Photo Auditor Instructions

Last Modified on 09/14/2015 11:52 am PDT

As a Photo Auditor, you will be replacing or adding a introductory single stock image to existing articles.

Please review this document carefully for instructions and guidelines.

Instructions:

1. To access the assignment queue, log into your Demand Media account and click on your Work Desk in the upper left side.

2. Select Photo Auditor from the dropdown menu on the upper right side.

3. Browse the Available Assignments queue and click the title you wish to claim.

4. Click Edit Draft at the bottom of the page to add an image to the first section only.

5. If there is an image already in place in the article you MUST replace it.

6. Read the text and add the overview image by clicking on the blue Search button next to Find an Image in the introduction. Type search criteria into the available field and click on an image to select it.

7. Browse Creative or Editorial but avoid the Fotolia tab.

8. Select an image that best represents the subject matter of the article.

9. If you need to save your work and return to it later, click Save Draft at the bottom of the page. The title will then appear in your Claimed Assignments queue and you can click on it to begin work again.

10. The system will require a caption for each image. This text should be a simple and grammatically correct description of the image as if you were explaining it to a blind person. Do not include information about the themes or details of the article.

11. Once you have added the image, click Save and Review at the bottom of the page. Review your work and click Audit Complete at the bottom of the page. If you need to make any changes, select Edit Draft at the bottom of the page. This will also allow you to access the Save Draft again. If you are ready to submit, write "Complete" in the comments section and then select Finalize Review at the bottom of the page.

Unsuitable Assignments:

If the assignment cannot be completed, you have several options:

- Multiple Images with Stock Photography – this article would benefit from having stock images in every section. (Foods Rich in Iron or Most Affordable Cities)

- Step by Step Images with Original Photography – this article is step by step instructional content and needs original photography which will show the specific steps. (How to Clean Suede or Cake Frosting Techniques.)

- Step by Step Images with Screenshots - this article is step by step instructional content for a computer, mobile device or the internet and needs screenshots which will show the specific steps. (How to Create a Chart in Excel or How to Make my Facebook Profile Private)

- Step by Step Images with Illustration - this article is step by step instructional thematic content which is beyond the scope of stock or original photography but can be illustrated. (How to Arrange a Japanese Garden or Life Cycle of a Frog)

- Single Image with Original Photography – this article requires a hero image but is too specific for stock photography and requires an original image. (Benefits of a Weber Gas Grill or Can You Use Blue Pillows on a Red Couch)

- No Image Needed – there is no available image or image would not be appropriate for this article. (Specs for a 1955 Ford Truck or Signs of Domestic Abuse)

<u>Guidelines:</u>

Please note that we strive to provide our readers with "content for real life." With that said, the images should feel real and natural. We do not want images that look like they were shot in a studio; they should be shot in an environment.

- Be careful not to change any text.

- Do not add images to any other sections. Only an intro image is required.

- Only use horizontal images. Vertical and Square images cannot be used.

- Do not use black and white images.

- Avoid unpleasant or overly negative images.

- Avoid dated images, chose modern images

- Avoid nudity, this includes shirtless men.

- Food images must show healthy food items. If the topic is healthy white fish, don't show a dish that's

- served with a cream sauce or a side of fries.

- Avoid excessive motion blur.

- If there is an image already in place, please replace it.

Examples:

Select modern looking images rather than dated images. Choose the image on the left, not the right.

Avoid unpleasant or overly negative images. FOr instance, if the subject is overeating, choose the image on the left, not the image on the right.

Try to avoid overly "stocky" images on stark white or black backgrounds or on backdrops.

Choose the image on the left, not the image on the right.