PURDUE UNIVERSITY®

Mitch Daniels School of Business

PHOTOSHELTER

USER GUIDE

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PHOTOSHELTER, BUSINESS SCHOOL'S CENTRAL MARKETING AND COMMUNICATIONS' DIGITAL ASSET LIBRARY, PROVIDES ACCESS TO THE BEST 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.

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COLLECTIONS AND GALLERIES

Visit businesspurdue.photoshelter.com

PUBLIC GALLERIES

THIS COLLECTION IS OPEN TO ALL USERS.

Galleries

- Word and Powerpoint Templates
- Centers
- Events
- Teaching & Learning
- Buildings & Scenes
- Faculty & Staff
- Graduate Students
- Undergraduate Students

Buildings & Scenes
0 Collections 2 Galleries

INVITED GALLERIES

THIS COLLECTION IS OPEN TO PERMISSIONED USERS OR GROUPS.

Invited Galleries

Best of Krannert
0 Collections 1 Gallery

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GETTING STARTED

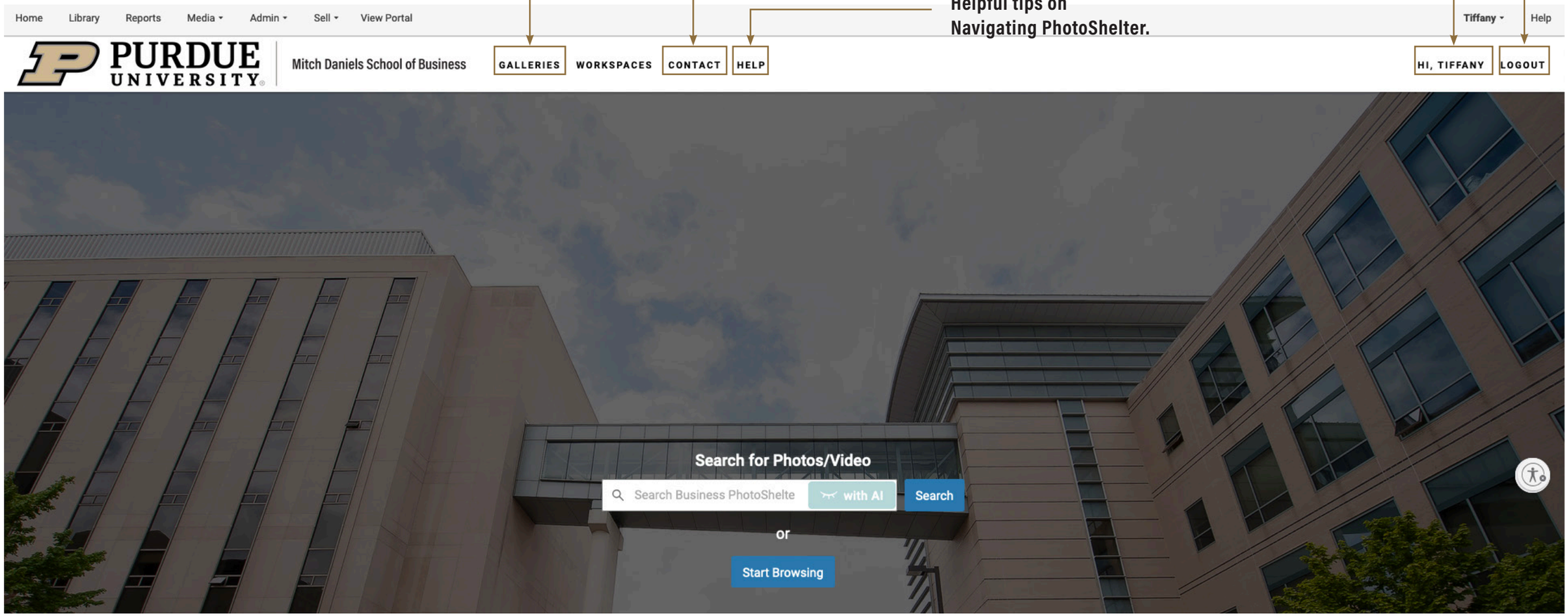
GALLERIES
Browse photo and video galleries.

CONTACT
Reach out if you have Questions.

HELP
Helpful tips on Navigating PhotoShelter.

PROFILE
Update account information.

UPLOAD
Import photos.



