

# *PHOTOSHELTER*

## USER GUIDE



Marketing and Communications

# PHOTOSHELTER

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**PhotoShelter, Marketing and Communications' digital asset library, provides access to the best Purdue-branded imagery and b-roll video. The photography and video available through PhotoShelter align with our brand and style, creating a look and feel that is **DISTINCTLY PURDUE.****

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# Collections and Galleries

Visit [purduemarketing.photoshelter.com](http://purduemarketing.photoshelter.com)

PUBLIC COLLECTION	PHOTO & VIDEO LIBRARY
<p data-bbox="563 494 1141 572">This collection is open to the general public, including media outlets.</p>  <p data-bbox="675 1079 876 1122">Public 0 Collections 2 Galleries</p>	<p data-bbox="1314 494 1959 661">This collection is available to all Purdue employees with BoilerKey credentials. Specifically, this library provides imagery and video b-roll for campus marketers.</p>  <p data-bbox="1521 1079 1722 1122">Invited Galleries 3 Collections 0 Galleries</p>

# Getting Started

As you navigate Purdue's PhotoShelter portal, this site map will help you make effective use of all the resources that PhotoShelter has to offer.

## GALLERIES

Browse photo and video galleries.

## VISUAL BRAND

Get to know the Purdue brand and how it empowers us to deliver a unified message.

## PHOTOGRAPHY SERVICES

Learn more about our photography services. This link will take you to the Purdue MarCom site.

## RELEASE GUIDELINES

Familiarize yourself with photo and video release guidelines.

## NEWS EXPOSURE GALLERY

Explore Purdue News photography exposure galleries.

## HELP

Helpful tips on navigating PhotoShelter.

## CONTACT

Reach out if you have questions.

## SEARCH

Select to search images.

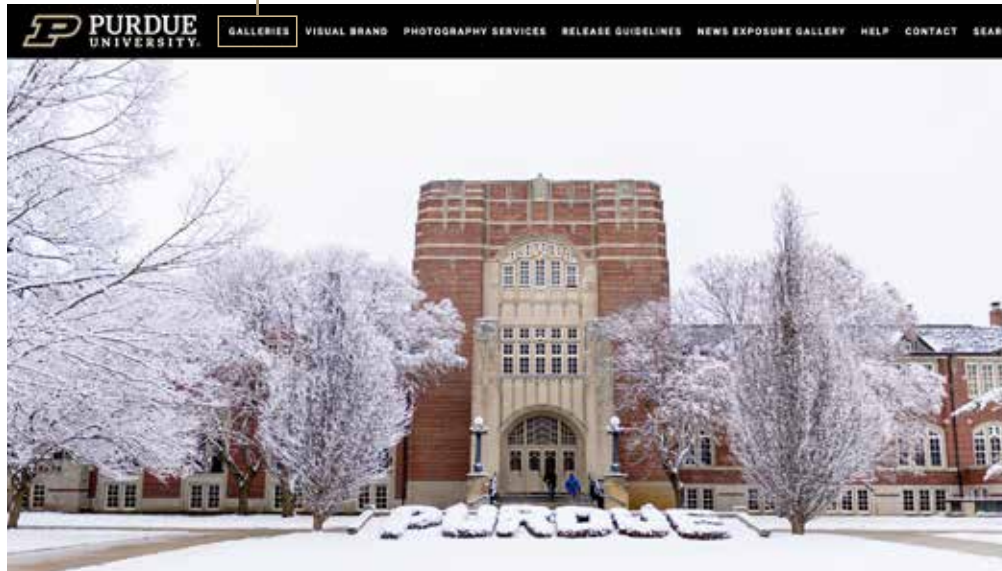


# PhotoShelter Access

## ACCESSING THE **PUBLIC COLLECTION** ON PHOTOSHELTER

1 Visit Purdue Marketing's PhotoShelter page  
[purduemarketing.photoshelter.com](http://purduemarketing.photoshelter.com)

2 Select **GALLERIES**.



3 Click **PUBLIC GALLERIES**.



Public  
0 Collections 2 Galleries

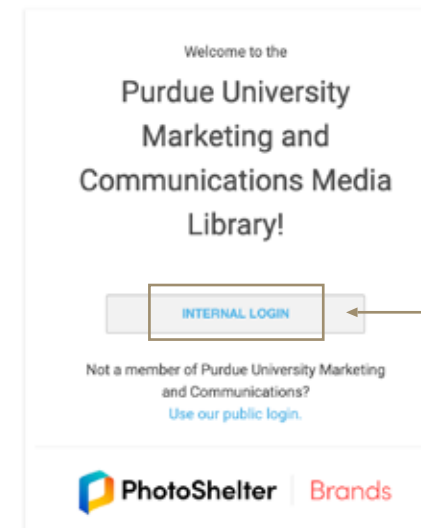
# PhotoShelter Access

## ACCESSING THE PHOTO & VIDEO LIBRARY (INVITED GALLERY) ON PHOTOSHELTER

- 1 Visit Purdue Marketing's PhotoShelter page  
[purduemarketing.photoshelter.com](http://purduemarketing.photoshelter.com)
- 2 Click **LOGIN** on the far right of the top navigation bar.



