# Creative Brief 6

Hi Spaces Photographers,

Well it’s been a wild ride here at Spaces for the past six months but we are super excited to share all the cleaning up we've accomplished and what's in store for everyone of our contributing photographers over the coming months. As mentioned in a recent letter we have been very fortunate to have teamed up with Blend Images, a very well established lifestyle agency that we have been co-owners in since its inception 9 years ago. With this unity of agencies we have created an even stronger power for both Blend and Spaces by offering our distributors content that covers a broad range of buyers needs without competing within our own brands. The combination of both agencies helps insure that Spaces will continue to grow into a leader in the stock industry over the coming years.

Over the next two months we will start to see the Spaces collection appear at Getty and several other new agencies under the Blend/Spaces name. Getty and a few other agencies edit their collections just as Corbis has done from the start. For example, when we first started to upload to Corbis we were under the magnifying glass as we were a new collection. They needed to keep a close eye on what we were providing. Now Corbis accepts 96% of the images supplied to them by Spaces and with time we expect to see the same result with the other agencies that have recently taken on the Spaces Images Collection.

We are hearing very good things back about what Getty is taking from our Legacy Collection (Spaces work that was already available through other agencies) but at this time we do not have a solid number from them on what they have accepted from this first very large submission. The size of this first submission is so large it takes these new agencies a great deal of time to ingest this body of work, thus the long lag time to market on this Legacy Collection. The good news is that all other work is now current, in the queue and on it’s way to market. All new submitted work is in a streamlined upload process that will get your images to market on a regular scheduled basis, something we focused a great deal on achieving here at Spaces.

## Spaces New/Improved Quality Control

In the past Spaces quality control has been lacking the inspection we needed to supply the buyers with images that are technically as exceptional as they are beautiful.  We are pleased to announce that we have now implemented a double check system and now every final image sent in will pass not just one QC process before being sent on to our distributors but two. This is something every serious stock agency needs to achieve but most only spot check about 3%-7% of their actual collection. So, it is with great pleasure that we can safely say that 100% of Spaces Images are now technically perfect before being sent off to market.

With the new two tiered QC process in place we will be able to assure our buyers that every image

purchased from Spaces Images is pristine and free of any issues that might hinder their final use. Below you will find a list of guidelines to watch out for when doing your QC and a detailed explanation of what each term means. All of these trouble areas will also be covered in the Vimeo video " QC " in this brief.

## - QC Guidelines -

### Color Profile

Files should be produced in a color managed environment with an embedded icc profile (color space) of ADOBE RGB 1998. Never submit files without an embedded icc profile.

### No Extraneous Image Data

Files must not contain any extraneous image data. This includes guides, paths, alpha channels, vector masks, color sample points, extra layers, etc.

### Shadow and Highlight Detail

Maintain some detail in shadows and highlights. This means no solid area of black or white. Some variation in pixel values should be present. Only specular highlights are exceptions (examples such as images taken directly into the sun or a reflected highlight on a metallic surface).

### Image Values

Values for the image must fall between 5, 5, 5 (maximum black point), and 250, 250, 250 (maximum white point).

### Artifact Free

Images must be free from processing/production artifacts. This includes excessive noise, posterization, interpolation artifacts, visible jpeg artifacts, retouching artifacts (cloning marks, etc.), fringing and excessive sharpening when viewed at 100% magnification.

### Fully Cleaned

Images must be clean when viewed at 100% magnification. No dirt, sensor dirt, dust, oil stains, newton rings, scratches or other distracting elements shall be present on the file.

### Color Corrected

Images must be color corrected. No unintentional color casts shall affect the image.

### Logo Removal

No recognizable logos should be present. Please ensure that all images show no names, trademarks, protected designs or works of art or architecture.

Now, with this improved QC system in place, we will please ask everyone to truly check all levels of their imagery to the guidelines or they may be sent back for fixes that could have been missed. We want to be absolutely sure that our images are perfect before they get sent out for distribution. This will continue to reinforce our relations with all distributors and give them the confidence that Spaces Images is a top provider of the very best in the industry.

For these first uploads of our newest content, Spaces has been doing all the retouching that has been needed here in house to get as many images as possible through the pipeline as fast as we can without kicking them back to you to fix. We would also like to add that in the future when Spaces finds an image that is an easy quick fix, we will do that in house and not fail the image in QC, this will continue to move it through the system. If you forgot to remove a path or a grid line or your cropping was off, even if its a few small dust spots Spaces is happy to fix these errors.

