

Image Rights Options: Using Bands, Brands and Watermarks

Display ownership or other copyright information within your collection by using bands, brands, and watermark options within CONTENTdm. This tutorial guides you through the steps of setting image rights using the Project Client, showing examples of the three different types of image rights in CONTENTdm.

To learn more about managing image rights, including how to apply image rights to items already in your project or collection, see **About Image Rights** in the Help files.

For information about applying image rights options to items imported by using the Web-based Add option in CONTENTdm Administration or Connexion digital import, see **Image Rights**.

Note: Image rights are only applied and visible when the user views images using the CONTENTdm viewers (Item Viewer, Compound Object Viewer, Slideshow Viewer, Compare Viewer) or the Project Client. (Bands are not visible on images that are 150 pixels or smaller [height or width] when users view images using the CONTENTdm viewers).

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Section I: Overview

The image rights options allow you to mark your images (TIFF, JPEG, JPEG2000, PNG and GIF formats) with ownership or copyright information so that an end user knows immediately the origin of the image. The image rights options you select will be applied to all subsequent images you add to the project, whether you are importing single items, multiple items, or compound objects.

Band, brand, and watermark are three different ways to set image rights:

- Band displays a band of color and text at the bottom of images. When applying a band, specify the color and the text you want displayed.
- Brand places an image in the lower-right corner of images in your collection. When applying a brand, you must specify the image.
- Watermark displays a grayscale image in the center of images (per tile) in your collection. Watermarks are automatically resized and centered over images in the collection. When applying a watermark, you must specify the image. You can also choose the level of opacity, also called intensity.

Image rights options are created and set by using the Project Settings Manager in the Project Client before adding images to your project. (You can save up to 100 options per collection.) After the options are created and saved, you can use the options when you import items into any projects that are part of the collection they were created for. (If you are using the Add Item interface in CONTENTdm Administration or Connexion digital import to add items to your collection, see **Image Rights**.)

Only one of the three options can be applied at any one time while adding items. For example, to use brand on some items and watermark on others, you need to add the items to your project separately and edit the image rights settings from your brand option to your watermark option. You can upload all images, whether they are banded, branded, or watermarked to the collection at once.

After you have set image rights options, they are applied to all images that you add to your project, until you change the options or turn them off.

The general procedure for applying image rights follows.

To apply image rights to a project:

1. In the Project Client, navigate to your project tab.
2. On the left task pane in **Other Tasks**, click **Edit Project Settings**.
3. The Project Settings Manager displays the General Settings page.