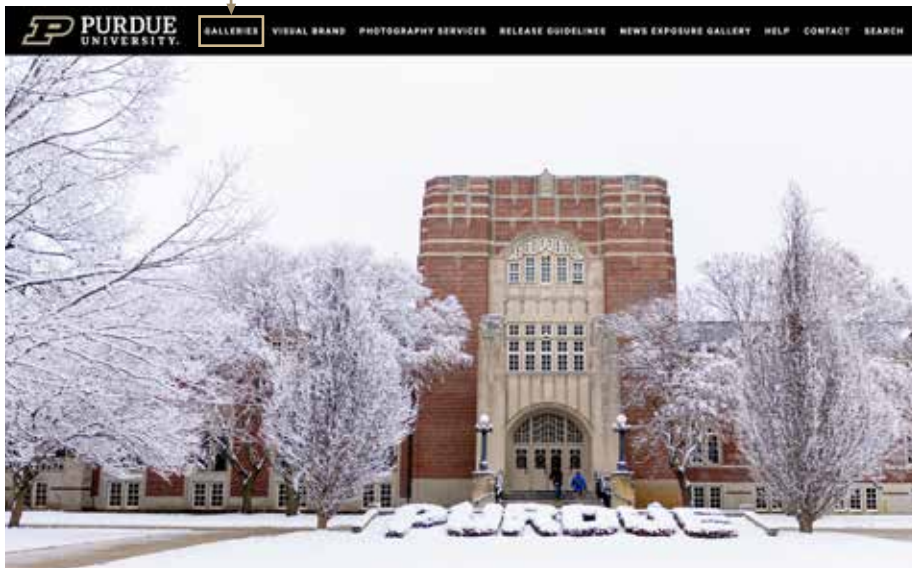
- 3 Select **INTERNAL LOGIN**.
- 4 Enter your BoilerKey credentials.



# PhotoShelter Access

## ACCESSING THE PHOTO & VIDEO LIBRARY (INVITED GALLERY) ON PHOTOSHELTER

6 Select **GALLERIES** (top navigation bar).



7 Select **INVITED GALLERIES**.



Invited Galleries  
4 Collections 0 Galleries

8 Select **PHOTO & VIDEO LIBRARY**.



Photo & Video Library  
10 Collections 0 Galleries

# The Photo & Video Library

## INVITED GALLERY

includes the following galleries:

- **ACADEMICS & RESEARCH:**  
Featuring classroom and research environments.
- **BRAND PILLARS:**  
Featuring Balance, Discovery, Growth, Inclusion, Innovation, Learning, Persistence and Respect.
- **BUILDINGS & CAMPUS:**  
Featuring general and seasonal assets from around campus.
- **EVENTS:**  
Featuring university-wide events like Commencement, Homecoming and more.
- **MASCOTS:**  
Featuring the Boilermaker Special and Purdue Pete.
- **PHOTOGRAPHER FAVORITES:**  
Featuring photographer favorites from the past two years.
- **PRESIDENT MITCH DANIELS:**  
Featuring President Daniels on campus, at events and more.
- **SIGNATURE STORIES:**  
Featuring our signature stories, including Purdue Polytechnic High School and The Data Mine.
- **STUDENT LIFE:**  
Featuring students enjoying campus life.
- **VIDEOS:**  
Best-of-the best b-roll clips showcasing campus scenes, learning and research, student life, major events and more.

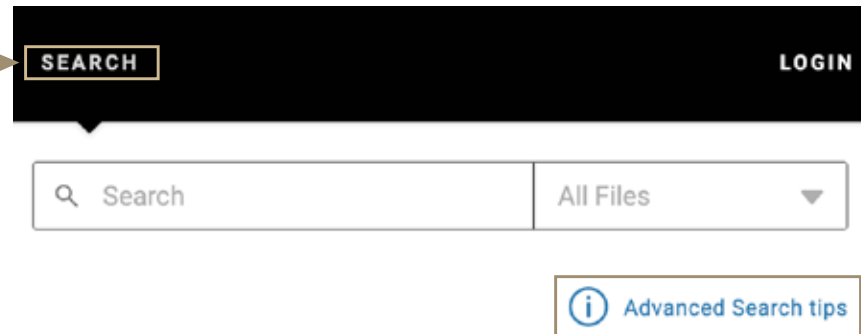


# How to Search

1 Select **SEARCH** on the top navigation bar.

2 Enter search criteria, and then hit **ENTER**. (For tips on keywords, see slide 12.)

3 Narrow your search with the **ADVANCED SEARCH OPTIONS** on left navigation.



**Tip:** Make sure to leave your cursor after the search term in the search field when you hit enter!

# Enhance Your Search

Once you have completed the initial search, a set of images will populate. You can further enhance your search by going to the left-hand navigation and filtering by:

Type, Orientation, Date, Buildings & Locations, College & Schools, Landmarks & Art and Cultural Centers.