To our knowledge we are the only agency willing to do this work for free to support our photographers and get your images in front of buyers eyes as soon as possible.

The larger problems we find in QC will have to be sent back with a detailed explanation and please remember: When an image from a final upload is sent back the entire submission is put on hold until the fix is made. Now more than ever, staying on top of your QC and not letting errors through will greatly enhance your time to market.

## New Content

We have a lot of content flowing through the system right now and we cannot wait for the uploads to all our distributors to start appearing on their sites very soon.

Spaces Images has arrived and is very strong and incredibly stable for the first time since our launch. Our agency has the support it has always needed to generate the sales we know Spaces work will command. Now we need to keep you motivated to create your very best work for Spaces Images. Let's spend a second talking about what is selling and what will continue to sell in the future.

### - Welcome to Getty

### - What are they looking for?

Getty as well as all our major distributors are very excited about being able to offer their buyers property released imagery.  That is something that stands head and shoulders above any other third party agencies being represented at this time.

Property releases will always guarantee your work getting to market at Spaces but we also see strong sales on several other subjects as well.

## EXAMPLE Images

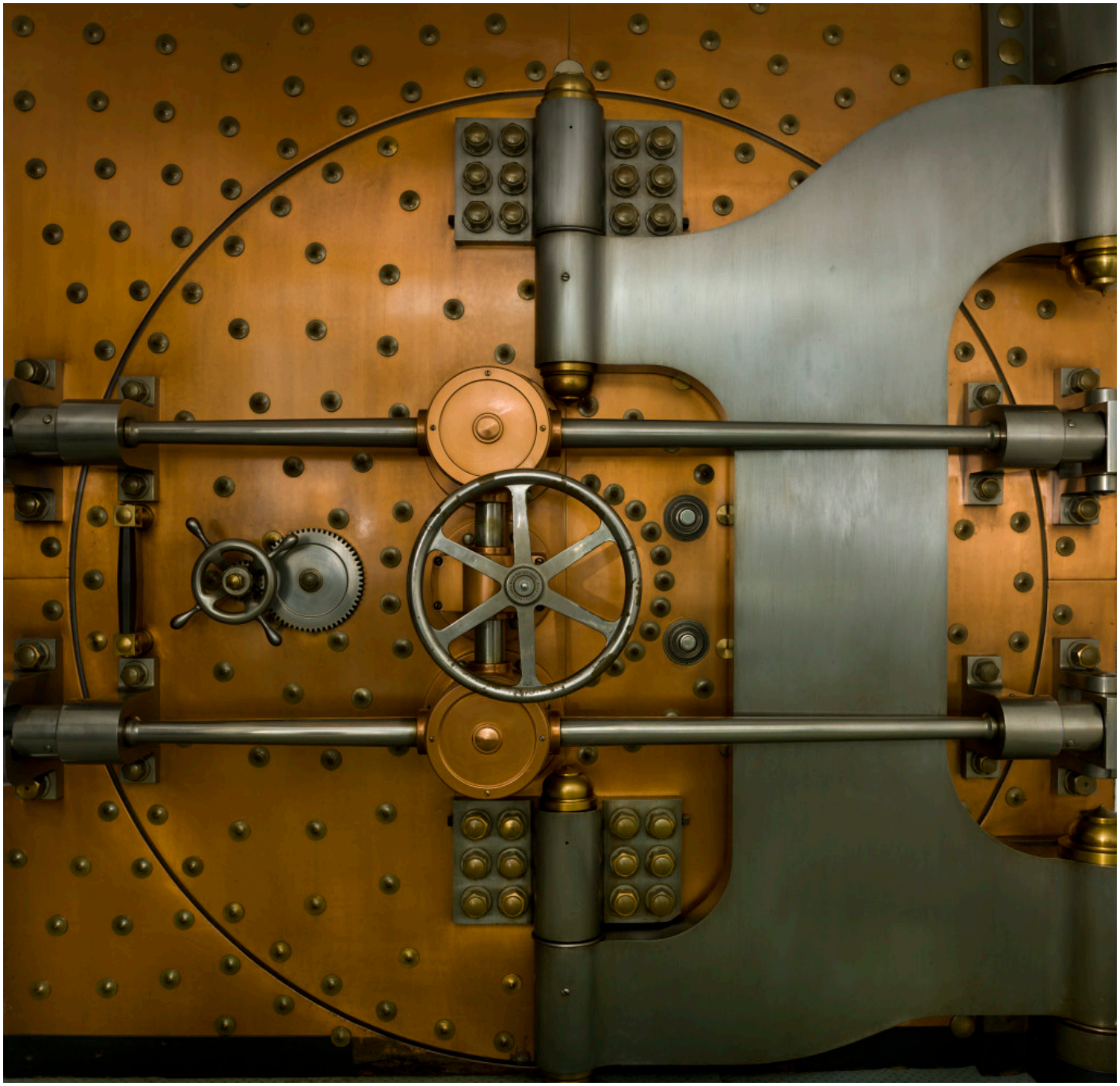
The open space and clean lines make this image of a warehouse very broad on its end buyers usage, leading to higher sales over its lifetime.