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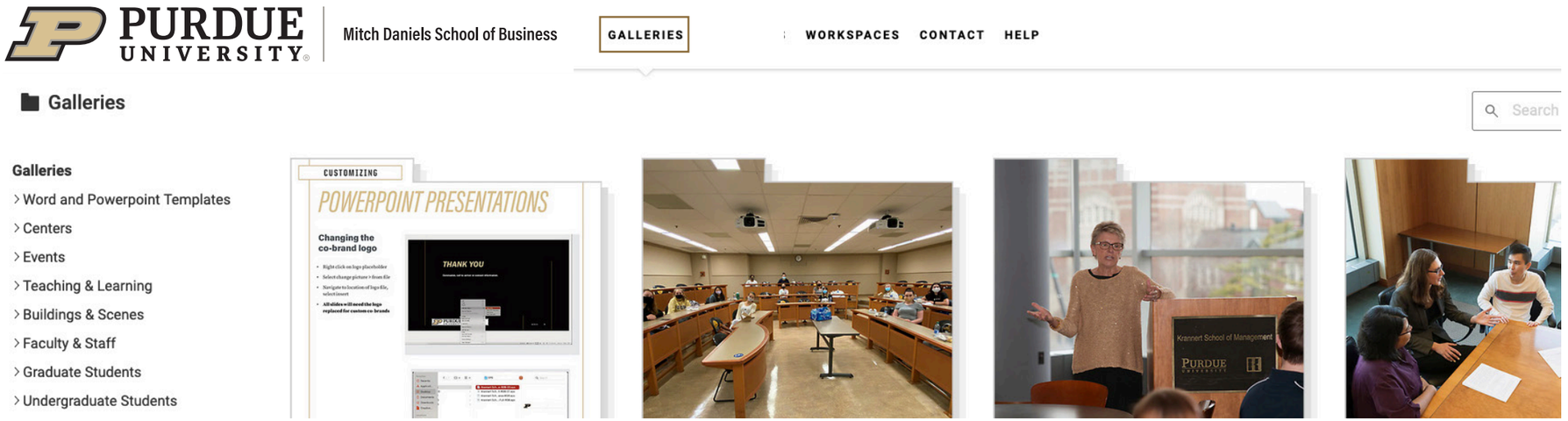
PHOTOSHELTER ACCESS

ACCESSING THE PUBLIC COLLECTION ON PHOTOSHELTER

1. **Visit** businesspurdue.photoshelter.com

2. **Select Galleries**

   All public galleries will appear in the left-hand navigation menu.



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PHOTOSHELTER ACCESS

ACCESSING THE INVITED COLLECTION ON PHOTOSHELTER

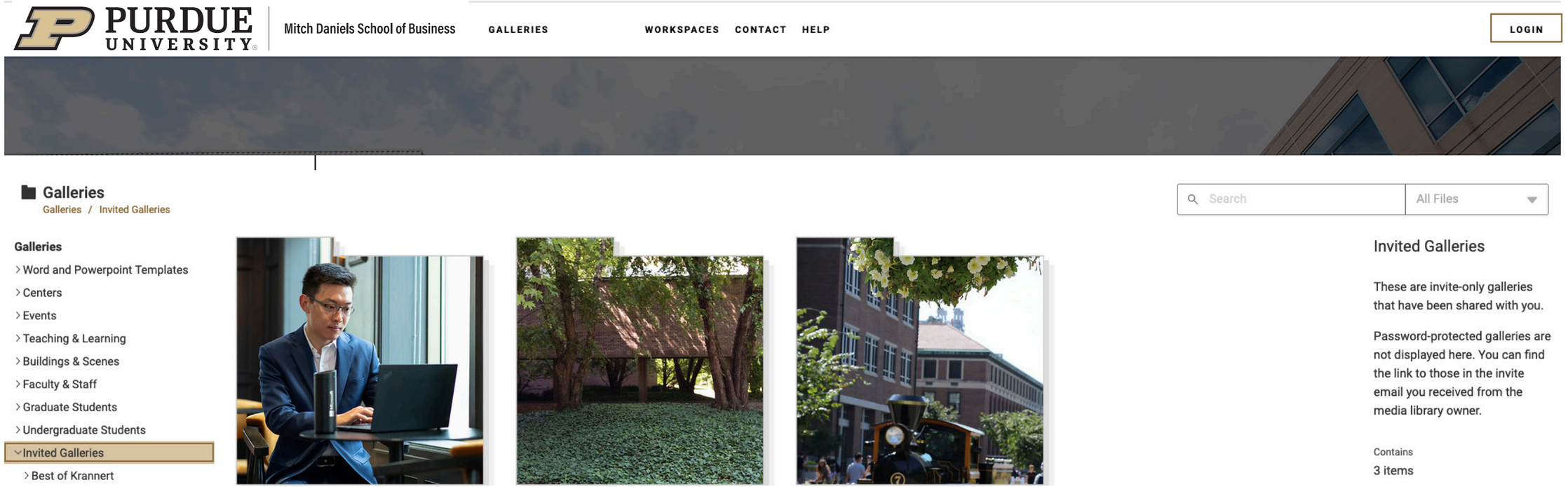
1. **Visit** businesspurdue.photoshelter.com

