



MAJORITY
WORLD™

*Opening doors,
opening minds*



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PHOTOGRAPHERS JOINING PACK

Version - 1 | January 2022

Introduction

Photographers Agreement and Submission Guidelines

This PDF document contains the:

- A) Photographers Agreement
- B) Photographers Joining Form
- C) Image Submission Guidelines

Kindly fill the document fully and send the signed agreement at your earliest to kantha@majorityworld.com. In case of any clarifications do not hesitate to contact at the same address.

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Company Use Only

Serial Number :

(Company / Photographer No / Year of Joining)

Photographer Agreement

AN AGREEMENT made this _____ day of _____ 20 _____

BETWEEN: Majority World CIC, Company Number: 05950209

Registered trading address: **26, St. James Road, Hampton Hill, Hampton, TW121DQ, UK**

HEREINAFTER CALLED the "DISTRIBUTOR/AGENT"

AND _____

of _____

HEREINAFTER CALLED the "PHOTOGRAPHER".

WHEREBY it is mutually agreed between the parties here to as follows:

Definitions

DISTRIBUTOR / AGENT is engaged in the business of arranging for the license of reproduction rights of digital, video and analogue photographic images, as limited under the conditions of its existing contracts with photographers and photographic image supply sources it represents. It also commissions assignments for photographers enlisted with Majority World.

PHOTOGRAPHER is any photographer or photographic image supply source, which contributes digital, video and analogue photographic images to the DISTRIBUTOR.

PHOTOGRAPHS will be understood to refer to those digital, analogue and video photographic images submitted from and supplied by the PHOTOGRAPHER to the DISTRIBUTOR.

AGREEMENT is this agreement between DISTRIBUTOR and PHOTOGRAPHER under which the DISTRIBUTOR represents the PHOTOGRAPHER's PHOTOGRAPHS.

BUYER is an entity, whether individual or organisation of any kind, who is not a party to this agreement and who interacts with the DISTRIBUTOR to license reproduction rights of the PHOTOGRAPHS.

REVENUE is the income received by the DISTRIBUTOR from the sale of the PHOTOGRAPHS

COMMISSION means the proportion of the revenue that the DISTRIBUTOR will pay the PHOTOGRAPHER under this Agreement.

ASSIGNMENT means a specific shoot that a PHOTOGRAPHER will fulfill according to the brief received from the AGENT

■ TERMS AND CONDITIONS

1. Appointment

1.1 The PHOTOGRAPHER appoints the DISTRIBUTOR to act as his/her non-exclusive representative, agent and distributor in order to exploit all rights in the PHOTOGRAPHS throughout the world in all media.

2. DISTRIBUTOR's representation of the PHOTOGRAPHER

2.1 DISTRIBUTOR agrees to abide by, promote and uphold the following ethos:

- to provide a platform for its photographers to gain fairer access to global image markets.
- to take a pro-active role in stimulating the development of markets for a more positive, balanced, well-rounded view of the majority world.
- to market photography from the majority world worldwide to create a revenue stream in support of PHOTOGRAPHERS, their livelihoods and for the benefit of the local economies in which they live.
- to make it easier for image buyers worldwide to find the wealth of fresh imagery emerging from the majority world.

2.2 DISTRIBUTOR shall make PHOTOGRAPHS available to clients at all times online through the website: www.majorityworld.com. PHOTOGRAPHS shall receive equal exposure to those photographs received by other sources of DISTRIBUTOR.

2.3 DISTRIBUTOR has well developed computer software and hardware to routinely identify PHOTOGRAPHS that are with clients and to follow up usage made.

2.4 DISTRIBUTOR informs clients that the storing of PHOTOGRAPHS digitally in magnetic or optical media is prohibited without the payment of reproduction fees for such use and all subsequent uses.

2.5 DISTRIBUTOR confirms that it shall strive to make good sales to a broad range of clients who use photography, including publishers, advertisers, corporations, entertainment media (magazines, newspapers, etc.) and does not restrict its sales efforts to a single industry or related industries.

