Captions for assets are detailed descriptions of the subjects that help in understanding assets, asset uses and asset search.

- **Common practices and uniformity helps searches for Shared Assets.**
  - Portraits and headshots
  - Events
  - Groups of people
  - Environments and locations
  - Getty or stock photography
  - Graphics files, wordmarks, logos, icons
  - Video, B-Roll, 360 Video
Portraits and headshots

- Subject is posed and camera-aware.
- When people are searching for headshots, they are likely using first and last names.

Caption should contain:
- Job number or work number reference
- Full name
- Title (job title at the time the portrait was taken)
- Department, College or campus affiliation
- Portrait type description:
  - headshot: head and shoulders
  - environment: whole body, in surroundings
- Location, if evident
- Date (format mm/dd/yyyy)
- Photo by (photographer)
- The Ohio State University

Example:
20_1478623
Incoming President Kristina Johnson
Ohio Union
07/31/2020
Photo by Logan Wallace
The Ohio State University
Events

- Tag with appropriate keywords for events

Caption should contain:
- Job number or work number reference
- Name and descriptions of the event
- Purpose
- Location
- Date (format mm/dd/yyyy)
- Photo by (photographer)
- The Ohio State University

Example:

Job #20_1357157
Black Lives Matter Protest/March
RPAC Tuttle Park Place
06/06/2020
Photo by Jo McCulty
The Ohio State University
Group Portrait

- Search event by name or date
- May or may not be event-related
- Search group by a subject name and the word group

Caption should contain:
- Job number or work number reference
- Group description
- Full names of all identified
  - List order: front row, left to right,
- Department and/or College
- Group
- Location
- Date of event (format mm/dd/yyyy)
- Photo by (photographer)
- The Ohio State University

Example:
Job # 17_178604
L-R Robyn Wilson, Elena Irwin, Alan Randall, Brian Cultice, Ian Sheldon, Kathy Jackson
Innovations at the Nexus of Food, Energy and Water Systems, INFEWS group
12/18/2017
Photo by Kevin Fitzsimons
The Ohio State University
Places and locations

- Search building or location by common names
- Only iconic buildings or monuments have a keyword. All other references should be spelled out in the caption.

Caption should contain:
- Job number or work number reference
- Building or location name
- Details: building, sign, exterior, interior, specific building features
- Season (autumn, winter, spring, summer)
- Time of day (night, dusk, sunrise)
- College or campus affiliation
- Date (format mm/dd/yyyy)
- Photo by (photographer)
- The Ohio State University

Example:
Job #20_2671069
Students studying on campus during Coronavirus COVID-19 Pandemic
Buckeye Reading Room
Thompson Library
11/03/2020
Photo by Jo McCulty
The Ohio State University
Stock photography

- Purchased from an external stock agency
- Users may search brand names (Getty, iStock)
- Search “stock”

Caption should contain:
- “stock”
- Name of stock photo service. E.g. Getty, or iStock
- Subject description – be descriptive with what’s important to Ohio State. Some stock images may include poor language captions. Re-label these for Ohio State.
  - student, alumni, smartphone, season, colors, emotions, action verbs (using phone, leading horse,
  - Environmental keywords: agriculture, medical, arts, office, restaurant, home, classroom
- Copyrights and Expiration date
- Optional:
  - Purchaser, where first used, A reference ID for the image from the stock house

Example:

stock
 GettyImages-905583538.jpg
 woman, smartphone, smiling, Apple Watch, technology, indoors, red, diversity
Purchaser: maceyko.1@osu.edu
Ohio State Alumni Magazine
06/02/2017
Copyright expiration 6/2/2025
Files

- Search a project name
- Search workfront or task ID
- Search a project keyword

Caption should contain:
- Project name and abbrev
- Description, instructions, rules for usage
- Type: Logo, wordmark, graphic, mailer, brochure, email, poster
- Source: filetype, creator or designer by name
- Associated names, keywords or acronyms
- College or campus affiliation
- Year created (yyyy)
  - Full date when available. mm/dd/yyyy

Example:
Campus Campaign 2020
Type: lockup
JPG
Source: InDesign
Workfront: 20_1352875
Advancement, marketing, fundraising, staff, employees
01/14/2019
Video and B-Roll

• Distinguish between footage or B-roll
• Describe what’s visible in the video

Caption should contain:
• Job number or work number reference
• Description
• Interview or B-Roll
• Department and/or College
• Locations
• Date (format mm/dd/yyyy)
• Video by (videographer)
• The Ohio State University

Caption example:

Stock footage of students enjoying the areas around Mirror Lake. Filmed in 2019. Orton Hall, Pomerene Hall and the amphitheater are represented. Video by: Randy Walk
The Ohio State University
THE DAM

360 Photo and Video

• Use the term “360”
  • Thesaurus entries may also reference panorama or spherical, photosphere, but for simplicity, just search 360

• 360 may be photo or video; Files are typically JPG and MP4

• Document the visible elements or locations

Caption should contain:
• Job number or work number reference
• Description
• 360 video or photograph
• Department and/or College
• Locations
• Date (format mm/dd/yyyy)
• by (videographer or photographer)
• The Ohio State University

Caption example:

Explore the oval and watch as the seasons pass slowly around you, experiencing time and change virtually.

360 of the Oval
2019
360 Video produced by WOSU
The Ohio State University
What else?

• You can help search become better. If you find an example that needs a new category, caption guidance or thesaurus enhancements for search, please let us know.

• Contact Marketing Enablement
  
  marketingenablement@osu.edu