

# Promotional and Homepage Images Requirements

As specified in clause 1.4 of the Agreement, CHIN and the institution shall mutually decide on a minimum of five digital images from the product as well as two images (one in English, one in French) of the homepage of the finalized product (clause 1.6) to be used by CHIN to promote the product and/or the VMC.

## Image Specifications

### Required

**A.** Each of the five original digital images provided to CHIN must:

- be in 24-bit TIFF format;
- use a minimum resolution of 300 dpi; and,
- have a minimum horizontal dimension of 450 pixels, with no restriction on vertical size.

**Note:** CHIN will render the images to the required display format, i.e., full-size or thumbnail.

### Recommended

It is recommended that the two digital images selected from the product not contain text or other fine details, as these may be lost in formatting the images (especially the thumbnail images). Alternatively, if any of the images contains fine details, a portion of the image, which does not contain fine details, should be specified for the thumbnail view.

These images are the first impression your audience will have of your exhibit. When choosing your images, you will want to consider those that are dynamic, interesting, and will encourage users to continue exploring.

## Image Information

### Required

**B.** The following information, in both English and French, must be provided for each of the four digital images submitted. This information must be provided in a word processing document (i.e., MS Word or Corel WordPerfect) and in the following order:

#### English

- Object title or object name
- File name
- Institution that owns image

- Creator (artist)
- Credit (photographer)
- Date of object's creation
- Coverage (place, time or era in which object was made)
- Owner of the copyright
- Date when image expires
- URL of the Web site

### French

- Titre de l'objet ou nom de l'objet
- Nom du fichier
- Établissement propriétaire de l'image
- Créateur (artiste)
- Crédit (photographe)
- Date de la création de l'objet
- Couverture (lieu, période ou époque où l'objet a été créé)
- Le détenteur du droit d'auteur
- Date à laquelle prend fin la permission d'usage de l'image
- URL du site Web

**Note:** See below for examples and explanations of the information required for each image.

### Image Information Examples and Explanations

**Object Title:** October

Identify the title of the object shown. This information commonly applies to works of art.

**Object Name:** Painting

Identify the name of the object shown.

**File name:** cinecam.tiff

Name of the file, including its extension, i.e., ".tiff".

**Institution:** Montreal Museum of Fine Arts

Name of the institution that owns the image.

**Creator:** James Tissot

Name of the person who created the object.

**Credit:** Paul Kane (photographer) If there is a credit for the photograph, include this information.

**Date:** 1927-1933

Date (or date range) of the object's creation.

**Coverage:** Saskatchewan, early 20th century  
Place, time or era in which the object was made.

**Rights:** For © contact Montreal Museum of Fine Arts. All rights reserved.  
The owner of the copyright. This is usually the institution, but in some instances, such as with art work, this may not be the case. If the institution is officially bilingual, use the appropriate institution name in the language of the information being submitted.

**Expiration Date:** Feb. 19, 2003  
The date at which the postcard presentation in the VMC ends. This will likely correspond with the date that the institution's agreement and/or contract with CHIN expires.

**URL of the Web Site:** [http://www.museumwebsite.ca/Exhibit\\_Name/index.html](http://www.museumwebsite.ca/Exhibit_Name/index.html)  
The product Web site URL. Include this address when possible, as it allows the VMC's "Send a Postcard" manager to consult the image "in context," and submit key subject words into the postcard database for searching purposes.