2.6 DISTRIBUTOR will maintain PHOTOGRAPHS in their original presentation.

2.7 DISTRIBUTOR will request from clients that photo credits read: "Photographer/Distributor"

2.8 DISTRIBUTOR recognises and acknowledges that, unless otherwise specified, all material furnished by the PHOTOGRAPHER including but not limited to photographs, catalogues and other materials showing PHOTOGRAPHS is protected under copyright laws.

2.9 DISTRIBUTOR is prepared to protect copyright on photographs, catalogues and other materials showing PHOTOGRAPHS, by judicial means if necessary.

3. Rights

3.1 The PHOTOGRAPHER hereby grants to the DISTRIBUTOR the nonexclusive right to license the reproduction of the material or license its representatives to do so throughout the world in all media for the term of this AGREEMENT.

3.2 The DISTRIBUTOR has full authority to negotiate terms, commissions, licenses and reproduction rights in the PHOTOGRAPHS, including the duration or scope of any license.

3.3 The DISTRIBUTOR can negotiate licenses for periods which may exceed the terms of this AGREEMENT, but will not at any time sell the entire copyright in any of the material without first obtaining the express permission of the PHOTOGRAPHER.

3.4 To generate sales, the DISTRIBUTOR will additionally distribute the Accepted Content to other Distributors for sub-licensing with effect from the Commencement Date, unless otherwise mentioned by the PHOTOGRAPHER.

4. Exclusive Uses

4.1 DISTRIBUTOR understands that many PHOTOGRAPHS considered as generic (for example straight forward shots of monuments, geographical views, city scenes etc.) are not suitable for exclusive use. Furthermore DISTRIBUTOR will try at all times to discourage clients from attempting to purchase exclusive use of a picture as this is contrary to the nature of stock photography.

4.2 However, PHOTOGRAPHER understands that certain clients, certain uses or even certain PHOTOGRAPHS call for exclusive sales for a given time period. In these circumstances alone, DISTRIBUTOR agrees to negotiate the highest possible price for the narrowest segment of the market in which the related PHOTOGRAPHS have to be exposed in order to allow further sales of that photograph in other uses and applications.

5. Model Releases

5.1 All PHOTOGRAPHS are provided on the understanding that no model releases exist unless it is otherwise provided and notified on the PHOTOGRAPHS caption. However, model release is often asked for by BUYER's and if possible should be obtained by the PHOTOGRAPHER. In the case of ASSIGNMENT's model and property releases are more necessary and these are contained in [Appendix – 2 & 3](#)

6. Commission

6.1 The DISTRIBUTOR shall pay PHOTOGRAPHER COMMISSION according to the criteria in the table listed below as a percentage of the REVENUE earned by the PHOTOGRAPHS placed with it by the PHOTOGRAPHER.

Level	Minimum Images	Metadata and Keywords	Photographer Commission
1.	250	All required metadata completed to high quality in English as per the Majority World Submission Guidelines Appendix - 1 . At least 10 quality keywords per image.	55%
2.	100	Good metadata completed as per the Majority World Submission Guidelines Appendix - 1 but editing or additional work required.	40%
3.	25	Incomplete or low quality metadata.	30%

6.2 The DISTRIBUTOR undertakes to use every endeavor to generate the best possible REVENUE from the exploitation of the rights in the PHOTOGRAPHS assigned.

7. Payments

7.1 DISTRIBUTOR will provide the PHOTOGRAPHER after the end of each quarter; with a statement setting out all REVENUE received for use of the PHOTOGRAPHS in the proceeding quarter and will pay the COMMISSION due on the REVENUE received.

7.2 Sales Tax at the currently prevailing rate on any payment due will only be paid if the PHOTOGRAPHER provides the DISTRIBUTOR with an appropriate Sales Tax invoice. The PHOTOGRAPHER hereby undertakes to inform the DISTRIBUTOR if he/she is registered for Sales Tax and to inform the DISTRIBUTOR when the position changes.

