

WORKBOOK PORTFOLIO

getting started guide

Seven steps to launching your new Workbook Portfolio.

Step 1: Account Activation

If not already registered at Workbook.com, please do so at the following link: www.workbook.com/account/new. Upon registering, please notify Kirsten Larson at kirsten.larson@workbook.com in order to receive your login instructions. If already registered at workbook.com, you will receive your login instructions via email.

If you forgot your password, please contact us at portfolios@workbook.com or 800.547.2688 ext. 168.

Step 2: Create Content

The minimum screen size for image files is 710px by 473px at 72dpi, and 720px by 473px for motion files. Larger image files can be uploaded and will be scaled down proportionally to fit. Smaller files will be displayed at their existing size. Image files uploaded larger will enable you to select a smaller portion of the image as the representative thumbnail. We do encourage motion files be sized before uploading, however.

Static files should be flattened and contain no extra channels. Files can be saved in tif, png, gif, or jpg. Recommended embedded color profile is sRGB IEC1966-2.1.

Currently accepted file formats for motion include AVI, WMV, and MOV.

A complete tutorial on creating and uploading motion content can be found here:
<http://www.workbook.com/static/motion/quickstart/>

Step 3: Upload Images to Image Library

From the left hand navigation, click "Upload Images & Motion." You can upload up to 30 images at a time. **Please note:** You must leave the page open until all files have finished uploading. Your Image Library can contain up to 500 images.

Step 4: Creating Galleries

Your Workbook Portfolio comes with both keyword and custom galleries and each serves a different purpose.

Keyword Galleries: These are your searchable galleries and vital to your presence online. Our available keywords are what creatives use to search the site.

Custom Galleries: These are non-searchable galleries. Custom Galleries allow you to showcase special projects or personal work and should be named accordingly.

PUBLISHED GALLERIES

Each Portfolio account contains a set number of published galleries. You must have at least one published Keyword Gallery to appear in a keyword search result.

photographers

5 keyword galleries
1 motion gallery
1 custom gallery

Illustrators/letterers/designers

5 illustration and/or lettering/design galleries
2 medium galleries
1 motion
1 custom gallery

production specialists

2 or 5 keyword galleries
1 motion gallery

You can create an unlimited number of unpublished galleries for future publishing or to email to prospective clients.

CREATING GALLERIES

There are two ways to create a gallery:

1. From the left hand navigation, click "Create New Gallery."
2. Select an image or cmd-click (mac)/ctrl-click (PC) to select multiple images, then drag and drop selected images to the "Create a Gallery" drop box located in the tool bar above your Image Library.

You will be prompted to select the type of gallery you want to create—a Searchable Gallery or Custom Gallery.

SEQUENCING IMAGES

You can arrange images in the order you would like them to appear and change that order at any time.

SEQUENCING GALLERIES

Searchable galleries appear in your Portfolio in the order you determine followed by your Custom and Motion galleries. The All Images Gallery will always appear last.

THE ALL IMAGES GALLERY

The "All Images" gallery displays all of the images in your published keyword and custom galleries. The image sequence is determined by the order of your published galleries and then the image order within each of those galleries. You can change the default settings by choosing to display the All Images gallery in the order the images appear in the Image Library, or you can choose a different default gallery altogether.

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SETTING MASTER IMAGES

A master image is what appears when you are found in a search result. The first image in your Image Library is the master image for a name, region, artist representative, or private url search, and does not have to reside in any published gallery. The first image in each gallery will be the master image for that particular keyword search. You can change the master images at any time.

Step 5: Image Management

The thumbnail crop and caption can be edited using the Image Editor. Single click on an image to launch the Image Editor.

THUMBNAIL CROPPING

A default horizontal crop is automatically applied to your images in order to display the representative thumbnail. Use the "Create Custom Crop" tool to choose an alternate crop for each thumbnail. If you would like an entire vertical image viewable as the thumbnail, we recommend you build your vertical images using our horizontal screen spec or, build a screen with two vertical images.

CAPTIONS

Use the caption field to display desired information about a particular image; for example, who the client was or what the product was. The caption (200 characters max) will appear over the image when a user clicks the "show caption" link.

This information is not searchable.

Step 6: Contact, About and Workbook 33

CONTACT

The contact information is generated from your Directory Listing information. To submit changes, from the left hand navigation select "Contact Information," input changes in the form provided, then click "Send Update."*

ABOUT

The About section allows you to include a brief bio and/or client list.

The "Bio" can include up to 1500 characters.

The "Client List" can include up to 500 characters.

WORKBOOK

You can review your Workbook 33 pages and the content associated with each page by clicking the "Workbook 33" link in the left hand navigation.

*Workbook will make the requested updates as soon as possible.

Step 7: Preview and Publish

In order for your Portfolio to be found on workbook.com, you must have at least one published Keyword Gallery.

There are two ways to publish a gallery:

1. Drag and drop a gallery to the "Published Galleries" heading in the left hand navigation.
2. When inside a gallery, click the "Publish" link in the tool bar above the images.

Your Portfolio will immediately be live on workbook.com. You can review your Portfolio by clicking the "Preview Portfolio" link in the left hand navigation. We suggest that you verify the functionality of your portfolio at workbook.com as a final step. Conduct specialty, name and region searches to ensure you are found.

Additional features and information

EMAILING

You can email published or unpublished Keyword or Custom Galleries. You can also send your entire live Portfolio.

To use this feature, select the "Email your Portfolio" link from the left hand navigation. Check the "notify me when recipient has viewed this portfolio" box to be sent an email when your Portfolio or Gallery has been viewed.

STATISTICS

You can access your Statistics by clicking the "Statistics" link located above your Image Library. The Statistics tool provides valuable feedback about traffic to your Portfolio, such as the number of hits you receive by image, gallery, keyword searches, links to your portfolio, as well as overall site statistics. This can be valuable in helping you edit images and/or galleries to drive more traffic to your account.

WORKBOOK MANAGED PORTFOLIOS

Workbook is happy to assist managing your portfolio. Workbook Managed Portfolios include up to 250 image uploads per year, creation and editing of galleries and monthly image updates.

For information, please contact your sales representative or Kirsten Larson at kirsten.larson@workbook.com.

HELP

Additional instructions are available by visiting the Help Section/Portfolio Management on workbook.com.