

# *PHOTOSHELTER*

**USER GUIDE**



Brand Studio

# PHOTOSHELTER

## USER GUIDE

**PhotoShelter, Brand Studio's 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.****

## TABLE OF CONTENTS

3	Collections and Galleries
4	Getting Started
5	Access Public Collection
6-7	Access Campus Partner Libraries
8	Photo & Video Library Galleries
9	How to Search
10	Enhance Your Search
11	Photo Download
12	PhotoShelter Keyword Framework

# Collections and Galleries

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

## PUBLIC COLLECTION

This collection is open to the general public, including media outlets.



■ Public  
0 Collections 5 Galleries

## CAMPUS PARTNER PHOTO & VIDEO LIBRARIES

These collections are available to all Purdue employees with Purdue login credentials. Specifically, these libraries provide imagery and video b-roll for campus partners.



■ Campus Partner Photo Library  
7 Collections 0 Galleries



■ Campus Partner Video Library  
1 Collection 0 Galleries

# 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 Brand Studio site.

## RELEASE GUIDELINES

Familiarize yourself with photo and video release guidelines.

## NEWS EXPOSURE GALLERY

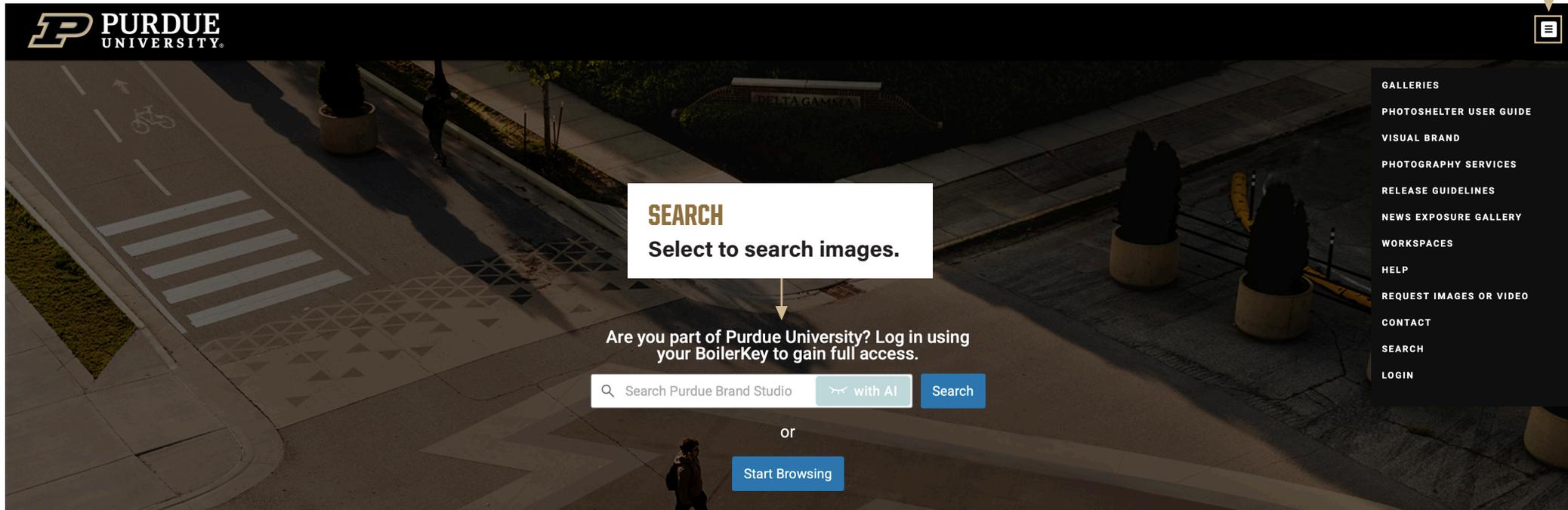
Explore Purdue News photography exposure galleries.

## HELP

Helpful tips on navigating PhotoShelter.

## CONTACT

Reach out if you have questions.