The screenshot shows a search filter interface with the following sections:

- FILTER BY** (with a 'RESET ALL FILTERS' link)
- Type**: Image, Video, Audio, File
- Orientation**: Vertical, Horizontal, Square
- Usage**: Only files I can download (toggle)
- Date taken (to)**: DD Month YYYY
- Buildings & Locations**: Select
- Colleges & Schools**: Select
- Landmarks & Art**: Select
- Cultural Centers**: Select
- Date taken (from)**: DD Month YYYY

Example: If you want to search for images of Purdue Pete at Ross-Ade Stadium, you can go to the left navigation once images populate and select Building & Location (STDM- Ross-Ade).

The screenshot shows search results for "Purdue Pete". The search bar contains "Purdue Pete" and "All Files". The results are sorted by date created. A list of buildings and locations is shown on the left, with "STDM - Ross-Ade Stadium" selected. The main area displays 50 results, with two images visible: "\_JAU5130\_JAU5130.jpg" and "\_JAU4523\_JAU4523.jpg".

# Photo Download

1 Select image to download.

2 Click the **DOWNLOAD** arrow.

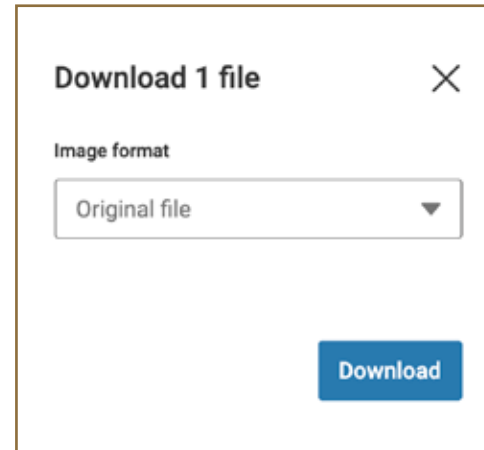


MM-21-115033, Purdue Pete Tour Video  
Still Photos - MM-21-115033  
Purdue Pete Tour Videos  
Filename  
\_JAU5766.jpg  
Uploaded  
16 Mar 2021  
Modified  
19 Mar 2021  
Date Taken  
02 Mar 2021  
Image Size  
3400 x 2400 / 3.99MB  
IPTC Keywords  
MM-25-115033 Purdue Pet...  
Purdue Pete  
residence hall

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Copyright © 2021 Purdue University. All Rights Reserved.  
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Terms & Conditions Privacy Policy  
Copyright Policy

Viewing 2 of 13  
Download Hide info

3 A pop-up window will list size options.



## DOWNLOAD SIZE GUIDE:

### JPEG - ORIGINAL FILE:

Best for print and large-scale media

### JPEG - X-LARGE (4800 PX):

Best for print and large-scale media

### JPEG - LARGE (2400 PX):

Best for print sizes less than 8x10

### JPEG - MEDIUM (1200 PX):

Best for web, email and social media

### JPEG - SMALL (600 PX):

Best for web, email and social media

# PhotoShelter Keyword Framework

When searching for an image or video on PhotoShelter, use the following keyword framework to guide your search. **Can't find what you're looking for? Let us know!**

## PROPER NAME

### CLASSIFICATION

- Student
- Undergraduate
- Graduate
- Faculty
- Researcher
- Staff
- Alumni
- Parent/family
- Donor
- Purdue Pete
- Diversity
- Other

## ACADEMIC AREA/ORGS

- College/School
- Department/Center
- Lab

### EVENT

- Boiler Gold Rush
- Commencement
- Grand Prix
- Homecoming
- Spring Fest
- Other

### ACTIVITY

- Teaching
- Studying
- Touring

- Visiting
- Dancing
- Move in
- Club/Organization
- Other

### TRADITIONS

- Hello Walk
- Fountain run
- Jumping tracks
- Other

### OBJECTS

- Boilermaker Special
- World's Largest Drum
- Award
- Other

## SEASON

- Spring
- Summer
- Fall
- Winter

### TIME OF DAY

- Sunrise
- Sunset
- Night

### LOCATION

- Name of buildings/  
Residence Halls

### LANDMARKS & STATUES

- John Purdue statue
- Unfinished P
- Boilermaker statue

- Neil Armstrong statue
- Engineering Fountain
- Bell Tower
- Other

### SETTING

- Campus
- Classroom
- Lab
- Inside
- Outside
- Portrait
- Other

### OTHER

- Mask
- Protect Purdue



Marketing and Communications

**QUESTIONS?**

**DROP US A MESSAGE, AND WE'LL GET IN TOUCH!**

[purduemarketing.photoshelter.com/contact](http://purduemarketing.photoshelter.com/contact)