7.3 Transfer to bank accounts often entails high charges. Therefore, Majority World urges photographers to have multiple fund transfer mechanisms. Please create a PayPal account if your country supports PayPal and submit the information to us. Also, let us have your Western Union ID along with your bank details.

8. PHOTOGRAPHER'S Warranty

The PHOTOGRAPHER warrants to the DISTRIBUTOR that:

8.1 The PHOTOGRAPHS are his/her original work and that he/she owns the copyright of the PHOTOGRAPHS and will remain, throughout the term of this agreement, the exclusive owner of that copyright.

8.2 The PHOTOGRAPHER is the exclusive owner of the right to grant, market, license, sell or assign all rights in the PHOTOGRAPHS, including but not limited to the granting of reproduction rights for print, merchandising, computer and/or Internet use and to make the PHOTOGRAPHS available on electronic equipment, CD-ROM, DVD and other similar media and to be able to include the PHOTOGRAPHS in any catalogue, Internet site or any other marketing medium.

8.3 The PHOTOGRAPHER has not entered into any agreement in respect of the PHOTOGRAPHS, which would adversely affect the rights granted herein - other than arrangements and restrictions specifically notified to the DISTRIBUTOR and accepted and agreed in writing beforehand.

8.5 The PHOTOGRAPHER undertakes for the period of this AGREEMENT not to assign, license or otherwise dispose of the copyright in the PHOTOGRAPHS and undertakes not to license, assign or dispose of any interest in other photographs which, for any reason, may cause confusion with or which may derogate from the rights granted by this AGREEMENT, without the express permission in writing of the DISTRIBUTOR beforehand. Such undertakings will be limited to the term of this AGREEMENT.

8.6 The PHOTOGRAPHER has the full power to make this AGREEMENT and holds all consents needed for the exploitation by third parties of these rights including, but not limited to, subjects or owners of products or property depicted in the PHOTOGRAPHS and/or original clients for whom the PHOTOGRAPHS may have been created, that model release is available (unless stated to the contrary).

9. Professionalism and Quality

The PHOTOGRAPHER agrees:

9.1 To adhere to the highest level of professional quality and service in keeping with international standards for professional photographers.

9.2 To allow the DISTRIBUTOR to monitor their submissions in order to maintain a professional standard.

9.3 To rectify any material that might be the subject of complaints by the DISTRIBUTOR or its BUYERS at the instruction of the DISTRIBUTOR. This may include, but is not limited to removing, re-scanning, re-uploading, reentering data and resending.

9.4 To deliver a minimum of 50 (fifty) number of images per year or as negotiated by the PHOTOGRAPHER and the DISTRIBUTOR.

9.5 To always notify the DISTRIBUTOR of any change of address/profession, keep in contact and respond to DISTRIBUTOR queries as early as possible.

10. Delivery

10.1 The PHOTOGRAPHER undertakes to deliver the PHOTOGRAPHS correctly and properly captioned to the DISTRIBUTOR. The property in the PHOTOGRAPHS shall remain with the PHOTOGRAPHER who shall at his/her discretion insure the replacement value thereof. The DISTRIBUTOR shall not be responsible for any loss or damage to the PHOTOGRAPHS in transit.

11. Indemnities

11.1 The PHOTOGRAPHER will indemnify the DISTRIBUTOR from and against all loss, damage, prejudice or costs which it incurs arising from any claim that there has been a breach of the representations and warranties in this AGREEMENT, including but not limited to trademark, copyright and privacy laws, defamation of character and laws of public decency within the UK, USA or elsewhere. This shall remain in force after termination of the Agreement.

12. Term

12.1 Any PHOTOGRAPHS deposited with the DISTRIBUTOR by the PHOTOGRAPHER under this AGREEMENT will be retained by the DISTRIBUTOR for a minimum period of 36 months from the date of deposit. Thereafter either the PHOTOGRAPHER or the DISTRIBUTOR may give 12 months written notice of termination.