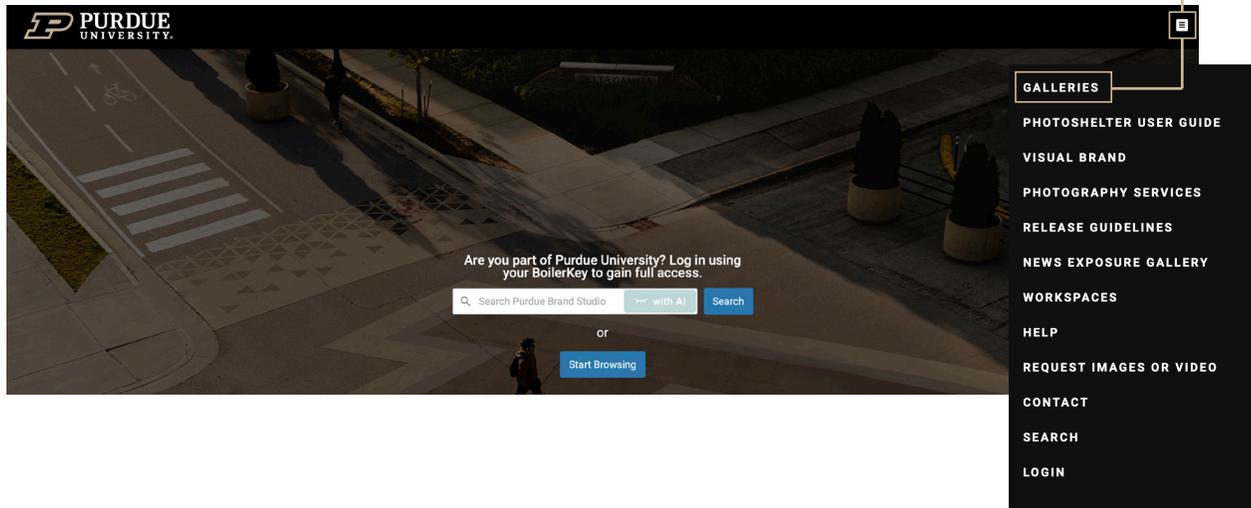


# PhotoShelter Access

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

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

2 Select **GALLERIES** from the drop-down menu.



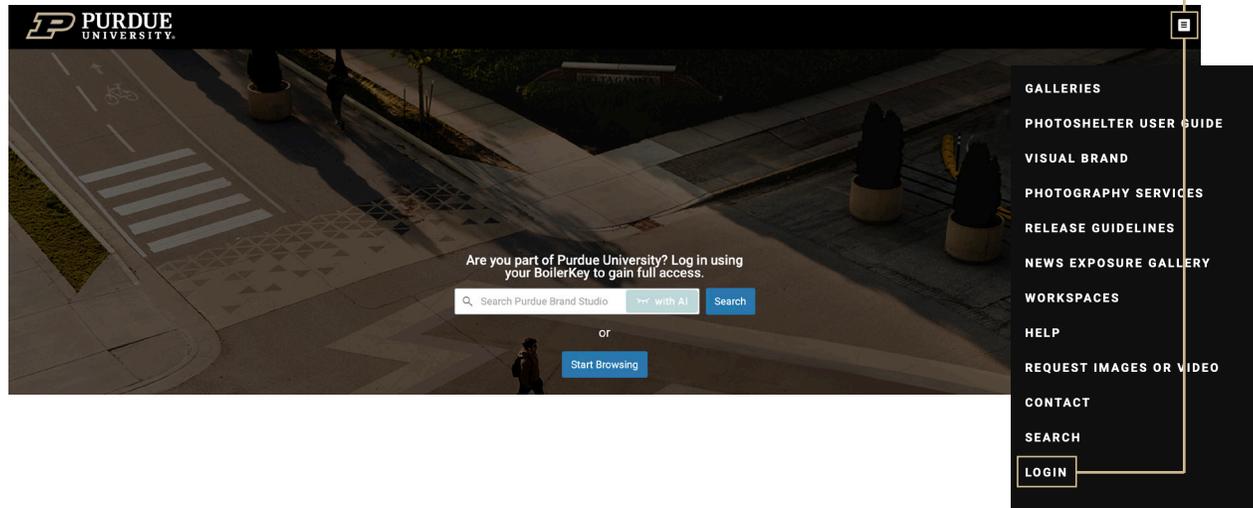
3 Click **PUBLIC GALLERIES**.



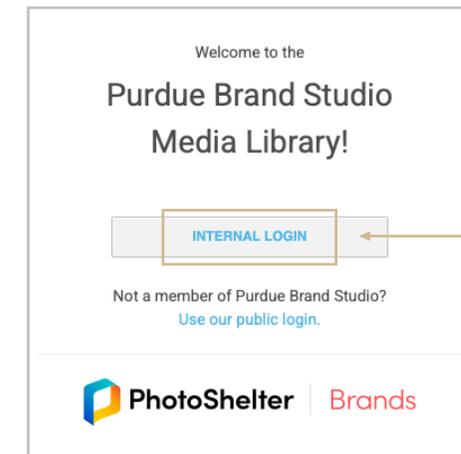
# PhotoShelter Access

## ACCESSING THE **CAMPUS PARTNER LIBRARIES (INVITED GALLERIES)** ON PHOTOSHELTER

- 1 Visit Purdue Brand Studio's PhotoShelter page [purduemarketing.photoshelter.com](http://purduemarketing.photoshelter.com)
- 2 Click **LOGIN** from the drop-down menu.



