PSPI

PROFESSIONAL SCHOOL & SPORTS
PHOTOGRAPHERS INTERNATIONAL

Digital Data & Image Format and Usage Guidelines
For School Photography & Yearbook Publication
Version 2017-2018

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What's new in this 2017-2018 Version
> ➢ This year's version has not changed from year.

General Information

Introduction

The school picture industry offers a variety of products and services to students and schools. These are often used in conjunction with yearbooks and other products. A system that facilitates the easy combination of the products and services of different suppliers has a number of benefits.

Currently, individual students and schools employ photographers to take photos. Each of these image takers involves a photo lab or digital imaging firm to convert the exposed image into another format, such as prints, CD/DVDs, cards, etc. In the case of yearbooks, the publisher takes the images and converts them to a printed page, employing yet another method for image creation.

When the students and schools use more than one photographer, and the photographers and the different labs generate CD/DVDs in their own formats, it is more difficult, time consuming and costly to coordinate the data, images and publishing of yearbooks. The problem is similar to the situation that would exist if audio compact disks could not be played on every CD/DVD player. By using a standard format, a greater number of vendor choices would exist for the school and increase the level of satisfaction.

Similarly, photographers' policies regarding allowable use of their images may vary, as do methods for communicating licensing terms from the school or student's photographer to the school and then on to the yearbook company. In some cases, licensing terms and copyright information embedded in image file metadata may be unintentionally stripped upon transfer from one image management platform to another. A common guideline that establishes default copyright and usage rules that apply in the absence of an agreement between the photographer and the yearbook company will provide greater certainty to all affected parties and avoid the need for schools to be the gatekeeper for copyright issues.

Moreover, regulatory requirements for the handling and usage of student data and images have evolved and continue to change. It is ever more important for school service providers to be transparent about their use of student information and to make public their commitment to responsible data practices. While allowable usage of student images may vary depending on applicable laws and regulations, school board policy, the photographer's licensing terms and the photo subject's authorization, the photo subject's privacy interest is best served by a common image usage guideline that serves as an industry default.

It must be noted that technology continues to change. Any guideline promoting a coordinated system needs flexibility for the future. The ultimate goal is to satisfy the customer - the school. It is believed that satisfaction can be increased by creating common readable files for the transmission of digital images and associated data from the school photographer to the yearbook publisher in a format that is as efficient and consistent as possible, as well as common image usage parameters that may be deviated from but only with all appropriate authorizations and in accordance with applicable laws, regulations and school board policies.

Audience & Scope

The following document is intended to inform the **Underclass** (K-11) School Photographer, Contract **Senior** Photographer, Photography Production Laboratory, interested Software Developers, and Yearbook Companies as to the generally accepted data and *subject* image guidelines for the exchange of data and *subject* images between photography organizations and yearbook producers. This document is NOT directly intended for the common school customer.

The scope of this document includes, and is limited to the **Professional School and Sports Photographers International, (PSPI) sponsored ad-hoc committee developed technical guidelines for data and image exchange between the interested parties listed above**. This document is technical in nature and does NOT intend to outline or require market implementation by any particular organization. This document is NOT intended to provide direct explanatory material to the target consumer of the final product resulting from adoption of these guidelines (the school).

Benefits

Benefits from such a system could include the following:

- By specifying a guideline to which the product should conform, the school has the means to measure the value of what they are acquiring, and can make comparisons between suppliers. This can lead to opportunities that are more competitive for schools, permitting them to pick, choose, mix, and match among the numerous suppliers. While the format for the product is not the only element for price comparison, use of a common format makes the comparison simpler.

- Creating an easier interchangeability of images and data files between image providers and users. This can reduce the time it takes to create products, and could lead to reduced costs and improved quality and the number of product choices.

- Communication between schools, image providers and yearbook producers can be clarified and improved by reference to a common guideline.

- An assurance of a minimum level of quality and performance for the CD/DVD products.