12.2 Termination shall not prejudice licensing agreements then extant and all negotiations which the DISTRIBUTOR has properly entered into with any third party.

12.3 Upon termination the PHOTOGRAPHS shall be returned to the PHOTOGRAPHER as soon as possible and, in any event, all reasonable endeavors will be made to return the PHOTOGRAPHS in full within 1 year.

13. Assignments

Please note that Majority World will commission its enlisted photographers to conduct shoots for BUYER's in which case;

13.1 A separate Assignment Contract will be issued to cover the shoot including number of days, location, and payment terms....etc.

13.2 A guideline will be issued to cover the client's/BUYER's requirements in terms of quality, delivery...etc. of the images.

13.3 Model and Property Releases will become more necessary. These may be tailored to meet specific client needs to cover children and adults separately **Appendix – 2 & 3**.

14. Video

Increasingly video are being requested by BUYER's or clients, especially during assignments. In such cases contract details will be negotiated separately. Photographers should specify their ability to take videos in the PHOTOGRAPHERS JOINING form on **page 11**.

15. General Contract Provisions

15.1 It is expected that the parties will become privy to information and trade secrets about the business of each in the course of this agreement. Accordingly PHOTOGRAPHER and DISTRIBUTOR agree not to divulge such information to any other party, during and following the term of this agreement.

15.2 This agreement may not be assigned in whole or in part by either party without written consent of the other. DISTRIBUTOR specifically agrees that it will not sub-contract or attempt to sub-contract any of the rights herein to any other party, without the express written permission of PHOTOGRAPHER.

15.3 This contract is under English law and any disputes will be dealt with by the English Courts.

16. Entire Undertaking

16.1 This AGREEMENT constitutes the entire undertaking of the parties hereto and may not be amended, changed, altered, varied or otherwise modified except by an instrument in writing signed by both parties.

16.2 Except as may otherwise be provided herein, this Agreement will be binding upon and will inure to the benefit of the respective heirs, executors, administrators and assigns or successors of the parties hereto.

17. Arbitration

17.1 Any dispute arising at any time between the parties in regard to the affairs of this Agreement which cannot be resolved between the Parties on their own should be submitted to mediation by a mediator agreed to by both parties. Should such mediation fail then the matter should be left to be resolved by the Courts.

Please note:

Complete the information below and sign on page 14.



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Photographers Joining Form

First Name :

Middle Name (if any) :

Surname :

Date Of Birth :

Address :

Postcode :

Country :

Phone Number (with country code):

E-mail :

Website / Blog :

Facebook :

Instagram :

Twitter :

Best means of contact :

☐

Phone

☐

Email

☐

Facebook

Agency or Company Name
and Address (if any) :

Photographers Bio

Bio *(Write about yourself in 150 words maximum. Please include any awards and recognitions as well)*

Preferred Photography : ☐ Portrait ☐ Landscape ☐ Abstract ☐ General ☐ All

Video *(Please let us know if you do videography too, with links to some examples)*

Payments Details

Please note that Majority World encourages all photographers to have a **PayPal** account for fund transfers, to ensure maximum security.



PayPal account information :

Please also fill in the details below so that we have alternate means of fund transfer.



Name :

(As per ID Card or Passport)

Address :

National Identity Card or Passport number :

For Bank Transfers

Bank details required for Majority World payments

Name :

Residential Address :

Full name on bank account :

Bank Name :

Bank Address:

Branch Number:

IFSC code :

Account number :

Is it a personal or business account :

Account Type :

BIC code (or swift) :

IBAN number :

There will be times when extra information may be required as the banking industry continues to change and evolve.

Emergency Contact Details

We realize that photographers are often in the field, and not easy to contact at times. If there is anybody who we may contact when you are unreachable / emergency, please let us know by inserting their name / contact details below.

Name :

e-Mail :

Country of Residence :

Contact No :

Your photograph (Please give us a link to your image or e-Mail us a photograph)

☐ (I acknowledge the above is factual and I will inform Majority World in case of any material changes)

Signature on behalf of the

PHOTOGRAPHER

DISTRIBUTOR / AGENT

Signature

Signature

Name

Name

Address

Registered Address

26, St. James Road, Hampton Hill,
Hampton, TW121DQ,
United Kingdom.