2. **Login**

   If you do not have an account contact Tiffany McConnell, mcconnet@purdue.edu or purdue.university/businessphoto

3. **Invited Galleries**

   Once logged in invited galleries will appear at the bottom of the left-hand navigation menu.



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LIBRARIES

PUBLIC GALLERIES

UNDERGRAD
Candid
Headshots
Study abroad
Masked Images

BUILDINGS AND SCENES
Campus Scenes
Business Buildings

FACULTY AND STAFF
Staff Headshots
Faculty Headshots
Dean Hummels
Kelly Blanchard

EVENTS
2022
2023
2024

TEACHING AND LEARNING

WORD AND POWERPOINT TEMPLATES

CENTERS
Each Center has a collection currently →
- Candid
- Headshots
- Events

GRADUATE
PhD →
- Candid
- Headshots

Masters →
- Candid
- Headshots

Exec Ed →
- Candid
- Headshots
- Modules

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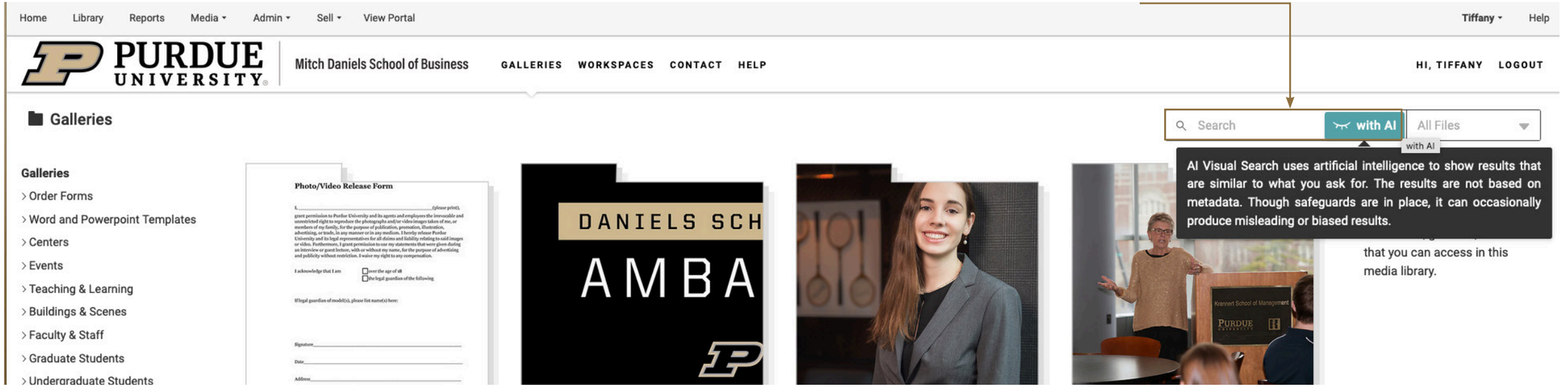
HOW TO SEARCH

