

INTRODUCTION TO THE EEA AND NORWAY GRANTS

MEDIA LIBRARY

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Introduction

- 📁 Why we need a media library and visual assets
- 📁 Defining quality

Part 1

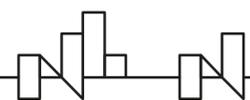
- 📁 How to find assets – search, filter, folders
- 📁 How to save a search, save collections,
- 📁 How to download assets, share assets

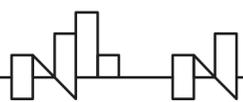
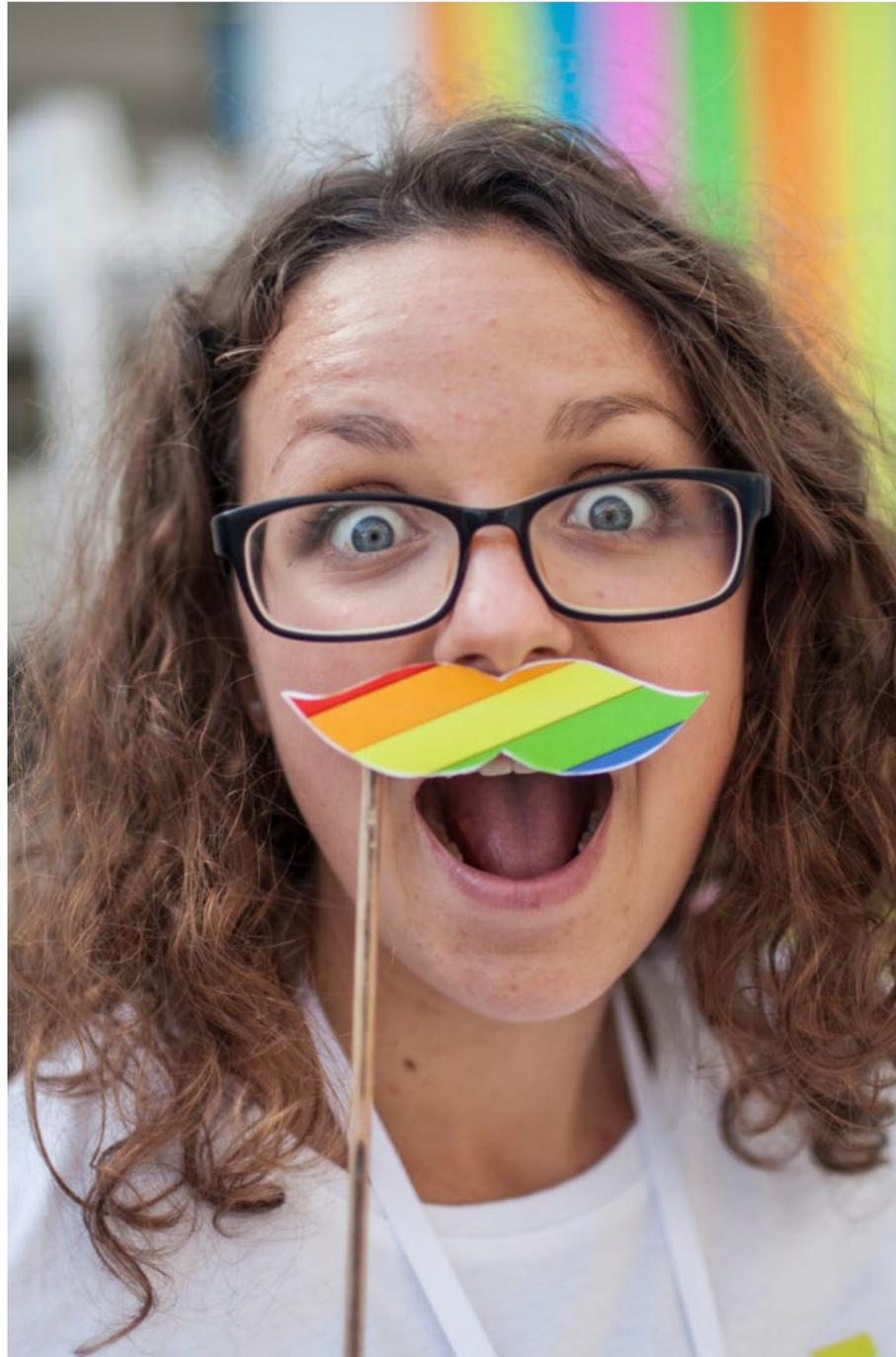
📁 Exercise

Part 2

- 📁 How to upload assets
- 📁 How to tag assets

📁 Exercise







Shows emotion and movement

Focus on people, rather than objects. Think of the tone the asset sets.



