Assets can be broken down into six different types of media categories. When media is ingested into the IMS Library the user is required to select tag(s) that define the asset. Below is a break down and explanation of all the different media types to help the user apply the correct tag.

- Audio
- Documents
- Graphic Design
- Illustrations
- Photography
- Video
Audio

An audio file is solely audio without visuals. Its format is a file format for storing digital audio data on a computer system. Accepted formats are listed below.

Accepted Formats (Audio Files)

- MPEG1 (MPEG-1 Layer 1 Audio)
- MPEG2 (MPEG Layer II Compressed Audio)
- MP3 (MP3 Audio)
- WAV (WAVE Audio)
- OGG (Ogg Vorbis Audio)
- AAC (iTunes Advanced Audio Coding)
- WMA (Windows Media Audio)
Documents

A document file is a piece of written, printed, or electronic matter that provides information or evidence or that serves as an official record. Specifically, it encompasses the Microsoft Office suite of desktop applications, such as word, excel, and powerpoint. Even if these files are reformatted and uploaded as pdfs, they are still considered documents. The native file dictates how the file is classified. Accepted formats are listed below.

Accepted Formats:

- TXT (Text, including RTF files and UTF-8 text)
- CSV (Comma Separated Values)
- DOC and DOCX (Microsoft Word)
- XLS and XLSX (Microsoft Excel)
- PPT and PPTX (Microsoft Powerpoint)
- PDF (Adobe Portable Document Format)
- OpenOffice and LibreOffice documents
Graphic Design

Graphic design is a creative process, one most often involving a client and a designer, and traditionally completed in conjunction with producers of form (printers, sign makers, etc.). Graphic design may also be applied directly to websites, eliminating the need for an intermediary. Graphic design is undertaken to convey a specific message (or messages) to a targeted audience, usually from the client, known as the 'brief'. All media produced by SPD is considered “Graphic Design” and should be classified as such.

Accepted Formats:

- AI (Adobe Illustrator)
- IDD (Adobe InDesign)
- PDF (Adobe Portable Document Format)
- PSD (Adobe PhotoShop)
Illustrations

An illustration is a depiction or image, such as a drawing, painting, or computer generated graphic. We have separated the category of illustration into three categories.

Infographics (Computer Generated)

Information plus graphics. The example below is a type of illustration that combines different graphic and non-graphic parts that support each other, for the purpose of conveying information in a visual way.

This example combines text, photography and illustration. Specific elements used in this example are text data, photos, drawings of sections, and plan projection.
**Vector Graphics (Computer Generated)**

Vector graphics is the use of geometrical primitives such as points, lines, curves, and shapes or polygon(s), which are all based on mathematical expressions, to represent images in computer graphics. "Vector", in this context, implies more than a straight line toward align. Vector graphics do not include photos or text – all illustration.
**Drawings (Hand Drawn)**

Drawing is a form of illustration that makes use of any number of drawing instruments to mark a two-dimensional medium. Media types that fall under this category are sketches, orthogonal drawings, and perspective drawings.

Instruments that might be used include graphite pencils, pen and ink, inked brushes, wax color pencils, crayons, charcoal, chalk, pastels, various kinds of erasers, markers, styluses, and various metals (such as silverpoint).
Photos

Photos are photographic images created by using a camera, in which an image is focused onto light-sensitive material, such as film or a digital sensor, and then made visible and permanent by chemical treatment, or stored digitally. We have separated this category into four photographic categories.
Architectural Photography

Architectural Photography is the focus on interior and exterior buildings and structures. Photos must be aesthetically pleasing and an accurate representation of the subject/space.
**Brand Photography**

BAC brand photography is photographic work that reflects the established visual voice of the BAC at the highest level. In addition to being properly exposed, in focus, and color corrected, these images also tell the subjects story. The word “brand” is added to assets that reflect these brand guidelines. Tagging assets with “brand” should be done very selectively. Again, only the best photos should be tagged in order to curate a high level of images over time. These photographs are used in publications and advertising, brochures among many other uses.
Composite Photography

Composite Photography is a photograph made by combining two or more photographs/images. The master file is a photograph.
Event Photography

Event photography consists of lectures, receptions, exhibition openings, award ceremonies, special events and gatherings outside the day-to-day norm.

Each event holds a different challenge and requires a different set of shots. It’s important that the photographer gauges not only what is required, but also what type of shots are going to be appropriate for the type of event they are working. The style required for a gallery opening or drinks function will be very different from a graduation or award ceremony.

The goal is to best represent the events atmosphere. It’s vital that the photographer understands who the most important people at the event are. At a corporate event it might not be so easy, so ensure that the photographer has spoken to that events coordinator. It’s also recommended that someone accompany the photographer who is able to point out who can help prioritize and organize the right people in the right place. Specific shots may be required of certain people in a group or shaking hands, so again, someone should be on hand to assist in facilitating this.

It’s important that the photographer gets a good bank of shots that capture the event. This will include some wide-angle shots to establish the venue, both inside and out. Detail shots of some of the more interesting aspects of the event and then also the key people involved.

Once key shots are in the bag, the photographer should start thinking about creative angles and vantage points. The photographer should shoot like a journalist, and do the best at capturing the story and energy of the event.
Headshots

Headshots include portraits and environmental portraits. Environmental portraits include the subject’s work environment, work, art or other important details in the photograph.

Use appropriate lenses. The lens should accomplish two things: blur the background and NOT distort the subjects face. From a technical standpoint it’s very important that the subject is in focus - most importantly their face and eyes. Be aware of excessive bokeh and distortion of the subjects face – these are two attributes not wanted in a headshot.

Capturing an expression that matches the purpose of the headshot is critical. Also understanding the type of photograph required for the headshot. For instance establish what your client is looking for – is it a close up, environmental portrait, most likely all of the above.

The orientation of the headshot is critical. Currently the institutional website, marketing, and other outputs tend to work best with images that are shot in landscape. This is not to say, don’t shoot in portrait, but do make sure and provide options in both portrait and landscape orientations.
Videos

Video is an electronic medium for the recording, copying and broadcasting of moving visual images. The BAC has two forms of video – marketing and educational:

**Marketing** (Specific stories on programs and events)

**Educational** (Lectures and classroom footage)