Guide: [Using the Archive - finding what you need](https://docs.google.com/document/d/1O_4cPpiNv8QTbXg5sRbS1A09PZPzVydLZwEOUrpBt3A/edit?usp=sharing) enquiries: [francesca.xr.media@gmail.com](mailto:francesca.xr.media@gmail.com)

Link to XRMA for sharing: <https://docs.google.com/document/d/1upi18QzQ0NCB9w_pFidUCFfXP_z90HF5T5_4giz6z4I/edit?usp=sharing>or [tinyurl.com/xr-media](https://preview.tinyurl.com/xr-media)

**Purpose of the XR Media Archive**

Source of high quality, free to use photo & video.

Decentralised data storage via Google Drive (con: can be slow, learning curve. Pro: well known platform, decentralisation capability)

**For Press**

Live/on the day, making their work easier and us more likely to get press.

Ongoing national and international requests and submissions e.g. magazines, blogs and journals

**For Internal**

Social media

Design (e.g. website, posters)

Document (of our tactics, development, merits and mistakes, tactics of police etc)

**Guide for Archivers**

*Please read the following completely. Countless hours over months have been spent on the XRMA; mistakes are easily made and not always so easily undone! Thank you for carrying the flame.*

*Link =* Shift+z. Adds to an additional folder. (NB: when deleting files from one folder that are *linked* to in several folders, check that the change hasn’t been applied universally. Ctrl+Z to undo. Click ‘i’, then Details, then ‘x’ on the specific folder if necessary)

*Multi-select* = same as your computer (Ctrl/Shift+click)

*Download* = right click, in drop down menu

Other handy shortcuts & commands, inc. undo/redo: <https://support.google.com/drive/answer/2563044?hl=en>

Permissions: Gain editing access to the Content Drive for a google email address through a Content or Media Co-ord.

1. Create a folder for each action, event, or day, whichever is more appropriate, e.g. when event consists of several days, or several distinct actions happen same day.
2. Create three folders: Images, Video, Press Selection
3. *Link* a copy of the [\*\*\*Please Read First](https://docs.google.com/document/d/1upi18QzQ0NCB9w_pFidUCFfXP_z90HF5T5_4giz6z4I/edit) file into each new folder
4. If not already done, get photographers/videographers google email addresses via Content Co-ords, and add for editing permission one by one. If a trusted contact, add the permission to the overall XRMA folder so this doesn’t have to be repeated for future actions. If unsure, add permission to the specific folder. If impossible to gain photographers email addresses, open the folder for the day so anyone with the link can edit the specific folder. Sharing permissions can be changed by clicking the human icon top right, or right clicking for the dropdown menu.

1. Attempt to ensure via Content Co-ords that each photographer/videographer
2. Reads the [\*\*\*Please Read First](https://docs.google.com/document/d/1upi18QzQ0NCB9w_pFidUCFfXP_z90HF5T5_4giz6z4I/edit) (which contains the following)
3. Creates a folder with their name/credit
4. Uses the file-naming convention on their uploads
5. Limits themselves to approx 20 edited images and under 2 hours of (edited?) footage.
6. **Press Selection** to be carried out as quickly as possible on the day (live if possible, via WhatsApp and photographers uploads). Timings to populate with key images for press are 11.30am, 3-4pm, 7pm. To be revisited in the following days/week as more material comes in. *I’ve tried to be fair in including some from each uploader, whilst retaining an emphasis on quality (original content/technical excellence)* Limit on photos: approx. 50 for a day folder and 10 for a separate action.

They contain a curated selection of the highest quality imagery and video. Think subject matter & artistic/technical merit. If an iconic moment is only available through an image/video without technical excellence, include it. If you can be more selective than we have been so far, great; bear in mind the different types of usages as listed at the top of this doc.

1. If uploaders have used the correct file-naming convention, *multi-select* and then *link (shift+z)* the very best into the Press Selection folder. If G.Drive glitches (as it has for me) and won’t bring up the box for *linking,* deselect and reselect one file before quickly pressing *shift+z* again.
2. If uploaders haven’t used correct file-naming convention, *multi-select* to *download* the very best, and batch rename, including the old filename in the metadata Title field, then reupload in Press Selection. Visit [\*\*\*Please Read First](https://docs.google.com/document/d/1upi18QzQ0NCB9w_pFidUCFfXP_z90HF5T5_4giz6z4I/edit) for info on how to batch rename.

**Essential Tip:** *Star* the folders you are repeatedly *linking* into by right clicking on the folder name. Refresh the page to show a newly starred folder. Be sure to unstar once done, or click through, to check it is the correct Press Selection.

Tip: Find the selection process tricky? Using Lightroom or similar can be a time saver: download all the best at a glance, whether correctly file-named or not, import into the program and use functions such as ‘compare’ to further refine a selection.