The time taken by this photographer to blur the outside adding the sense of movement to this image gives this photo that extra focus on detail to helps sell the concept of motion and transportation.

This strong image of commercial travel is not only beautiful to look at it is a very hard image to obtain a release for assuring this image will stand the test of time with very little competition

Even a difficult subject like death needs to be addressed and is in short supply for the buyers in that market, to gain access to a location like this and obtain a property release is a very rare and needed subject in the stock industry

Making an industry appear safe and healthy can sometimes be a difficult task but when achieved, you service the end buyers needs, attention to detail makes this image a strong candidate for good returns



Access to this location was I am sure very difficult to obtain but if you look at this image and start to imagine the applications you start to see just how broad the message of this photograph can be, this image is as close to timeless as you will find keeping it on the shelves and selling for years.

The combination of access and movement coupled with the composition of this image makes it stand head and shoulders above the competition.

Skylines are selling very well, we have had some strong four figure sales of skylines so we are very happy to receive well shot skylines of cities from all over the world.

Clean lines and reflections as well as the time of day taken allows this image to truly show off the cities majestic nature

Placing the viewer right inside the city adds to the energy that only being up close and personal can capture

Unique features should be highlighted whenever possible the rule of thirds was well applied to this skyline of Auckland

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Combining the feeling of the big city with nature helps share the story of the human side of city living and adds a nice splash of color and warmth (there will be information about logos and skylines in the QC portion of this brief)

Another way to capture a cityscape is within the city streets themselves.  Getting up close and personal to your subject offers the buyer a more intimate viewpoint.

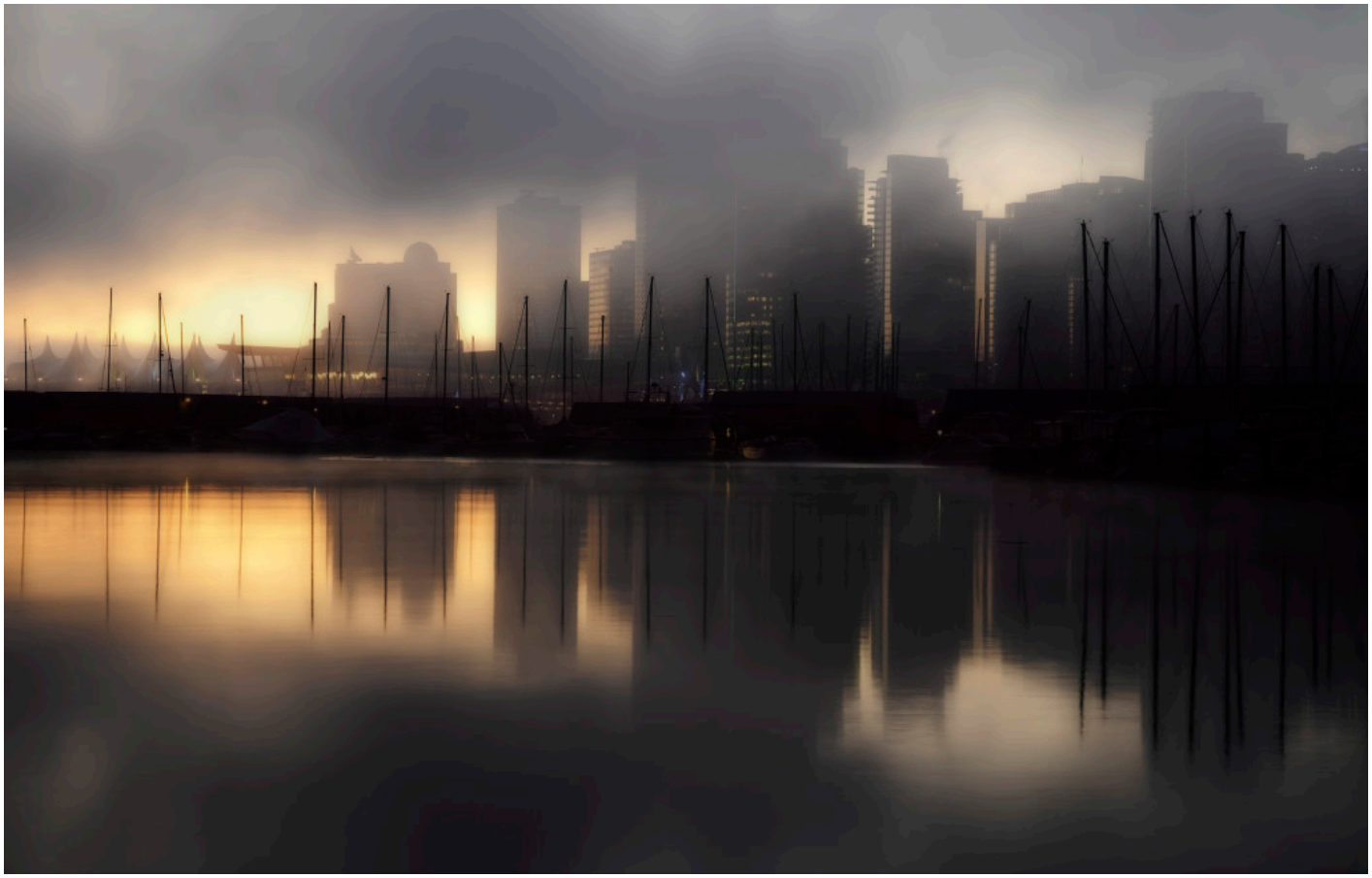
Finding a new angle as well as the use of reflective surfaces adds a great deal of dimension to this city view