- An easing of the decision making process for schools by the use of

common terminology and comparable products.

- Removal of the school from the middleman position between photographers, photo labs and yearbook companies over the format of the CD/DVDs and the assurance of compatibility, copyright and/or image usage issues.

- Establishing default terms that apply to image usage in the absence of an agreement between the school's photographer and yearbook company.

Drawbacks

There are no apparent drawbacks from such a system. For firms that do not currently produce CD/DVD images, there is no impact since there is no requirement to produce a CD/DVD. However, the system is simple enough to permit anyone to readily adopt it should they choose to do so.

Communication

A useful guideline will require communication and education programs directed to both the schools and the photo industry. It will be necessary to provide materials to explain the system and its benefits.

Limitations of the Guidelines

These guidelines address the *format* for the CD/DVD. The guidelines do not address many areas for technical or legal reasons. Among them are the photo capture and editing process, the photo print output, and the yearbook printing quality and features. These areas are the subject of creative and artistic differences, as well as customer choice. In addition, these guidelines do not suggest or require which of the interested persons or organizations has responsibility for collecting, recording, distributing or protecting the data. That is a matter for those interested to arrange among themselves.

These guidelines do not prescribe specific data security practices, procedures or standards, since legal requirements and technical options are evolving rapidly in this area, school requirements vary, and data security industry associations are better equipped to set standards in this area. All parties charged with creating, storing, handling and distributing files containing personally identifiable student information – photographers, yearbook publishers, labs and other subcontractors – must determine and implement those physical, administrative and technical measures necessary to protect such information in accordance with applicable law, school requirements and current data security best practices.

DIGITAL DATA & IMAGE FORMAT GUIDELINES

The Digital Data & Image Format Guidelines strongly recommend the following:

CD/DVD Layout & Structure

- The CD should meet the ISO 9660 standard for CD format. DVD media should be *Standard Data* +R or –R.

- The CD/DVD session must be *closed* or the CD/DVD must be *finalized*.

- **NOTE**: If transmitting the data via file sharing service, all file structures and layout, in the document to follow, remain the same. The exception being the "volume name" which will become the top level folder under which all files and structures will be contained. The top level folder should follow the naming structures for "volume name" as documented for CD/DVD in this document.

Data layout:

```
Volume Name (or top level folder name if electronically transmitted)
        INDEX.TXT
        MASTER.TXT [optional]
        README.TXT [strongly recommended]
        FOLDERx [use an arbitrary name but must be unique]
                IMAGEx [use unique names for each image]
                IMAGEx+1
                 *
                 *
                 *
        FOLDERy IMAGEy
                IMGAEy+1
                .*
                .*
                .*
                etc.
```

Volume Name – Volume name (or top level folder name for electronic transmission) is an arbitrary name, but the name string must be ended with a numeric value to account for multiple CD/DVD volumes. Multiple CD volumes should have *consecutive* numbers.

.TXT Files – Text files (.TXT) are standard ASCII sequential text files and must be located directly at the CD/DVD root level.

Folder Names – Folders on the CD/DVD contain uniquely named image files. The folder name(s) MUST be unique for each folder and can consist of UPPER and/or lower case alphanumeric characters and numeric values 0-9 ONLY. Special characters of "_" (underscore) and "-" (dash) are allowed.

Image Names – Image file names MUST be unique for each image and can consist of UPPER and/or lower case alphanumeric characters and numeric values 0-9 ONLY. Special characters of "_" (underscore) and "-" (dash) are allowed. Image file names must contain the ".jpg" file type suffix (see Image Guideline Section for details for image files).

