

Promotional and Postcard Image Requirements

As specified in clause 3.8 of the [Agreement](#), CHIN and the institution shall together decide on a minimum of three digital images from the product to be used by CHIN to promote the product and/or the VMC. These images may also be featured as electronic postcards in the [Send a Postcard](#) section of the VMC.

Image Specifications

Required

A. Each of the three original digital images provided to CHIN for promotional and electronic postcard use 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 three digital images selected 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.

Image Information

Required

B. The following information, in both English and French, must be provided for each of the three 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)

- Cr dit (photographe)
- Date de la cr ation de l'objet
- Couverture (lieu, p riode ou  poque o  l'objet a  t  cr  )
- Le d tenteur du droit d'auteur
- Date   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

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.