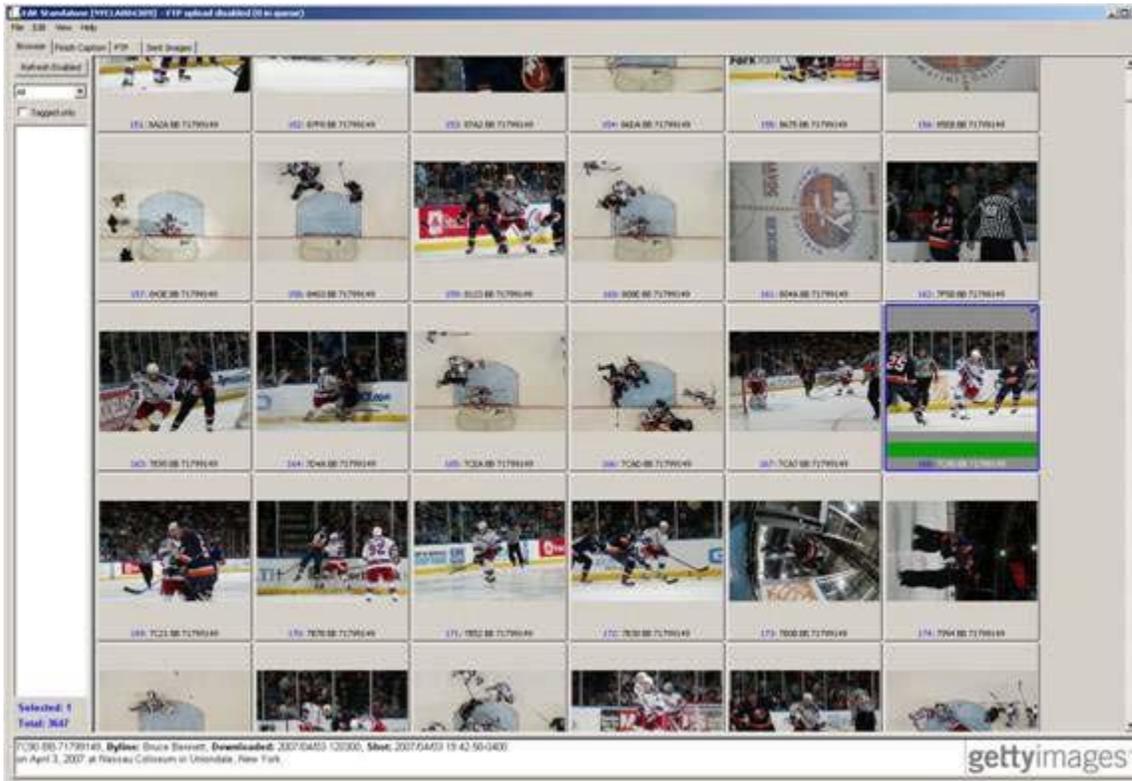
Once GIFT is finished ingesting your cards you can remove the card from the card reader. GIFT will not format your card or delete anything on it.

*****Important Note: GIFT will not ingest RAW files. It will only recognize JPEGs.*****

*****Important Note: Take note of the message on the top bar "creating 24 viewing JPEGs" Do not close the acquire window while thumbnails are being created. You can minimize, but do not close.**

After your cards have been ingested and GIFT creates the thumbnails, you go back to the Edit window and you can begin editing pictures.

Editing Pictures and Making Selections



From here you have several different options for editing pictures. Your best bet is to experiment with the different options of prioritizing and selecting pictures and find what works for you. All of the options are available using the contextual drop down menu which you can get to by right-clicking on any thumbnail or by holding Command and clicking on a Mac.

- By double clicking on any thumbnail you will bring up a larger thumbnail and you can scroll through one frame at a time. You can select images using the space bar when viewing large thumbnails.
- You can scroll using the slide bar on the right side of the screen.

By right-clicking on any thumbnail a context menu will appear giving you many different options...