Screen Shot Example of Data Layout for CD/DVD:
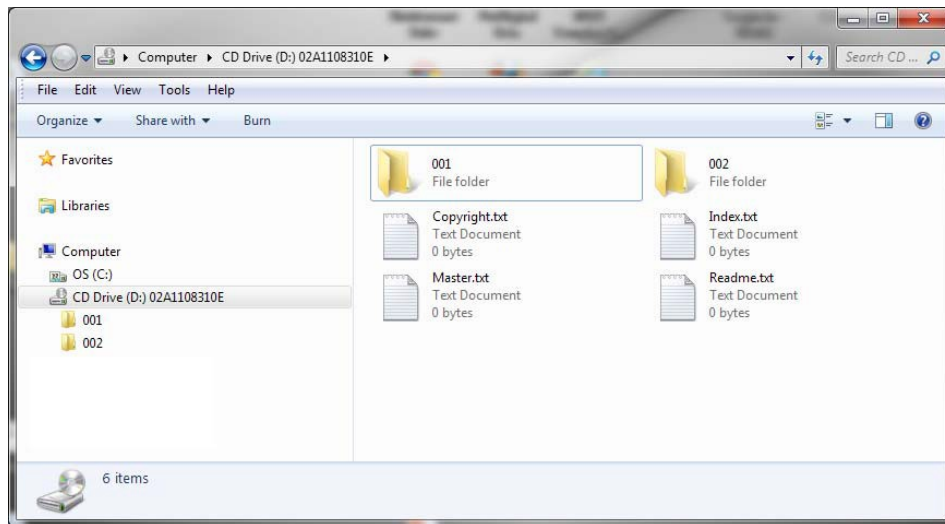
Screen Shot Example of Data Layout for electronic transmission:
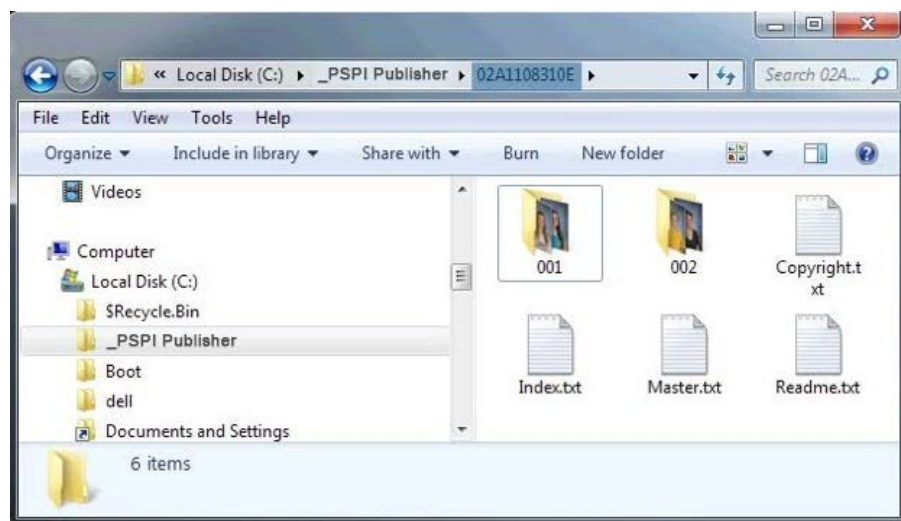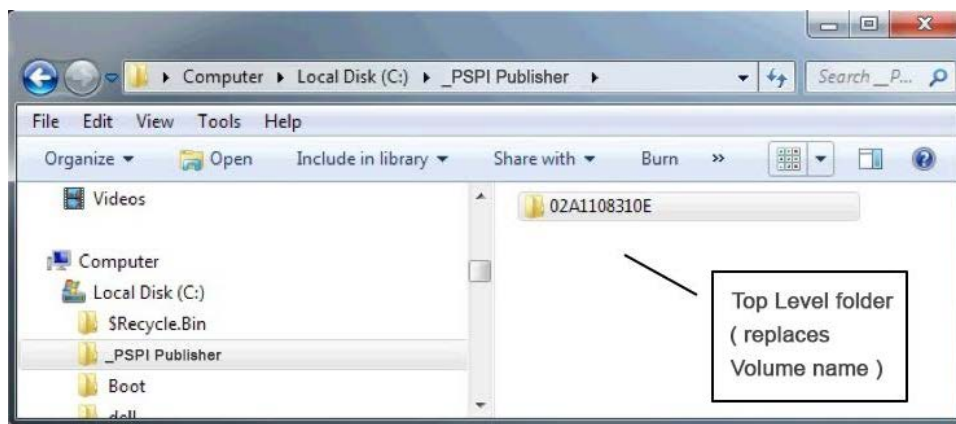
Data Structure