Date

Date

Digital Submission Guidelines

This document outlines the technical steps that are necessary to prepare and send your submission of images / Videos to Majority World for review, editing and uploading.

Note that it may take up to one week before your images / Videos are published on the website depending on the volume of images / Videos we have in our queue. Ensuring you have good metadata and keywords will help to ensure your submission moves up the queue to be available to clients faster. Submissions that do not meet our technical requirements will be automatically rejected by our system so it is important to ensure you follow the instructions below.

We are always happy to help you by providing advice on how to properly prepare your images / Videos using the variety of digital tools available. **E-mail** kantha@majorityworld.com if you have any questions.

Submissions Workflow

This outlines the process by which we accept, process and publish Picture / Video on our website.

- **Photographer / Agency uploads HIGH RESOLUTION Picture / Video with complete metadata and keywords to www.majorityworld.com.** Picture / Video will be automatically rejected by our system if the technical requirements are not met (please see below). We need metadata to be able to edit the submission as content is as important as visual strength.
- **Majority World processes and edits Picture / Video.** Picture / Video are placed into a queue for processing. We will edit ones that we feel would contribute to our archive. We will review them for dust, colour tone, appropriate metadata and keywords before we publish them on the website. If this is your first submission, we will confirm your commission rate at this stage based on the commission table outlined in your contract.
- **Majority World publishes Picture / Video on its website.**

How to upload the Picture / Video

Step 1

- **Login (Contributor)** - Click on Login button on the top right-hand corner.
- Click on Contribute. Login as **contributor** with your **email** and **password** provided by Majority World.

Step 2

- Click on Picture / Video
- Include a title for the Picture / Video - (Optional)
- Put the location - (Optional)

- Select the images from your computer / laptop
- Let the Picture / Video upload 100% . Once the Picture / Video has finished uploading please follow step 3

Step 3

- Click on the Contributor button
- Go to My Images / My Videos
- Select the Images / Videos you uploaded
- Click on Batch Edit
- Add Description
- Add Keywords (Minimum 15 to 20 keywords). **Please Note** - AWS Keywords Generate Automatically.
- Please go to **Categories** and select the relevant category
- Press Submit

Step 4

- Majority world will select and approve the images within 3 working days.

Technical specifications

The following are technical requirements for image files based on the standards required by clients to publish in a variety of mediums. It is best to perform all image edits by working on your RAW images first in an image editing program before saving as compressed TIFF or JPG files (e.g. Photoshop, Camera Raw, Lightroom, Photoshop Elements, Aperture, iPhoto, etc.).

If you are not sure how to prepare your images to meet our requirements, we highly recommend referring to the free training guides provided by Shutha.org (<http://www.shutha.org/node/812>).

Our team at kantha@majorityworld.com and ricky@majorityworld.com is also available to assist you.

File name	Use a unique code to name your files that makes it easy to identify. DO NOT use camera file numbers as these may be confused with other photographers' images. Image names should be no longer than about 20 characters and should always include the file extension (e.g. ".jpg" or ".tiff"). An example of good image naming might include your initials, a date, shoot name, and sequence number (e.g. MCH2012India01.jpg)
Resolution	300 dpi
File size	Highest possible but at minimum 18 MB uncompressed (or 3000 pixels on the longest side); 6 MB uncompressed for black & white images. Note this is the "Document Size" shown in Photoshop, NOT the size on disk. DO NOT upsize or enlarge your images as it diminishes file quality.
Dimensions	At least 3000 pixels on the longest side
Format	Compressed as best quality JPG files (level 12)
Watermarks	None
Borders	None. Full bleed images only.
Colour Profile	Adobe RGB (1998) [Grey Scale for black and white images; dot gain 20%].
Sharpening	None. Our clients will sharpen according to their publication requirements.
Image enhancement	Please perform any necessary adjustments on exposure, contrast, cropping, etc. Use cloning or healing tools to fix any dust spots or scratches in your images. Work on a calibrated monitor to correct colour temperature. While we appreciate enhancements that reflect the photographer's style, we do not accept images that are overly processed rendering the image unrealistic.