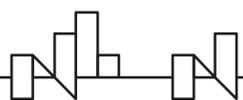
Tells a story

Does the asset match the narrative of the project?
Translate it in the asset description and keywords



Creative angles

Look for creative angles in static and common situations (e.g. events).



Plan

Write down a shot list and stick to it. That is your 'minimal' product. If you're working with a photographer, agree on a shot list in advance



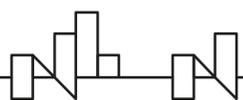
Resolution

min 72dpi and 1000px on the short edge;
HD videos;
sharp and in focus.



Consent

Make sure you get explicit consent from the people in the visuals



PART 1

USING THE LIBRARY

- How to find assets – search, filter, folders
- How to save a search, save collections
- How to download & share assets



- FILTERS **3**
- Search
- > Country
 - > Funding period
 - > Topic
 - > Programmes
 - > Programme code
 - > Project
 - > Asset type
 - > Keywords
 - > Date taken
 - > Upload date

▼ Funding Periods (3) **2**

- 2004-2009
- 2009-2014
- 2014-2021

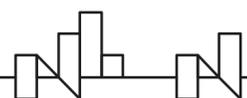
Assets (6909) **4**

6

 <p>☆ ⓘ 5 ...</p> <p>With the President of the...</p> <p>JPEG 75 KB ID 14409</p>	 <p>☆ ⓘ ...</p> <p>Wall Painting 2</p> <p>JPEG 28 KB ID 14408</p>	 <p>☆ ⓘ ...</p> <p>Painting of a Girl</p> <p>JPEG 62 KB ID 14407</p>	 <p>☆ ⓘ ...</p> <p>Wall Painting</p> <p>JPEG 48 KB ID 14406</p>	 <p>☆ ⓘ ...</p> <p>Painting of a Garden</p> <p>JPEG 85 KB ID 14405</p>
 <p>☆ ⓘ ...</p>	 <p>☆ ⓘ ...</p>	 <p>☆ ⓘ ...</p>	 <p>☆ ⓘ ...</p>	 <p>☆ ⓘ ...</p>

Exercise

- **Login** to the library with your account. If you do not have one yet, please create one now and add your username to the chat.
 - **Find** an image for a cover of a feature article about projects targeting victims of domestic abuse. You are looking for a **conceptual image**, that sets the tone.
 - Use filters to **narrow down your search**.
 - **Save** your search.
 - Chose a favourite from your search and **download it for print**.
-
- Using filters **find images in your country portraying civil society**, community participation or similar.
 - **Create a collection**.
 - **Share it** with Kristina Jasaityte



FILTERS ... Clear filters

Q ×

▼ Country (1)

📁 Estonia

Options... ▼

> Funding period

> Topic

> Programmes

> Programme code

> Project

> Asset type

▼ Keywords (3)