The following section defines the required and recommended text (.TXT) files and their structures:

- A standard text file is to be contained *directly under the root* of the CD/DVD or directly under top level folder if transmitting electronically.

- All volume, directory and file names MUST be unique and can consist of UPPER and/or lower case alphanumeric characters and numeric values 0-9 ONLY. Special characters of "_" (underscore) and "-" (dash) are allowed. .

- Text files are standard ASCII format for maximum compatibility. UTF-8 format can optionally be used but should be verified with the receiver because of accented characters.

- The fields, contained within the text files, are to be **Tab delimited** (fields separated by a tab character). **Note**: Care should be taken to limit the length of the data in the included field sets. Excessively long data strings can pose issues in downstream applications.

- Line termination must be indicated by **CR-LF** (carriage return, line feed).

- The **required** file **INDEX.TXT**

- The optional, but strongly recommended, file **README.TXT**

- The optional file MASTER.TXT

- The CD/DVD *may* contain other files and folders that the CD/DVD producer thinks may be helpful to the school or yearbook producer as long as they do not interfere with the structures and requirements of these guidelines. These files are not explained, required or covered by this document and are a superset to these guidelines.

Data Content and Attributes

The following sections define the content and attributes of the required and recommended data files to be contained on the CD/DVD.

COPYRIGHT.TXT

The COPYRIGHT.TXT file is an OPTIONAL but STRONGLY RECOMMENDED file. Its purpose is to contain copyright and license information important to the content of the CD/DVD. The absence of a copyright.txt file, however, shall not be deemed a waiver or release of the photographer's copyright interest in the content of the CD/DVD.

The generally accepted language of the COPYRIGHT.TXT file, and the license that shall be deemed to apply to yearbook companies in the event that the copyright.txt file is left blank is as follows:

> **The images on this CD are copyright protected and are solely for the use of publishing yearbooks subject to the terms and conditions of license provided by the school photographer to the school ("License Agreement"). Unless otherwise stated in the License Agreement or with the school photographer's and the photo subject's (or a minor subject's parent's) prior written consent, reproduction is limited to the traditional class**

portrait pages of the school yearbook. You do not have permission to make copies for sale, or to otherwise disclose, publish or make commercial use of the images in any manner.

The information of the COPYRIGHT.TXT file is the same as in the [License]= tag of the README.TXT file to follow. Its importance to the user of the CD/DVD material requires it be directly under the root of the CD/DVD volume. It is also strongly recommended that the statement be in printed form on the packaging or CD label as well.

The statement suggestion above may be modified to the copyright holders' requirements. This wording claims ownership of the material (image(s) specifically) but leaves each copyright holder free to determine its own licensing policy.

It is recommended that wording in the school contract (between photographer and school) specifically address usage scope and copyright definition. It is beyond the scope of structure and content guideline definition to enforce copyright protection.

INDEX.TXT

The INDEX.TXT file is a REQUIRED file. Its purpose is to contain all the data records to be included in the published yearbook product. Part of each data record contained in the INDEX.TXT file is a reference to the associated subject image. It is this file that the yearbook producer will use to incorporate data and associated images into the yearbook product.

Only the final records and associated images chosen to appear in the yearbook publication should be included in the INDEX.TXT file. This file should include references to images contained on all CD/DVD volumes if there is more than one CD/DVD. If other images are also on the CD/DVD, they should be **separately** identified in the MASTER.TXT file (not to be referenced in the INDEX.TXT).