Be aware: Sometimes uploaders are fine with us using their work internally but wish to be paid by press. In this case a £ and their contact detail should be included in their filenames.

4. **Keyword** the Press Selections/[00 - ∞ Complete Selection](https://drive.google.com/open?id=1evkNZ3yOn0uOKdpOYWGvGN8vc-thYTBR) in the Description field of Google Drive (click ‘i’ icon top right, then Details). **Keyword** #Humans profiles and their corresponding text/audio files, linking these into the[#Humans](https://drive.google.com/drive/folders/1DBCXSJHppHoWdQ5cJqya4eZmRHNZSTZ0?usp=sharing) folder (in social media folder). Keep the [list of keywords](https://docs.google.com/document/d/1yjPpNGE9xok-G_CDb9b1sL1GDUjLw4VU8uhlfi4FNLU/edit?usp=sharing) to the point, add to the list if a new keyword becomes necessary. Don’t delete any unless you can also alter all the file descriptions with the change you have made. Keyword alterations will be applied universally across *linked* folders.

5. *Link* the Press Selection into the [00 - ∞ Complete Selection](https://drive.google.com/open?id=1evkNZ3yOn0uOKdpOYWGvGN8vc-thYTBR) folder, for a scrollable and keyword searchable experience, constantly updated, no limit to the number of files.

**Transfer from one XR G.Drive to another** (e.g. from Bristol to National): Make sure you *star* in the right account (top right) to *link* into the desired G.Drive folder. Or *download*, edit to selection and re-upload with file-naming convention.

**Backing Up** Content Co-ords should have knowledge of the most recent backup. Transference of ownership can only be carried out by the owner of a file, and the owners (photographers/videographers) might eventually delete or shut down their account. So, after April 2019, consider creating an XRMA google account, downloading and reuploading to that, to protect the work.

**Using Google’s Backup and Sync** To be tested: for working on the archive substantially, downloading Backup and Sync may save time. If this is the case, please add instructions for how to do so in this guide - I have only just become aware it may be time saving, due being less heavy on processing power required. May not be suitable for more casual/temporary archivers.

<https://www.google.com/drive/download/backup-and-sync/>

**Improvements**

* Curating and batch renaming video from XRMA action folders, misc. and the wider Content Drive, for inclusion in Press and Complete Selections. Rename to mimic the file-naming convention as closely as possible without omitting any crucial descriptors in the original filename (these can go at the end, instead of the last sequential number). Choose whether to have a separate video folder in [00 - ∞ Complete Selection](https://drive.google.com/open?id=1evkNZ3yOn0uOKdpOYWGvGN8vc-thYTBR) and consider a number system at the start to display chronologically. Tip: Right click, Rename, to select, copy and paste file-names.
* *Link* key videos/graphics etc. from the wider Content Drive
* Renaming files incorrectly named.
* If capacity, *link* key graphics, artworks etc. from the wider Content Drive [00 - ∞ Complete Selection](https://drive.google.com/open?id=1evkNZ3yOn0uOKdpOYWGvGN8vc-thYTBR), again renaming to mimic the file-naming convention without omitting any crucial descriptors in the original filename (these can go at the end). Again, consider chronology.
* Weed any obviously surplus files out from Complete Selection (e.g. where several similar ones of the same subject matter, pick one that fulfills the most criteria e.g. horizontal (generally better for press), clear, excellent composition)
* *Unlink* files from obsolete ‘Best of Day’ folders (be sure to unlink, not delete) then delete empty ‘Best of Day’ folders

6. If capacity: continuation of [**XR So Far**](https://drive.google.com/drive/folders/1dMkfFRBrDkatwydwQiqlVfXP4lUFKmaS?usp=sharing) series. A condensed photographic journey through the XR movement. Caption ready (crowd sourced from XR internal platforms where needed) for publication. Can include misc images from around the world and other UK regions (e.g. via social media), particularly powerful art pieces, captures of maps/press e.g. traffic effects from roadblocks, impressive national coverage. Could be included on website, social media, and particularly for sending to photography oriented press, blogs, etc. An exhibition in the making!

***Francesca still working on this for now - leave ‘til a later date.***

1. Download from [00 - ∞ Complete Selection](https://drive.google.com/open?id=1evkNZ3yOn0uOKdpOYWGvGN8vc-thYTBR) and other sources. For choices: iconic, vital part of XR story, human and environmental diversity, originality (in subject matter, composition, treatment), ideally technically excellent
2. Import into Lightroom or similar to preserve old filename in metadata Title field
3. In Lightroom or similar, reorder with two criteria; as chronological as possible whilst flowing well visually as a sequence
4. Change filename to sequence (12,13,14... to maintain correct order) + caption.

Tip: If you have a particularly iconic image which is in a low resolution, under/over exposed or with an unintentional colour cast, attempt to contact the creator/uploader for high res, or to ask if you can tweak.

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