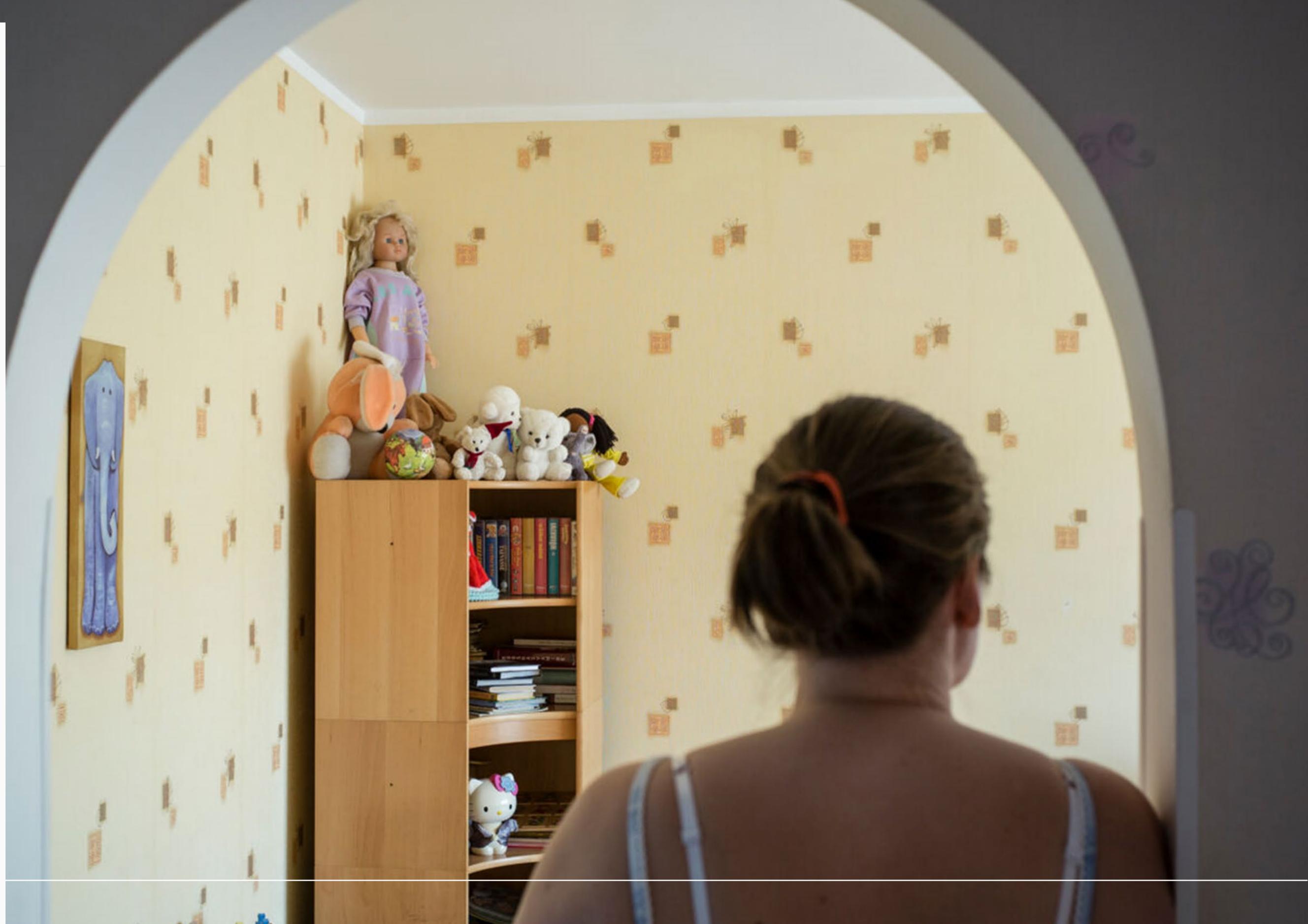
Q

Domestic and gender-base... (24)

Gender equality (24)

> Date taken

> Upload date



PART 2

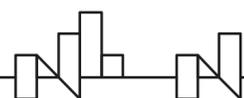
CONTRIBUTING TO THE LIBRARY

- How to upload assets
- How to tag assets



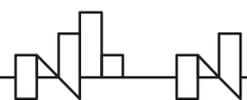
Metadata fields

Field	Category	Required	Content
Category	-	•	Defines what other metadata fields will be needed. Choose from Event, Programme, Project, Other.
Title	All	•	Add a descriptive title to your asset. DO NOT leave the file name. It should be a sentence describing the image.
Description	All		Describe your asset further.
Date taken	All	•	Select the date asset was taken
Country	All	•	Select all countries that the asset refers to
Funding period	All	•	Select from the list
Topics and programmes	Programmes, Projects	•	Use the tree list to select the Programme for the list. You can select the lowest level, and the containing ones will be selected automatically.
Programme Code	Programmes, Projects	•	Use the tree to select the programme code that the asset relates to. Click through to the lowest level to find the codes.
Project	Projects	•	Enter project title
Project website	Projects	•	Add the URL for the project
Author	All	•	Add the name of the photographer
Copyright	All	•	Add the name of the copyright holder (can be the author, organisation or similar, for example, Financial Mechanism Office)
Consent	All	•	Select Yes to accept the consent text. If you cannot consent to the text, you will not be allowed to publish the asset.
Note	All		Any additional information you think may be relevant to the assets.
Keywords	All	•	Select 3-5 keywords that best define your asset.



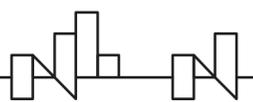
Better tagging

- For faster workflow, use search functionality
- Be **specific** in the title, description and keywords .
- The category determines which fields you will need to fill in.
- **Keywords are key:**
 - do not use brands or names (e. g. EEA and Norway Grants), countries etc. as keywords;
 - add frequently-used synonyms ;
 - use singular nouns;
 - use verbs;
 - If relevant, add conceptual keywords that describe the feelings, mood, or trends (e.g., solitude, childhood, milestones, celebration).



Keywords

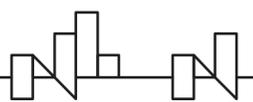
beekeeping,
biodiversity,
environment,
environmental
protection



Keywords

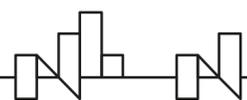
beekeeping,
biodiversity,
environment,
environmental
protection

bee, beekeeper,
pollinator, apiary,
countryside,
environmental
education



Exercise

- **Upload and publish your assets**
- **Share it** by posting a link in the chat
- Your feedback and impressions.



Thank you!

Questions about use? Noticed a bug? Let us know on info-fmo@efta.int

www.eeagrants.org

Facebook, Twitter, LinkedIn, Instagram

YouTube: EEANorwayGrants

Mail: info-fmo@efta.int

