

How to get the most out of your keyword search

PhotoDisc™, Inc. keywording is designed to be a simple, comprehensive, consistent, and accurate way to use logical descriptive terms to identify photographs. The keywords are designed to explain themselves and operate intuitively. Each image is subjected to lists of questions designed to operate under three major categories (PEOPLE, OBJECTS, and NATURE, environment, space, etc.) These lists of questions insure a consistency that benefits the end user in his / her search. Abstract issues are also included in the keywording of every image to be used as keywords or search defining fields (i.e. focus, orientation or subject, horizontal or vertical, color of film, etc.)

Key Points

All keywords are in the singular (The only time plurals are used is when they are part of a proper name.) Though keywords are not case sensitive, capital letters are used only with proper nouns and names. No Punctuation: do not use any punctuation whatsoever. Gerunds (words ending in "ing" such as "shopping," "running" etc.) are recommended for describing activities. Maximize the search potential by using Boolean operators ("and" and "or") when possible. Think of three words instead of one to increase number of hits (i.e. when looking for images of a "highway," type in "highway or freeway or road" to ensure more hits.) When searching, be aware that a keyword may show up in its original form and as parts of other words (i.e. "man" may find all images with the keyword "man," but also "woman," "Roman," and "management," etc.) When looking for orientation of subject, type either center, left (of center), or right (of center) using only left and right as keywords.

Keywording is an evolving strategy, so be aware that there will be discrepancies between volumes and even within the same volumes. These discrepancies are being modified at this time.

If there are any questions, please call the Technical Support Department at (206) 441-9355 ext. #130.