Structure and Field Order

The following section defines the structure and field order for the INDEX.TXT file:

1. Volume Name (or top level folder name for electronic transmission)
2. Image Folder
3. Image File Name
4. Grade*
5. Last Name
6. First Name
7. Home room
8. Period
9. Teacher Name
10. Track
11. Department
12. Title
13. Image Size
14. [Any additional defined fields].

Note: The above 13 defined, default, and reserved fields should be maintained. If the CD/DVD producer chooses to omit any of the information, then that should be

identified with a NULL VALUE (two tabs together). Any additional fields, beyond the 13 default fields, should trail field number 13 and be identified in the README.TXT by the labels in the first record.

*Note on Grade Field: If it is determined that school staff are to be identified separately from students, use the "Grade" field to indicate staff definitions. If used, at a minimum "STA" should be used to identify staff members. More detailed definitions of staff should be included in the README.TXT file to identify staff code usage.

- The suggested, and optional, identifying file for *other* images is MASTER.TXT. This file would contain a listing of all of the images on the CD/DVD, combining those that are in the INDEX.TXT file as well as all others.

- It is highly recommended that the data contained in the INDEX.TXT and MASTER.TXT files be in final UPPER/lower (Title) case format.

INDEX.txt File Keyword Definitions

- **Volume Name** - Volume name (or top level folder name for electronic transmission) is an arbitrary name, but the name string must be ended with a numeric value to account for multiple CD/DVD volumes. Multiple CD volumes should have *consecutive* numbers.

- **Image Folder** - The folder holding the images. Located directly under the root volume.The folder name(s) must be unique using ANY naming convention File names must consist of UPPER or lower case alphanumeric characters and numeric values 0-9 ONLY.

- **Image File Name** - The file name for an image, with extension. Example: "00001.jpg" Image file names MUST be unique for each image. File names must consist of UPPER and/or lower case alphanumeric characters and numeric values 0-9 ONLY.

- **Grade** - The grade data assigned to the individual, if applicable. Example: "4"

- **Last Name** - The individual's last name. Example: "Smith"

- **First Name** - The individual's first name. Example: "John"

- **Home Room** – An identifier for the individual's home room. Example: "AA"

- **Period** – An identifier for the individual's period. Example: "6"

- **Teacher Name** – The name or identifier for the individual's teacher. Example: "Jones".

- **Track** – The name or identifier for the individual's track (usually used in year around schools). Example: "Special Needs" or "A".

- **Department** – Indicates which role the individual plays at the school. Recommended values are "Faculty", "Administration", "Support Staff", "Student" and "Teacher".

- **Title –** Indicates courtesy title such as Mr. Mrs. And Dr.

- **Image Size –** Indicates image size such as Small Large or Other

README.TXT

The README.TXT file an OPTIONAL but STRONGLY RECOMMENDED file.
The README.TXT is used to describe the content, order, special instructions, data
and image source, etc. of the CD/DVD (s). It should identify *key words,* the
definition of each field included, and the number of additional data fields used in
the INDEX.TXT file, if any. If the README.TXT file is included on the CD/DVD, the
structure and content should be as follows:

- Each keyword should be contained with bracket ([ ]) characters
- The bracketed keyword and the keyword value should be separated by an
  equal (=) sign
- Each keyword and value should appear as one line terminated by a
  carriage return and line feed (CR/LF)
- The structure, order and keywords should be as follows:

  [Image Size] =
  [Color Mode] =
  [School Name]=
  [# Fields] =
  [Field Definition #1] =
  [Field Definition #2] =
  etc.until the last field used is defined
  [Group Fields] =
  [Group By] =
  [Sort By] =
  [Producer URL] =
  [Lab Name] =
  [Lab Location] =
  [Lab Contact Name] =
  [Lab Contact email] =
  [Lab Contact Phone] =
  [Photo Job Number] =
  [Date Created] =
  [PSPI Version]=
  [LICENSE**]= The images and data on this CD are copyright protected
  and are solely for the use of publishing yearbooks subject to the
  terms and conditions of license provided by the school photographer
  to the school ("License Agreement"). Unless otherwise stated in the
  License Agreement or with the school photographer's and the photo
  subject's (or a minor subject's parent's) prior written consent,
  reproduction is limited to the traditional class portrait pages of the
  school yearbook. You do not have permission to make copies for sale,
  or to otherwise disclose, publish or make commercial use of the
  images or data in any manner.**
  [Comments] =
  [ICC] =
  [Grade]=

Readme.txt File Keyword Definitions

- **Image Size** – Keywords used to identify the size of the images contained on the CD/DVD. Allowable keywords are: **Small, Large, Other**

- **Color Mode** – **RGB**

- **School Name** – Keyword to indicate the information to follow will be the name of the school contained on the CD/DVD. The name of the school is simple a text string identifying the school by name.

- **# Fields** – The number of fields keywords identifies how many fields will be identified in the Index.TXT and Master.TXT files. The minimum value allowed is **13** with no maximum.

- **Field Definition #1 - ?** – The keywords for field definitions will repeat themselves, one for each included field. The content of the keyword will be the definition of the field at that position. Example for the first 2 fields:

  [Field Definition 1] = Volume Name
  [Field Definition 2] = Image Folder

- **Group Fields** – Keyword to indicate the allowable field set from which data grouping is allowed.

- **Group By** – Keyword to indicate the field(s), from the Group Fields allowable field set, that have been selected to group data for the publication.

- **Sort By** – Keyword to indicate the sorted order of data within the selected Group By selection.

- **Producer URL** – Keyword to indicate the URL address of the CD/DVD Producer. Used for contact information of the producer.

- **Lab Name** – Keyword to indicate the information to follow is the *name* of the CD/DVD producing Lab or entity.

- **Lab Location** - Keyword to indicate the information to follow is the *location* of the CD/DVD producing Lab or entity.

- **Lab Contact Name** - Keyword to indicate the information to follow is the *name of a contact person* at the CD/DVD producing Lab or entity.

- **Lab Contact E-mail** - Keyword to indicate the information to follow is the e- *mail address* of the contact person at the CD/DVD producing Lab or entity.

- **Lab Contact Phone** - Keyword to indicate the information to follow is the *phone number* of the CD/DVD producing Lab or entity.

- **Photo Job Number** - Keyword to indicate the information to follow is the *reference job number used* at the CD/DVD producing Lab or entity.

- **Date Created** – The date the CD/DVD was created.

- **PSPI Version** – The guideline version (from the document title).

- **License** – Usage and license statement for images and data

- **Comments** – Additional comments intended for communication about the CD/DVD or content.

- **ICC** – ICC profile tag to indicate color profile used. Default is blank and will assume sRGB.

- **Grade** – List staff code definitions if staff identification used *beyond* the defined "STA" code to indicate staff members. As an example: TCH (teacher), CUS (Custodian), PRI (Principal), VPR (Vice-Principal), SEC (Secretary), AID (Aide). The code and definition should be paired as seen in the examples above. These codes are not required nor define what they should be. They are only examples to indicate structure for CODE and (definition) comma separated in one line following the keyword.

MASTER.TXT

The MASTER.TXT file is an OPTIONAL file. Its purpose is to contain all the data records associated with the school photography activity. Like the INDEX.TXT file, part of each data record contained in the MASTER.TXT file is a reference to the associated subject image.