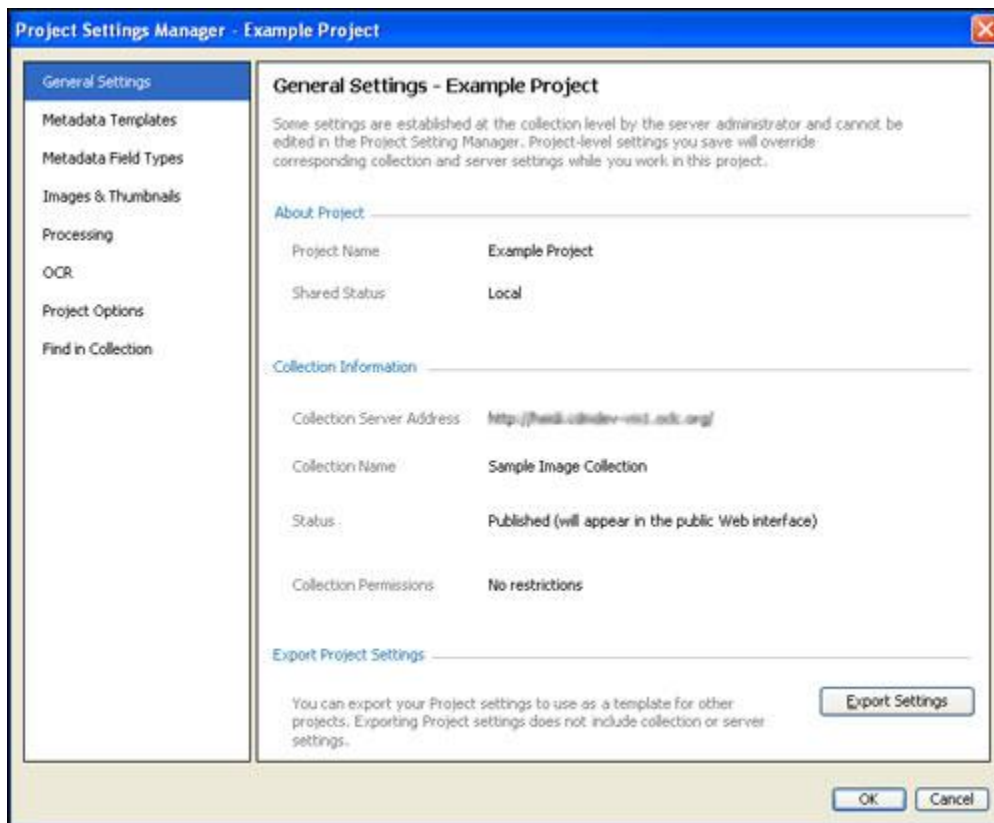


Figure 1. General Settings page

4. Navigate to the Images & Thumbnails page by using the vertical tabs.

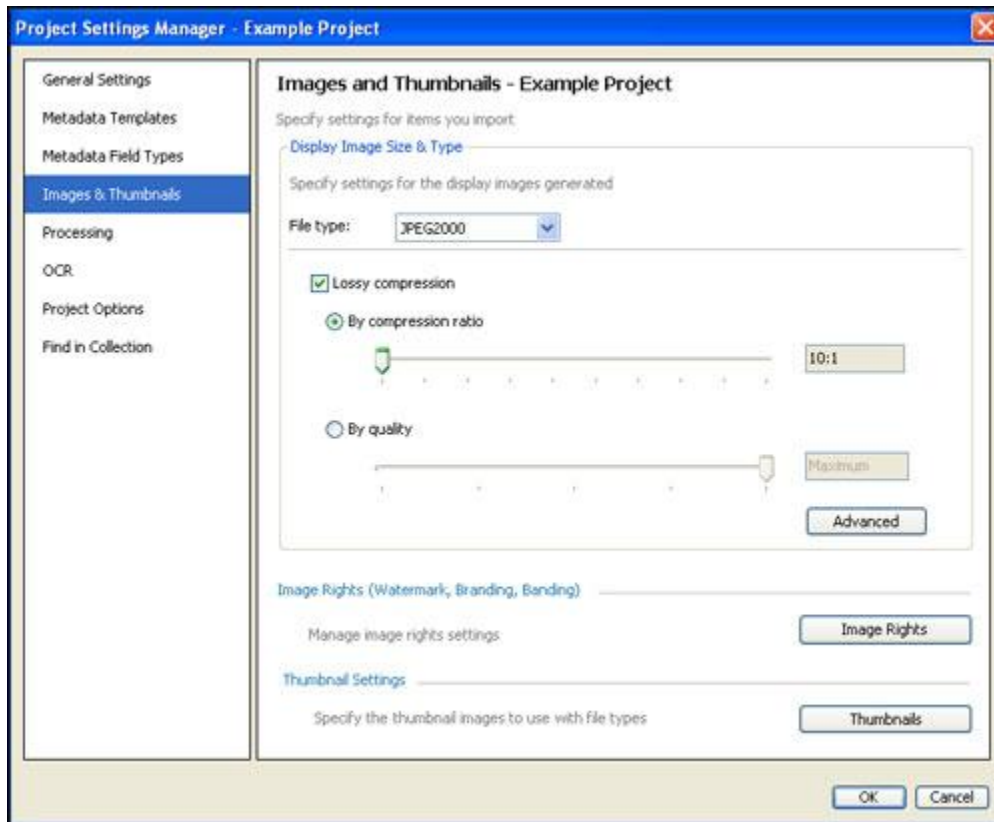


Figure 2. Images & Thumbnails page

5. On the Images & Thumbnails page, click **Image Rights**. The Image Rights property page displays.

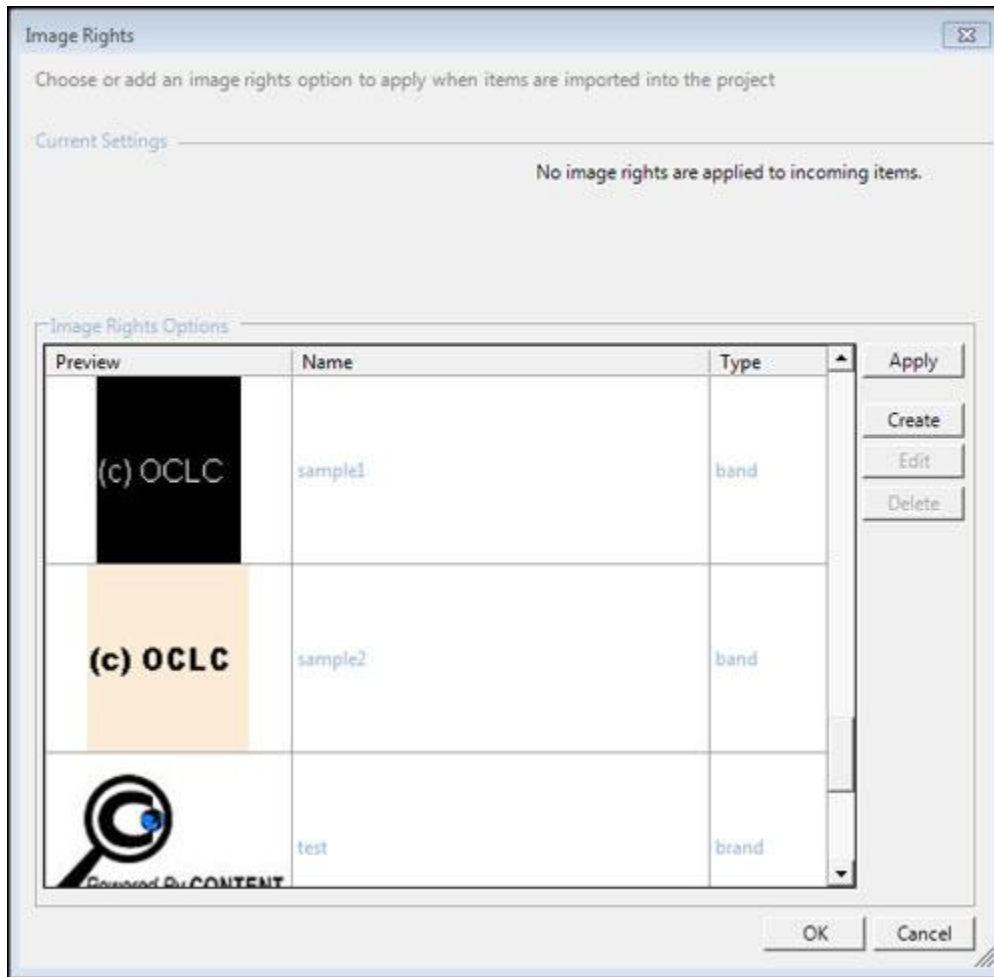


Figure 3. Image Rights property page

6. To apply an option, highlight an existing image rights option to select, and then click **Apply** to update the Current Settings.