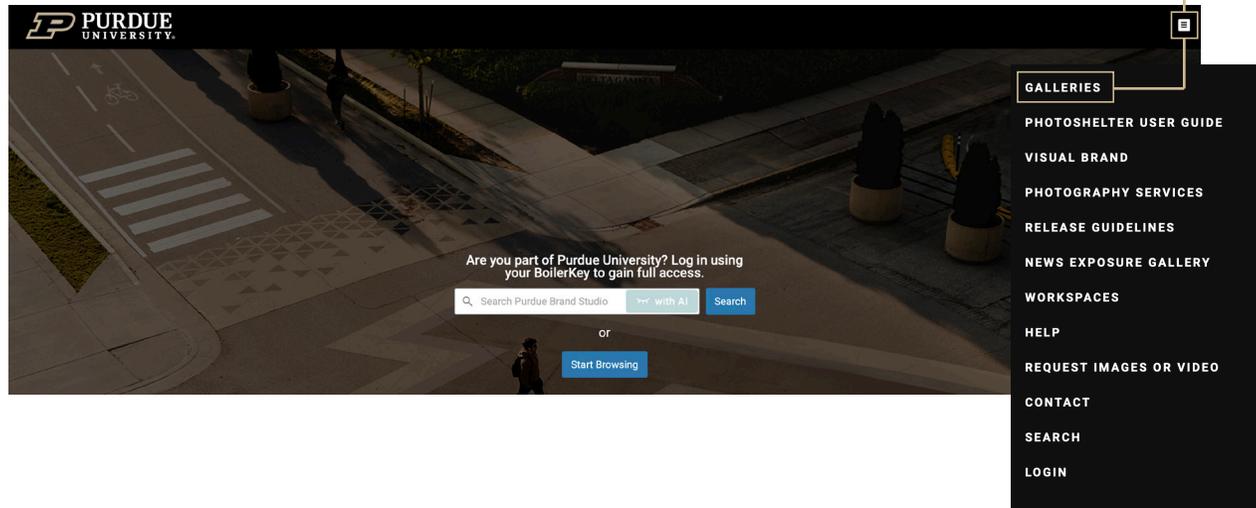
- 3 Select **INTERNAL LOGIN**.
- 4 Enter your Purdue login credentials.



# PhotoShelter Access

## ACCESSING THE **CAMPUS PARTNER LIBRARIES (INVITED GALLERIES)** ON PHOTOSHELTER

5 Select **GALLERIES** from the drop-down menu.



6 Select **INVITED GALLERIES**.



Invited Galleries

7 Select **CAMPUS PARTNER PHOTO LIBRARY**.

OR



Campus Partner Photo Library

Select **CAMPUS PARTNER VIDEO LIBRARY**.



Campus Partner Video Library

# *The Campus Partner Photo & Video Libraries*

## INVITED GALLERY

includes the following galleries

- **ACADEMICS & RESEARCH:**  
Featuring classroom and research environments.
- **PEOPLE OF PURDUE:**  
Images telling stories of Purdue faculty and students.
- **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.
- **PRESIDENT MUNG CHIANG:**  
Featuring President Chiang on campus, at events and more.
- **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.
- **STRATEGIC INITIATIVES :**  
This collection includes images specific to Purdue's strategic initiatives including: Purdue Computes, Semiconductors, AI, Purdue in Indianapolis, Daniels School of Business, Purdue Airport, OneHealth and more galleries will be added soon.

# How to Search

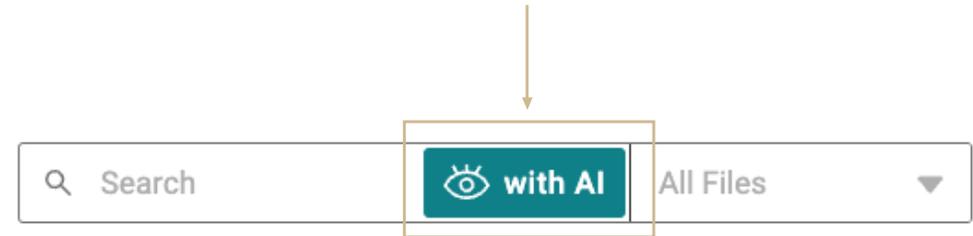
- 1 Select **SEARCH** on the top navigation bar.



- 2 Enter search criteria, and then hit **ENTER**. (Use the keywording structure on slide 12 for search terms.)

- 3 Narrow your search with the **ADVANCED SEARCH OPTIONS**.

- 4 New **AI SEARCH FUNCTION**. To search using AI, select the eye lash graphic "with AI".



**AI Visual search uses artificial intelligence to show results similar to what you asked for.**

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

*Tip: See the following page 10 for a list of Advanced Search tips*

# Enhance Your Search

You can further enhance your search by selecting these filter and search options.

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

FILTER BY ✕ RESET ALL FILTERS

**Type**

Image  Video  Audio  File

**Orientation**

Vertical  Horizontal  Square

**Usage**

Only files I can download

**Date taken (from)**

DD Month YYYY

**Date taken (to)**

DD Month YYYY

**Buildings & Locations**

Select

**Colleges & Schools**

Select

**Landmarks & Art**

Select

**Cultural Centers**

Select

## ADVANCED SEARCH OPTIONS

### Search Syntax

Use the following tips to optimize your searches:

Use "&" to find files that contain both words:

**image & photo**

Use "|" to find files that contain either word:

**image | photo**

Use "-" to find files that contain "image" but not "photo":

**image -photo**

Use "(" and ")" to group parts of the search:

**(photo | photograph) image**

Use quotes to match a phrase:

**"the best photo"**

All of these may be combined:

**"the best photo" & (portrait | travel) photographer**

# 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

- West Lafayette
- Indianapolis





Brand Studio

**QUESTIONS?**

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

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