Questions & Contact

If you have any questions on how to prepare your images please email our team with details about what you are having problems with and which image editing programs you are using. We will try our best to guide you by email, Skype or phone.

Name: **Kantha Senanayake**

Email: kantha@majorityworld.com

Phone: Kantha (+94 713 226 833)

WhatsApp: Kantha (+94 713 226 833)

Skype: [ancelam](#)

Location: Colombo, Sri Lanka

Name: **Ricky Simms**

Email: ricky@majorityworld.com

Phone: Ricky (+94 771 266 914)

WhatsApp: Ricky (+94 771 266 914)

Skype: [rickymark06](#)

Location: Colombo, Sri Lanka

Metadata

Metadata is one of the most essential but least exciting aspects of selling photography. Good metadata helps ensure there are greater opportunities to earn income and identifies the following:

- **Copyright** - clearly states who the photographer and copyright holder of the image is so that it can always be credited appropriately.
- **Subject of the image** - captions and keywords makes it easier for clients to find your images when searching online and to determine whether it is appropriate for their needs. It is also ensures that they have all the correct information when captioning the images in publications.
- **Restrictions** - this is important for clients to know how and where they can use a particular image.

To learn more about the value of metadata, we recommend the *CEPICIPTC Metadata Handbook* (<https://iptc.org/standards/photo-metadata/iptc-standard/>).

The following table outlines all the IPTC metadata fields Majority World requires contributors to complete. Any metadata field missing will be rejected by our system. If you are unable to edit metadata fields for any reason, we can provide you with an Excel table to add data, which can then be uploaded to our system with your images.

Author / Creator	Full name of the photographer. (e.g. John Doe)
Headline	<p>This is a very short descriptive title about the subject of the image. It is usually less than 10 words and does not include punctuation.</p> <p>e.g. Philippines vaccination drive.</p>
Caption / Description	<p>The caption field provides all the key information about the photo necessary to identify and contextualize the subject, and make it searchable.</p> <p>The first paragraph of the caption should be concise and include the below key information in no more than about 250 characters (as in the example below). If you wish to add additional information/context, you can follow this with a second paragraph.</p> <p>Who - identify people with names and wherever possible include children's ages.</p> <p>What - describe what is happening in the image with as few words as possible and be as specific as possible.</p> <p>Where - if it is relevant, include any geographic descriptors at the beginning of the caption, e.g. city, country, place name.</p> <p>Why - sometimes you may need to explain why a certain activity is happening as our audience is global and it may not be obvious to other parts of the world.</p>

How - sometimes how you took the picture is relevant to include especially if it might be misinterpreted, for example, if the subject posed for the picture.

When - include the complete month, day and year the image was shot. E.g. November 1, 2011.

Example: A medical worker holds a vial of the Johnson & Johnson COVID-19 vaccine at the Filoil Flying-V Arena in San Juan City. Philippine officials said a local transmission of the highly contagious Delta variant of the COVID-19 virus has been detected in the country and announced tighter quarantine restrictions. Metro Manila, Philippines.

Date Created Please complete this field with the date the image was taken in this format: DD/MM/YYYY

Sample Image



Keywords Quality keywords are the most important way clients can find your image.

Add at least **40 quality keywords** separated by commas that will help clients find the image. Think about what clients might search for and be specific about what is in the image, including any geographic locations.