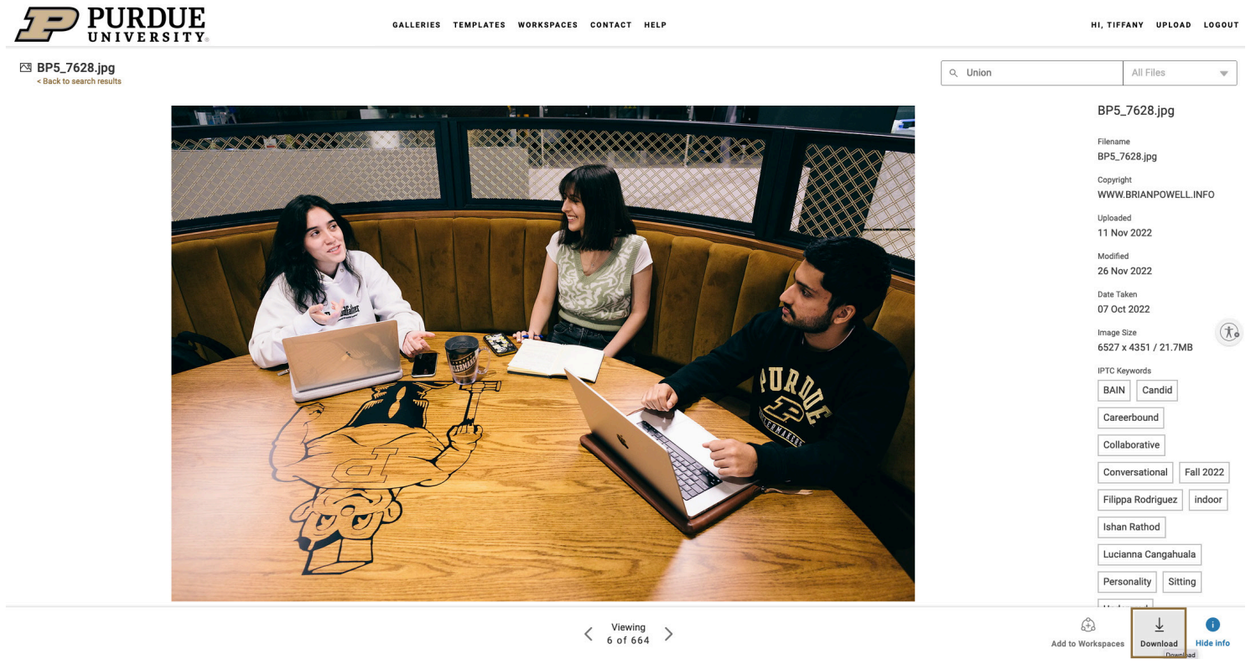
SEARCH

Enter search criteria, and then hit ENTER. (For tips on keywords, see slide 10.) Or toggle on the AI search for specific images.
(ex. female student on computer)



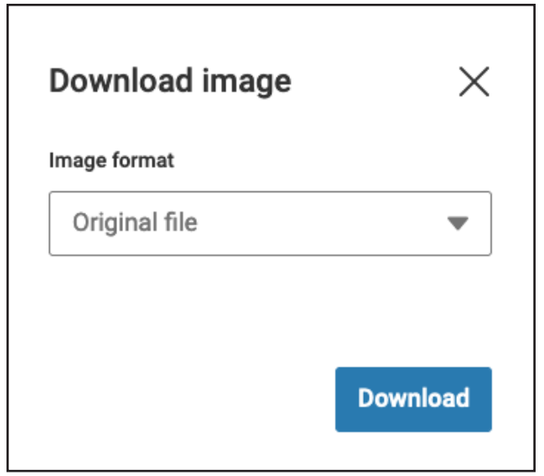
Once you have completed the initial search, a set of images will populate. You can further enhance your search by going to the left-hand navigation menu.

HOW TO DOWNLOAD



DOWNLOAD

Select image to download.
Click the DOWNLOAD arrow.



A pop-up window will list size options.

DOWNLOAD SIZE GUIDE:

JPEG - ORIGINAL FILE:
Best for print and large-scale media

JPEG - X-LARGE (4800 PX):
Best for print and large-scale media

JPEG - LARGE (2400 PX):
Best for print sizes less than 8x10

JPEG - MEDIUM (1200 PX):
Best for web, email and social media

JPEG - SMALL (600 PX):
Best for web, email and social media

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KEYWORDS

WHEN SEARCHING FOR AN IMAGE OR VIDEO ON PHOTOSHELTER, USE THE FOLLOWING KEYWORD FRAMEWORK TO GUIDE YOUR SEARCH.

