

Photo Researcher Instructions

Last Modified on 09/14/2015 11:47 am PDT

As a Photo Researcher, you will be adding visual assets to existing Studio articles. Please review this document carefully for instructions and guidelines.

Instructions:

1. To access the assignment queue, log into your Studio account and click on your **Work Desk** in the upper left side.
2. Select **Photo Researcher** from the dropdown menu on the upper right side. Then you can browse Available Assignments to select titles you want to claim.
3. Read each section and add an image by clicking on the blue Search button next to Find an Image. Type search criteria into the available field and click on an image to select it.

Remember: We require 70% image coverage but you should aim for 100% when possible. You should only opt to exclude an image if there are no available or appropriate options. Most assignments should have 100% coverage.

Note: Some sections may already have images, but please replace any existing images.

4. Add a **caption** to each image. This should be a simple and grammatically correct description of what the image is as if you were succinctly explaining it to a blind person. Do not include information on article themes or use this field to make the image relevant.
5. Click **Continue** at the bottom of the page when you are done selecting images to review your work, then click **Complete** to finalize your work. You can also go back and edit, unclaim or save your progress.
6. If you determine the assignment cannot be completed, click **Complete** at the bottom of the page and select a reason. Review the **Unsuitable Assignments** section of these guidelines for your available options.

Tips:

Keep these tips in mind when you have an assignment in progress.

- Click **Save Draft** at the bottom of the page to return to the assignment later.
- You can pass on a claimed assignment by clicking **Unclaim** at the bottom of the page. This will send it back to the general queue.

Unsuitable Assignments:

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

- **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)

Guidelines:

- Only use horizontal images. No vertical or square images.
- Do not mix creative and celebrity images.
- Do not use black and white images unless it's in a historical context.
- Do not use tinted images
- Make sure images are color corrected.

- Make sure images are in context and highly relevant to the text.
- For LIVESTRONG.COM articles, avoid nudity. This includes shirtless men.
- For articles LIVESTRONG.COM articles, food images must show healthy food items. If the topic is white fish, don't show a dish that's served with a cream sauce, a side of fries or a big glass of wine. This also applies to eHow articles that are about healthy eating specifically.
- For LIVESTRONG.COM articles, the accuracy of the image is the most important consideration.

Image Selection:

The following tips should help ensure that you only select the best possible images for your assignments.

- Select modern looking images rather than dated images.
- Avoid unpleasant or overly negative images.
- Action images are best. A photo where people are engaged and doing something feels like a real moment and will connect with readers.
- Context is everything. Choose images where people are in an environment rather than a studio setting.
- Try to avoid overly "stocky" images on stark white or black backgrounds or on backdrops.

Image Selection Examples

Use the following examples to help you select the best image for your assignments. Images with a green + are good choices, while those with a red X should be avoided.

Choose Modern Images



Avoid Negative Images



Action Images are Best



Pick Images with Context



Avoid "Stocky" Images