Johnson & Johnson vaccine; covid-19 vaccine; coronavirus in Philippines; covid-19; delta variant; doctors; gloves; hospital; males; masks; medical personnel; medicine; men; metro manila; needles; nurses; pandemic; people; Disable people; Philippines covid 19; Philippines females; Philippines girls; Philippines vaccinations; ppt kits, protective equipment; quarantine restrictions; residents; sanitizer; social distancing; vaccines; virus; Johnson & Johnson vial; Filoil Flying-V Arena; San Juan City;

City	Optional but often useful to include.
Country	You must include this field as our clients often search images by geographic location.
Instructions	<p>Include any special notes to Majority World about the image such as availability of model or property releases, or restrictions about how it should be used, notes on scanned film, embargoes, country restrictions. Note if the image is Editorial Use Only (images that can only be licensed for editorial purposes and cannot be used for any commercial, promotional and advertising uses) or Commercial Use Only (e.g. the subjects are paid models for the purpose of the image and you have a model release).</p> <p>E.g. Model released, cannot be sold in the UK until January 15, 2012.</p>
Credit Line	This identifies how the image should be credited in publications and may include photographer, agency and/or names of special collections. DO NOT put "Majority World" as we will add this automatically. E.g. Anwar Ali/Drik.
Copyright Notice	This identifies who owns the copyright of the image (usually the photographer and / or the agency). Copyright symbol © followed by name (and/or agency if relevant). Do not include a space between the © symbol and the name. E.g. ©John Doe Majority World.

Keywording Guide

Keywords form the vital link between images and researchers. When keywords are well applied, interest is attracted to relevant images.

Keywording Rules

- ★ Keywords should always be applied in the singular form.
- ★ Keywords describe only what is visible or immediately relevant to the image
- ★ Separate each keyword with a comma and a space.
- ★ Treat keywords independently.
 - use: "blue' and 'facepaint' not 'blue face paint'.
 - use: 'holding' and 'bucket' not 'holding bucket'.
 - use: 'two people' and 'boys' not 'two boys'.

- * Consider why someone would want to find or research the image. If you were looking for the image, which words would you use?
- * No Spam - Never put copyright notices, photographer name, website, file numbers or other non-Keyword information in the Keywords field!
- * No Generic Keywords - Do not Keyword every single image with 'Developing world'. All images on our website are from the developing world.
- * Only use poverty when it applies to a specific image, adding the keyword 'Poverty' to all images will not help people find true representations.
- * Add Concepts from our checklist only when clearly illustrated
- * Don't include misspellings, plurals or multiple variants of a word. Our search system will support these variations for you.
- * Don't Keyword minor background elements or small details. A portrait of a man does not need to include keywords for a tree in the background, his shirt, hair, shoulders, eyes etc. If he's wearing a prominent hat or traditional clothing that's fine.
- * Don't link separate keywords together. use: Traditional, African, Mud Hut. Do not combine 'Traditional African Mud Hut' into one keyword. If you keep keywords separate, more variables are possible. A search for 'African Hu't or 'Traditional Mud Hut will find your image.
- * Don't break up proper names.
 - use: "New York" not New, York.
 - use: "Polar Bear" not Polar, Bear.
- * For UNESCO Sites. use: UNESCO, World Heritage Site
- * Shooting style - Don't include a shooting style for every photo, but do include selected 'image terms' relevant to your image.

Keywording Procedure

- * Select and apply one or more of our thematic categories.
- * In around 10 keywords describe what is visible in the image.
- * Concepts maybe added to describe ideas present or implied by the image.