Some photographers, schools or other customers may desire to include *multiple poses* or "proof plan" photos on the CD/DVD, even though they are *not* intended for yearbook reproduction. There is no suggestion in these guidelines that anyone should or should not provide extra images. However, if such images are provided but are not intended for inclusion in the product covered by the INDEX.TXT file, they should *not be listed within the INDEX.TXT* file. **Only the pose or image selected for inclusion in the yearbook should be identified in the file named INDEX.TXT**.

The structure and order of the MASTER.TXT file is IDENTICAL to that defined above for an INDEX.TXT file.

Post CD/DVD Production Modifications of Data

Some CD/DVD producers may choose to develop image and data editing applications to allow school customers to review and edit data and associated images. If such applications are used, then text files will obviously be modified from their original CD/DVD versions. When changes are made to INDEX.TXT, MASTER.TXT and/or README.TXT files, it is
preferable to incorporate those changes into a new CD/DVD or transmittable .ZIP file. However, in the absence of a new CD/DVD or transmittable .ZIP file, **replacement files** should be <u>completely</u> rewritten on a writeable media (or media acceptable to the parties) and provided with the CD/DVD or transmittable .ZIP file to the yearbook producer.

Image Structure and Attributes

The following section defines the image files and their attributes:

- All image file names should be unique.

- Image file names MUST be unique for each image and can consist of UPPER and/or lower case alphanumeric characters and numeric values 0-9 ONLY. Special characters of "_" (underscore) and "-"(dash) only.

Image attributes:

Image file format

- Color images

    - The default guideline for all images (underclass and senior) is RGB color. RGB color images are preferred even if the book is

produced in B&W. Publisher assumes the responsibility for conversion.

- The default, and assumed, ICC color space is **sRGB**. Any color space used other than the default must be indicated in the ReadMe.txt file in the "[ICC]=" tag. It is **important** that the ICC profile be identified in this tag if it is NOT sRGB.

- All RGB color image files are to be saved in **JPEG format**. Image file names must include ".jpg" file type suffix (ex. 123456.**jpg**)

- JPEG compression ratio of **7.5:1** or less. An option is to include a qualitative reference image, such as a Macbeth™ chart, gray card, or other tools that provide a reference standard, which will assist in verifying the color space and color balance applied.

- If the photographer desires to explain what has been done on the images (if anything), it can be explained in the README.TXT file. Any compression ratios, ICC Profiles and reference standards should be identified.

Image sizes

Note: While the default size of the images included on the CD is as referenced below, this size requirement should be checked in the agreement between school and producer to ensure adequate size for intended result.

Small (default)**

- 320 X 400 pixels (.8 aspect ratio). **This file size is not recommended for printed images greater than 8 picas by 10 picas (1.334 x 1.667 inches).** See Printing Industries of America (PIA) Guidelines.

- 300 dpi* in the image file header

- **Small** is the default for most producers unless otherwise specified.

Large

- 640 X 800 pixels (.8 aspect ratio). **This file size is not recommended for printed images greater than 12 picas by 16 picas (2 x 3 inches).** See Printing Industries of America (PIA) Guidelines.

- 300 dpi* in the image file header

Other

- Other is defined as any sized .8 aspect ratio image different than SMALL or LARGE as defined in this document.

*Notes: If there is a question about individual publisher DPI or format requirements, contact that specific publisher for their specific guideline.

Electronic Delivery and Utilization

Data security standards and student data privacy requirements are variable and evolving. Image providers, schools and Yearbook companies who wish to transmit and deliver student data and images electronically must ensure that such transmission and use is in conformity with applicable state and federal laws and regulations, school board policy, applicable licensing terms and conditions and data security standards commensurate with the sensitivity of the information.

If a party uses a third party file transfer service provider (for example Dropbox) or other subcontractor to facilitate transmission of student data and/or images, the third party must be approved by the school. It should be clear who is responsible for ensuring that the third party's service contract and privacy policy are consistent with legal and contractual requirements, and who is responsible for that third party's performance in the event that student data is lost, misused or accessed without authorization.

<**END OF GUIDELINES**>