



Image Specification

All submissions should be sent as fully-processed High-res files.

High-res images submitted must meet the following criteria:

File Format:	Jpeg saved as Q12 or 100%. Processed from RAW.
Colour Space:	Adobe RGB 1998 (embedded profile)
Minimum image Size:	11 Megapixels
Resolution:	300 DPI
Layers:	No layers, paths or channels
Sharpening:	No sharpening.
Upsizing/Cropping:	No up-sizing - Limit cropping to a minimum.
Camera Metadata	Full camera/EXIF data should be left embedded

Colour Management:

Please produce your work in a colour managed environment with a regularly calibrated monitor. It is advised that your workspace profile is set to Adobe RGB 1998 within Photoshop/Lightroom.

Compact Cameras:

As a general rule, these cameras have excellent specifications on paper; but when used in anything other than perfect conditions they fall short of the quality required by our discerning clients. Individual models will be assessed on a case-by-case basis.

Submission Guidelines

Image Delivery:

FTP is provided by GAP Gardens - if you do not have an FTP account please inform us & we can set one up for you.

After uploading via FTP, please email submissions@gapphotos.com to confirm delivery.

Alternative Methods:

If you are not familiar with using FTP, we also accept any of the following methods:

- DVD / Hard-Drive / USB Sticks by Post
- WeTransfer
- HighTail
- DropBox

Submissions by Post

Please label submissions with your name and include a return address. DVD's will not be returned, but are destroyed after the submission is processed.

Please send Submissions To:

GAP Photos - Submissions
The Old School Hall
Little Tey Road
Feering
Essex
CO5 9RP
United Kingdom

Individual Stock Images

- All stock images in one submission should be grouped into one folder, without sub-folders.

Features / Step-by-step Series

- Please label each feature in a separate folder with the Garden Name
- Submit all images that belong to the feature at the same time
- Always include a feature submission form with the images.
- Always include a finish shot of the project completed for Step-by-step series.

Please note: features can be supplied with a time-limited sales restriction for an individual territory. There is no need to wait for a 1st rights sale to be published before we can begin marketing this feature for you in other countries. The restriction can be provided to us on the feature submission form. **Don't delay!**

Captions & Keyword Guidelines

With the vast majority of clients worldwide preferring to do their own research online, good quality & relevant captions and keywords are the only way your images will be found. If the results are not relevant then the client will look elsewhere, so it's equally important to leave words out with are not entirely relevant or the main focus of the image.

For example there may be a bench in the distance, but if the bench isn't the main point of focus, is this what a client would like to see when searching for "bench"? For each word added, it's important to run a sanity check:

Is this keyword; if used on its own to search, going to result in something relevant ??

All words used in a caption are automatically added as keywords in our database, so no need to duplicate words.

Also, always think in plural ! Many client will search for roses, benches, trees, shrubs etc... not because they want these items in plural, but that they want to see more than one result and this is a very common trait. So try to add the plural versions over and above singular.

NOTE:

It's important to check all plant identification and spelling with reliable sources, such as the RHS Plant Finder.

Field Map:

GAP Gardens Name	Photoshop File-Info	Lightroom Metadata	Bridge Metadata	Mandatory
Caption	IPTC: Description	Caption	Description	*
Keywords	IPTC: Keywords	Keywords	Keywords	*
Other Credits	IPTC: Instructions	Instructions	Instructions	
Photographer Reference	IPTC: Job Identifier	Job Identifier	Job Identifier	

Caption & Keyword examples

Plant Portraits / Close-Ups

Caption: should start with full Latin names including variety (First letter of genus to be capitalised), the common name (sometimes beneficial but not essential), followed by month

for example - *Hamamelis x intermedia 'Arnolds Promise'* - Witch Hazel - February

Keywords: Here you can put if this is an annual, perennial, the season etc.

for example - *yellow winter flowering deciduous shrub*

All cultivars / variety names should be wrapped in single inverted commas

for example - *Hamamelis x intermedia 'Arnolds Promise'*

Captions for Garden Views/Borders

- Caption: Please give a short description of what you see in the image and what it illustrates. (try to limit what the image illustrates to what is obvious/clearly demonstrated.)

for example - *View through wooden arch to patio and autumn border beyond. Border planted with Aster frikartii and Rudbeckia fulgida*

- Keywords: to include border/garden type, the season etc.

for example - *autumnal formal gardens perennials yellow and blue theme*

Note: no use of beautiful, summery, pretty, gorgeous, attractive etc... these superfluous words are not specific enough and will result in too many results and are not useful for picture researchers.

Captions for Practical images

- Caption: Please give a short description of what you see in the image and what it illustrates, using relevant technical terms.

for example - *Woman dipping hardwood cutting of Taxus baccata into hormone rooting powder - February*

- Keywords:

for example - *winter cuttings propagation propagating person lady practical gardening*

Keywording:

Please always add:

- Season
- Month
- Location (county/state, or nearby city, & country) for garden views only.
- Plus - any other relevant terms; such as “organic” or “chalky soil” or “dry garden” or “rainwater garden” or “natural swimming pool” or “herbaceous border” or “NGS open garden” or plant types such as “Floribunda”/”Hybrid Tea” for roses.

Other Credits

- This field is for Garden Name, Designer, Owner, Stylist and Sculptor credits. Please prefix each name included with these terms and a colon symbol :

for example - Garden: Bankside Cottage - Designer: Julie Smith

- Only to be used for garden views & recognisable/architectural details if the garden/designer/owner/stylist/sculptor needs to be credited. This is where you would place a garden name for a feature

for example - Garden: Bankside Cottage

- Plant portraits would not normally be credited to a garden. Only recognisable details & views.

NOTE: it's important to keep any additional credits to a minimum and as short as possible as many clients are limited for space and a long compulsory credit can deter a client from publishing an image.

In ALL Fields please avoid:

- Subjective information such as “beautiful” “stunning” etc... as we just have to take it out again !
- Special characters - do not use:
 - 1) & ampersand
 - 2) * asterisk
 - 3) / \ forward or back strokes
 - 4) “ speech marks
 - 5) () { } < > [] round brackets/parentheses, braces/curly brackets or chevrons/angle brackets, square brackets
- The garden/owner name as a caption - even in the context of a feature. Each individual image should be described based on the image content.
- Full addresses - we cannot publish addresses online.