Placing the viewer right in the middle of traffic allows them to truly become a part of the event. Be it tension or another emotion you are trying to deliver, it’s important to convey that emotion of the image clearly to the viewer

This image not only shares an important vision of traffic safety clearly to the viewer it also conveys emotion by being shot late at night and offering the viewer a feeling of peace and quiet, even a feeling of safety from the clean well lit environment

Another area of strong sales are images that evoke emotion.

If you can shoot something as iconic as the Golden Gate Bridge and create your own artistic interpretation you not only offer the commercial buyer something to help sell their concept but you also offer the fine art buyer something to keep their wall looking fresh and fun. More than ever businesses as well as individuals are buying imagery online for artistic applications



When a mood is set in an image the buyers are more likely to be drawn to these images to convey what they want their message to be. Emotion is a strong tool when getting the attention of your audience and publishers are very aware of the power these emotions can deliver.

Once again the photographer has offered the viewer a beautiful and tranquil setting, the emotional value allows this image to be used for a broad application that falls far outside the actual editorial use of this image.

Spaces just had a direct sale last week in the four figure range for this image through a fine art reseller.  We negotiated for an entire week before the buyer finally agreed to our prices and terms. Brokering images is just another part of what Spaces has to offer.

## Briefs & E-Blasts

I'll try to keep this brief : ) Briefs will start to appear every quarter combined with the support of E-Blasts of our newest work being sent out to buyers and distributors on a regular basis, keep an eye out for our new E-Blasts they will be an important addition to our communications with potential clients as our list will include a vast network of image buyers focused on images that Spaces is proud to represent. We will also include our contributing photographers when sending out these E-Blasts so you can see what we at Spaces find inspirational and on target.

## Online Royalty Reporting:

Wait there's more! We have a brand new online royalty reporting system. The system will show you what image sold and for what price, this information can be very handy in deciding what is selling and what isn't as you start to see the focus of Spaces buyers. This new service will become active

over the next month and we will be sending out clear guides and instructions on how to use the system. Stay tuned this is an awesome new tool.

## Closing statement:

Thank you all for your amazing effort in these first years of Spaces, without your imagery we would never have had a chance to exist. It is through your commitment that Spaces has had an opportunity to grow and will become the power in the stock industry that we have always believed possible. Please remember to check the Spaces Blog for video's to help you with our uploading system and other helpful tips to keep your workflow smooth. We are so happy to be able to see the opportunity that is so close at hand for everyone that has withstood the early growth of Spaces Images… get ready this is about to get fun.

- The Spaces Team

## Making an Action for QC

## QC Guidelines