Tag image	Ctrl+Space
Untag image	Ctrl+U
Rotate image CCW	Ctrl+L
Rotate image CW	Ctrl+R
Edit image...	Ctrl+Enter
Replace IPTC template...	Ctrl+Shift+T
Copy to Finish Caption	
Copy images to directory...	
Hide image	Del
Delete image permanently	Shift+Del
Image Rank 1/Priority 1	Ctrl+1
Image Rank 2/Priority 2	Ctrl+2
✓ Image Rank 3/Priority 3	Ctrl+3
Image Rank 3/Priority 4	Ctrl+4
Tiny thumbnails (100x100)	
Small thumbnails (150x150)	
✓ Medium thumbnails (200x200)	
Large thumbnails (300x300)	
Extra large thumbnails (450x450)	
Properties...	

Most of these choices are self-explanatory, but the descriptions of each are below.

Tag image: Tags image

Untag image: Untags image

Rotate image CCW: Rotates thumbnail 90 degrees Counter Clockwise

Rotate image CW: Rotates thumbnail 90 degrees Clockwise

Edit Image: Brings image into Photoshop

Replace IPTC Template: Allows you to choose to replace the IPTC template. If you make a mistake and select the wrong IPTC template, you can rectify it without having to reingest your cards.

Copy to Finish Caption: This will allow you to bypass Photoshop and continue on the GIFT workflow.

Copy images to directory: Allows to copy images out of GIFT to a folder of your choosing on your computer. This is the only way you should copy images out of GIFT. Do not attempt to copy the files out of the GIFT_ROOT folder structure.

Hide image: This will hide images from your view, but not delete them.

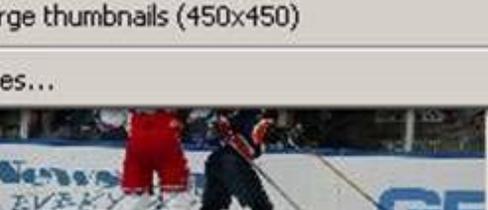
Delete image permanently: Deletes images permanently. Once deleted through this method images are gone. They do not go to the Recycle Bin or Trashcan on your computer. They are gone.

Image Ranking: This will color code and rank your image selections. Use and organize at your discretion.

Thumbnails: This adjusts the size of the thumbnails you are viewing in the Edit window.

Properties: Allows you to view image capture data.

Once you have made your selections you will then bring your photos into Photoshop by using the "Edit Image" choice in the context menu.

4: FC1A BB 71799149	5: FC0D BB 71799149
 <p data-bbox="251 651 527 693">10: F87A BB 71799149</p>	
 <p data-bbox="251 1207 527 1249">16: F36C BB 71799149</p>	

Tag image	Ctrl+Space
Untag image	Ctrl+U
Rotate image CCW	Ctrl+L
Rotate image CW	Ctrl+R
Edit image...	Ctrl+Enter
Replace IPTC template...	Ctrl+Shift+T
Copy to Finish Caption	
Copy images to directory...	
Hide image	Del
Delete image permanently	Shift+Del
Image Rank 1/Priority 1	Ctrl+1
Image Rank 2/Priority 2	Ctrl+2
Image Rank 3/Priority 3	Ctrl+3
Image Rank 3/Priority 4	Ctrl+4
Tiny thumbnails (100x100)	
Small thumbnails (150x150)	
<input checked="" type="checkbox"/> Medium thumbnails (200x200)	
Large thumbnails (300x300)	
Extra large thumbnails (450x450)	
Properties...	

This will automatically bring the image into Photoshop for you to perform cropping and color-correcting.

Photoshop

*****Important Note. You must load the "GIFT Finish Image" action into Photoshop to continue the GIFT workflow.*****

There are two different actions, one for PC and one for Mac. The actions for the PC are located in the GIFT settings folder.

To load actions go to Window > Actions

Then you will need to go to the Actions palette in Photoshop and load actions by clicking on the tiny arrow icon in the top right of the window and selecting "Load Actions"

Follow the folder path..

C:\GIFT_ROOT\Settings\ then select GIFT Finish Image.atn

*****NOTE TO MAC USERS ONLY*****

The Mac version requires you to edit the action in order to input the name of your hard drive.

Instructions:

The Photoshop action file for MacGIFT is called: "MacGIFTFinishImage.atn" and can be found in:

{root drive} /GIFT_ROOT/Settings

You must re-record the "Save As" final step in the action so that images are saved to:

{root drive} /GIFT_ROOT/Edit

The Mac won't let you record a "universal" action like on the PC. It has to be done mac by mac...

Now you can perform and cropping and color-correcting adjustments. Do not use unsharp mask as that is part of the GIFT Finish Image action and you will be prompted to do that last.