PROPER NAME

- First and Last Name

CLASSIFICATION

- Student
- Undergraduate
- Graduate
- PhD
- Faculty
- Staff
- Alumni
- Other

CENTERS

- Business Opportunity Program (BOP)
- Brock-Wilson Center for Women in Business (BWC)
- Larsen Leaders Academy (LLA)
- DCMME/GSCMI
- PURCE
- Professional Development Center
- Communication Center
- Dean V. White Real Estate Finance Program
- Krenicki Center
- Other

EVENTS

- Boiler Gold Rush
- Commencement
- Case Competition
- Homecoming
- Other

ACTIVITY

- Teaching
- Studying
- Walking
- Sitting
- Discussion
- Center
- Other

SEASON

- Spring
- Summer
- Fall
- Winter

YEAR

- 2019
- 2020
- 2021
- 2022

LOCATION

- Name of buildings

LANDMARKS & STATUES

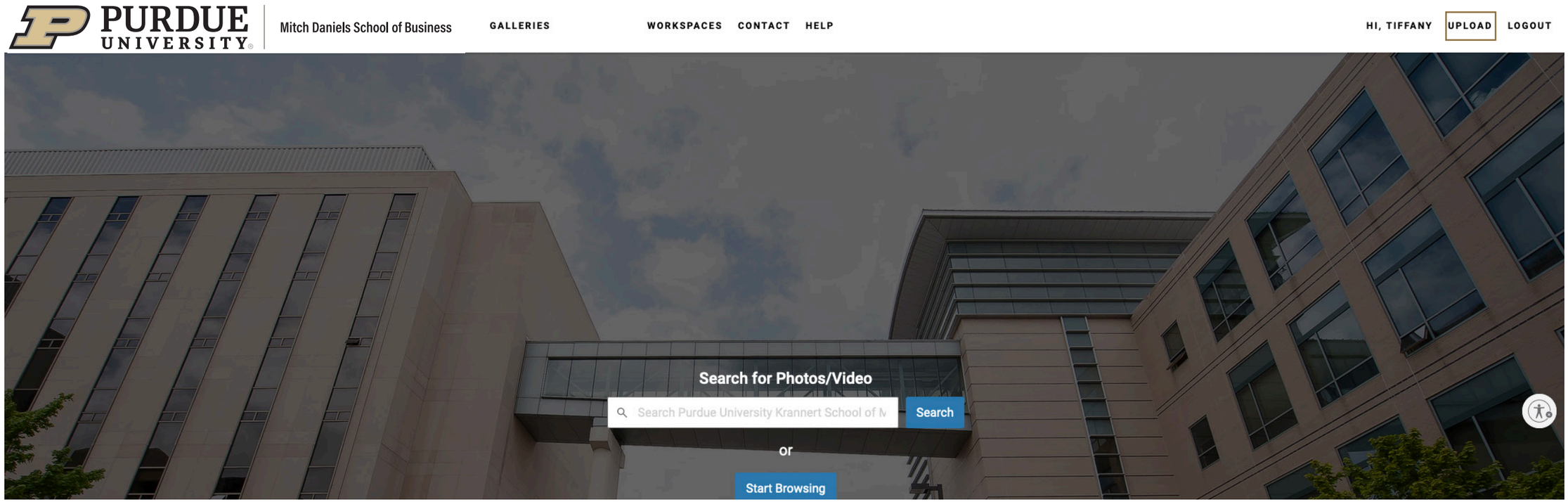
- John Purdue statue
- Unfinished P
- Boilermaker statue
- Neil Armstrong statue
- Engineering Fountain
- Bell Tower
- Arch/Gateway
- Other

SETTING

- Campus
- Classroom
- Lab
- Inside
- Outside
- Candids
- Personality Driven
- Headshot
- Other

UPLOADING PHOTOS

1. **Upload** in the navigation bar
2. **Drag/drop** the image files or select images to upload
3. **Name** the upload something meaningful in the “Title your upload” field (your upload name will help us know where to store the photos)



Note: When you upload images, they go into a folder for our admins to process. This will allow us to ensure they’re tagged appropriately, get added to the appropriate collections/folders, and try to avoid duplicate images as much as possible.

Ideally you will do separate uploads for different groups of photos so that the name of the upload can be somewhat specific. If you have photos where you have more detailed information that you feel is important to keep with the photo (i.e. names of people), please work with Tiffany to provide that information outside of the system and she will work to get tagging updated as needed.

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Questions? Contact:

Tiffany McConnell
mcconnet@purdue.edu