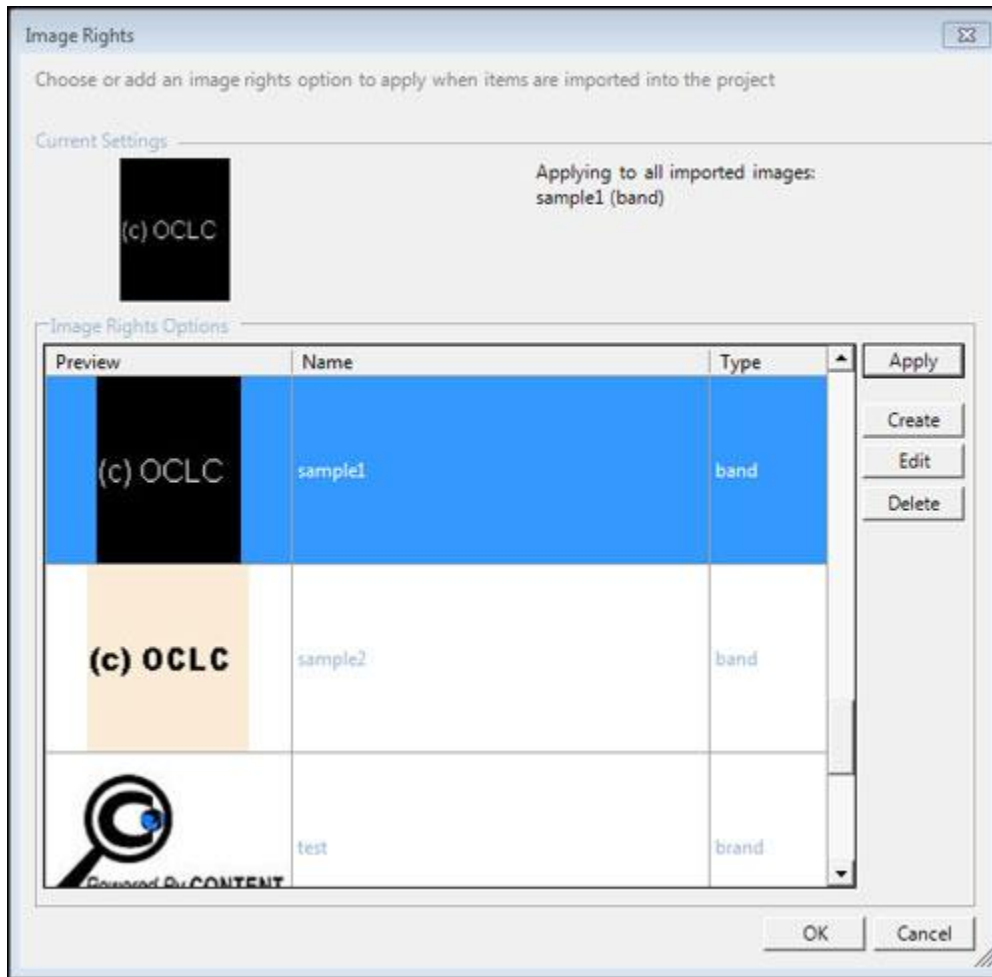


Figure 4. Image rights option applied

After establishing your Image Rights options, add a single item to the collection to evaluate your settings. If you are satisfied, add your items as usual.

To create a new image rights option:

1. From the Image Rights property page, click **Create**. The Image Rights – Add property page displays.

Figure 5. Adding

2. Select the type of option you are creating and give it a name. (The name is for identification in CONTENTdm and is not displayed as part of the image right.)
3. Next browse for the image you want to use or enter the text (banding). Set other options as appropriate, depending on type. Click **Save**. The Image Rights property page displays the new option.
4. To apply the new option, you must highlight the option to select, and then click **Apply**. Click **OK** to close the property page and display the Images & Thumbnails page.

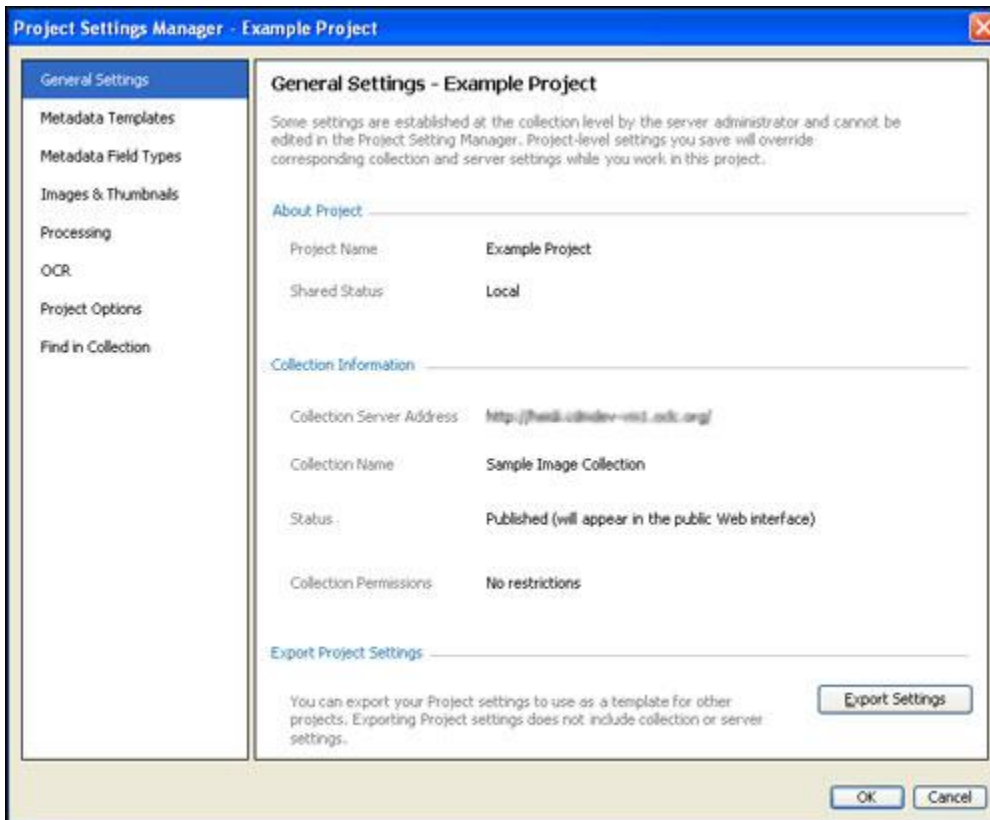
To replace an existing image with an image with a different image rights setting:

1. Change your image rights settings to your desired settings.
2. Add the item from the collection to your Project Spreadsheet.