Once you have made any adjustments to the image in Photoshop execute the GIFT Finish Image action as your very last step.

This will resize the image to Getty specifications (3000 pixels along the long dimension @ 300dpi), YOU CAN CHANGE THIS TO MAINTAIN A LARGER FILE. execute a slight unsharp mask, and save the image to the appropriate folder in the GIFT_ROOT folder structure.

Once you have completed the Photoshop adjustments and the GIFT Finish Image you will then go back to the Edit window in GIFT.

Captioning

Return to the GIFT Edit window and to the right of the "Browser" tab you will click on the Finish Caption tab. This will bring up all of the images that you have selected to be captioned and transmitted.

Doubleclick on an image to bring up the IPTC Caption Template and complete the captioning information to Getty's specific style guidelines, outlined below...

Player name, #, team name, explanation of action, date, venue, city and state.

Caption Example...

Derrick Brassard #16 of the New York Rangers skates around John Tavares #91 of the New York Islanders on April 3, 2014 at the Nassau Coliseum in Uniondale, New York.

The dateline and byline will appear automatically by GIFT. You do not have to change anything.

Personality field: You should put the full and proper name of any player you identify in the caption. No nicknames. If more than one player, separate the names by a semi-colon only. No spaces.

Example... Derrick Brassard;John Tavares

Composition Field: Select the appropriate choice from the dropdown menu. In most cases it will be "full length" or "half length."

At this point you are ready to send your images.

Transmitting Images

Live transmits – Consists of game action of editorially relevant images that convey the story of the game. These should be, key players, goals, good action, etc. They should be fully captioned and edited in Photoshop. This is not where you should be sending your stock pictures. From the IPTC Caption Box you will see the “send” button on the lower right side of the screen. You will be prompted with a screen to select which FTP address to send to.

Non-Live Edit (To ESP System) – This is where you should send any additional images. These should be made up of full-body isolated action, headshots, stock shots, general views, portrait type pictures, etc. These images should be captioned and Photoshopped and ready to post. These must be sent via the GETTY IMAGES ESP system.

You can see the status of the transmission by clicking the “FTP” tab on the top of the GIFT Edit window. You can also view the sent images by clicking on the “Sent Images” tab.

Short Cuts

When you need to caption images, you can hit "Control-L" which will paste all the information from the image you have just finished captioning. As well, you can open multiple images and caption all at the same time. Also, note the Paste button on the edit captioning screen. You can open up all previously captioned images and paste a caption from any of them to the current image.

You can also color code images period-by-period and arrange images in the view window by different priorities. Take some time to view thru the help files as there are many ways to speed up your workflow.

One other very helpful note is that you can ‘code’ important images during a game to bring them to the top of your edit screen. To tag an image, hit the ‘lock image’ button on your camera for images you wish to tag. In the GIFT EDIT screen, VIEW menu, select ‘View by Priority’. This will raise all tagged images to the top and highlight them in orange. This will save considerable time while editing between periods.

A great workflow to follow, depending on arena is to have the laptop next to you. GIFT and Photoshop are open and the laptop is in standby. During the last time out of the period, download a card into the computer. Gift will also bring locked/tagged images into your edit screen first so you don't need to wait for an entire card to download. In that way, at the end of the period, all images have been moved to the computer with the tagged images up top. In a typical game,

Confirming Transmission

For anything sent to the live picture desk you should check in via IM or phone while transmitting.

AOLIM: GettyNYDesk

Phone: 646-613-3741

E-Mail: nypicturedesk@gettyimages.com

For Non-Live transmissions, following moving pictures to the FTP server, the photographer or editor should send an email to sports.nonlive@gettyimages.com (as well as to jjohnson@nhl.com and mpilon@nhl.com with the following information (if applicable).

Information to include: [Examples in red]

Event Name: **Toronto Maple Leafs v Florida Panthers**

Create Date: **10/24/2014** [The date the event was shot]

Media Event ID: **97755606** [Unique for each current event]

NUMBER OF IMAGES TRANSMITTED: **77**

Photographer Name: **Joe Photo**

Notes: **Day old NHLI contributor material. 18 moved last night.**

Troubleshooting

If you are having problems using or setting up GIFT there are Getty Images Editors on call to assist. Please contact the New York Picture Desk at 646-613-3741.

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