Keyword Requirements

Thematic Category	Content must be predominantly relevant to the category. Add one or more of the Themes listed on page one of the contributors guide. This enables your image to be searchable from a broad visual perspective
Location	Where was your image taken and at what time of day. Indoors or outdoors? Day or Night? Morning, Evening or Afternoon?
Specific Location	Urban. Rural. Coastal. Street. Sea. Beach. Playground. Hillside. Road. Home. Market. Hospital. River. Ship. School.
People, Objects, Animals	How many? One person, two people, small group, large group, etc, Who are they? Or Nobody?
Gender	Man / Woman / Boy / Girl, Men / Women / Boys / Girls
Age	Young Adult / Mid Adult / Mature / Elderly / Teenager
Occupation	Fisherman / Teacher / Nurse / Dancer / Farmer / Schoolboy
Relationship	Mother / Father / Son / Daughter / Friend / Couple / Grandmother
Activity	What are they doing? (activities end with –ING) Walking / Standing / Sitting / Playing / Running / Working / Laughing / Holding / Carrying / Looking at Camera / Looking / Looking Away.
Objects	Primary notable objects and description
Clothing	Turban / Veil / Sportswear / Barefoot / Casual clothing / Hat / Uniform
Vehicle	Car / Truck / Bus / Bicycle / Train / Boat / Raft / Canoe / Motorbike / Moped
Descriptive Colour	Red / Blue / Green / White / Colourful / Multi-coloured
Image Terms	Photographic terms which make this image distinct: Black and white / Close up / Full Frame / Perspective / Blur / Focus on Foreground / Focus on Background / Backlit / Silhouette / Portrait (head shot / full length)
Concepts	Ideas that are represented or implied by the image. Refer to themes provided in the Contributor Content Guideline.

Photo/Video/Story Consent Form: Adults

By signing below, I agree to allow Majority World CIC to record my story and/or my image. I understand that Majority World is a photography organization that conducts photography assignments around the world.

I give Majority World permission to reproduce and share my image and my story with members of the public, who will be able to see photographs and/or video of me, hear my words, and read about me and my experiences. Majority World may use this material in many ways, including but not limited to: online videos, printed publications, social media such as Facebook, and/or articles on Majority World's website. Majority World may also share the images they record of me, or the story I share, with global media outlets, such as newspapers. I understand that my participation is voluntary and that there is no penalty if I don't agree to participate.

Please choose one option and sign:

Full consent option (preferred, but only if the subject feels safe and comfortable)

☐ I agree to allow Majority World to use my image, my story/interview, and my name.

Partial consent options

☐ I agree to allow Majority World to use my story/interview and my name. No photographs or video, please.

I agree to allow Majority World to use only my image and my story/interview, but not my name.

Please use this first name or pseudonym instead:

☐ I agree to allow Majority World to use my story/interview, as well as images and/or video that obscure or hide my face and identity. However, Majority World may not use my name, or images and/or video that reveal my face or identity. Please use this first name or pseudonym instead:

Signature:

Date:

The information below is to be completed by the photographer/interviewer. Add notes as needed on back.

Name of subject (printed): _____

Photographer/Interviewer name(s): _____

Location (home/clinic/NGO/etc.; city, country): _____

Photo/Video/Story Consent Form: Minors

By signing below, I affirm that I, _____ am the parent or guardian of _____ minor, and agree to allow 'Majority World CIC' to record his/her story and/or image.

I give Majority World permission to reproduce and share my image and my story with members of the public, who will be able to see photographs and/or video of me, hear my words, and read about me and my experiences. Majority World may use this material in many ways, including but not limited to: online videos, printed publications, social media such as Facebook, and/or articles on Majority World's website. Majority World may also share the images they record of me, or the story I share, with global media outlets, such as newspapers. I understand that my participation is voluntary and that there is no penalty if I don't agree to participate.

Please choose one option and sign:

Full consent option (preferred, but only if the subject feels safe and comfortable)

☐ I agree to allow Majority World to use my image, my story/interview, and my name.

Partial consent options

☐ I agree to allow Majority World to use my story/interview and my name. No photographs or video, please.

☐ I agree to allow Majority World to use only my image and my story/interview, but not my name. Please use this first name or pseudonym instead: _____

☐ I agree to allow Majority World to use my story/interview, as well as images and/or video that obscure or hide my face and identity. However, Majority World may not use my name, or images and/or video that reveal my face or identity. Please use this first name or pseudonym instead: _____

Signature:

Date:

Minor's name: _____ Minor's age or birth date: _____

Parent or guardian's signature: _____ Date: _____

The information below is to be completed by the photographer/interviewer.

Name of subject (printed): _____

Photographer/Interviewer name(s): _____

Location (home/clinic/NGO/etc.; city, country): _____