3. In the Project Spreadsheet, right-click on the item and select **Replace Item** (or check the box next to the item and click **More Actions...**, and then click **Replace Single Item**).
4. Navigate to the location of the image. Select the file and then click **Open**.
5. The image is immediately replaced with the image you selected, and the new image right settings are applied.

To turn off image rights within a project:

1. In the Project Client, navigate to your project tab.
2. On the left task pane in **Other Tasks**, click **Edit Project Settings**.
3. The Project Settings Manager displays the General page.



The screenshot shows a window titled "Project Settings Manager - Example Project". On the left is a vertical navigation pane with the following items: General Settings (selected), Metadata Templates, Metadata Field Types, Images & Thumbnails, Processing, OCR, Project Options, and Find in Collection. The main area is titled "General Settings - Example Project" and contains the following text: "Some settings are established at the collection level by the server administrator and cannot be edited in the Project Setting Manager. Project-level settings you save will override corresponding collection and server settings while you work in this project." Below this are three sections: "About Project" with fields for Project Name (Example Project) and Shared Status (Local); "Collection Information" with fields for Collection Server Address (http://www.cdlib.org), Collection Name (Sample Image Collection), Status (Published (will appear in the public Web interface)), and Collection Permissions (No restrictions); and "Export Project Settings" with a text box explaining that settings can be exported as a template and an "Export Settings" button. At the bottom right are "OK" and "Cancel" buttons.

Figure 6. General Settings page

4. Navigate to the Images & Thumbnails page by using the vertical tabs.

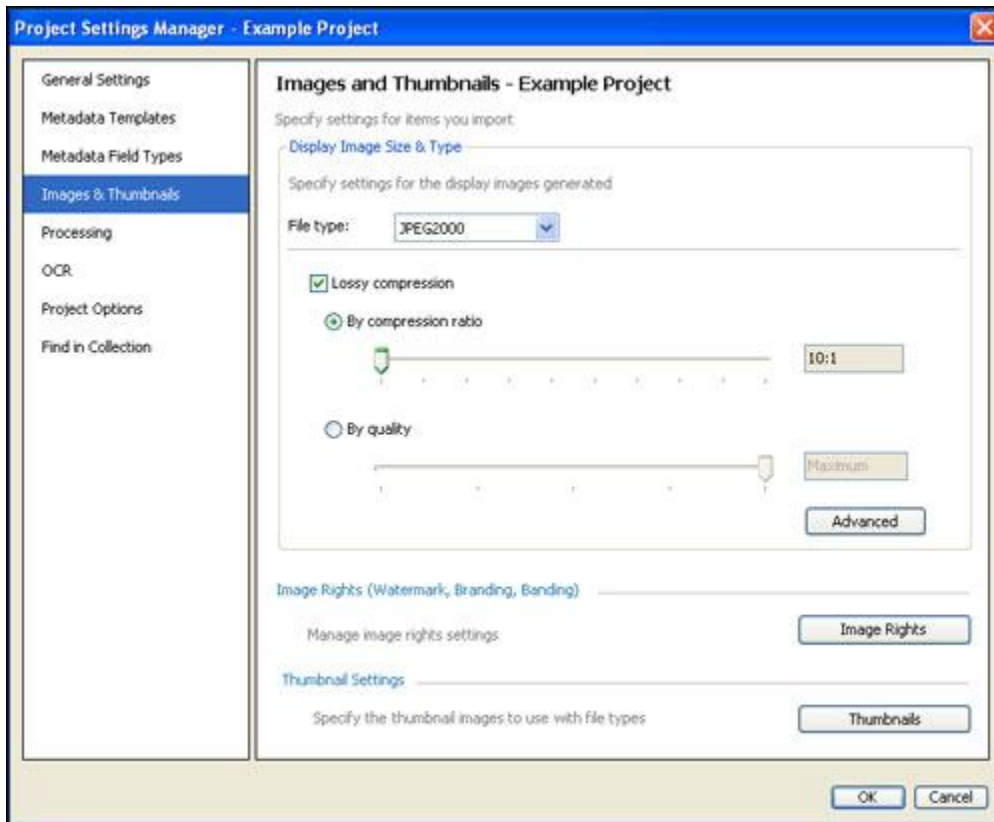


Figure 7. Images & Thumbnails page

5. On the Images & Thumbnails page, click **Image Rights**. The Image Rights property page displays.
6. Click **None: Do not use image rights** to select. Then click **Apply** to update the Current Settings.

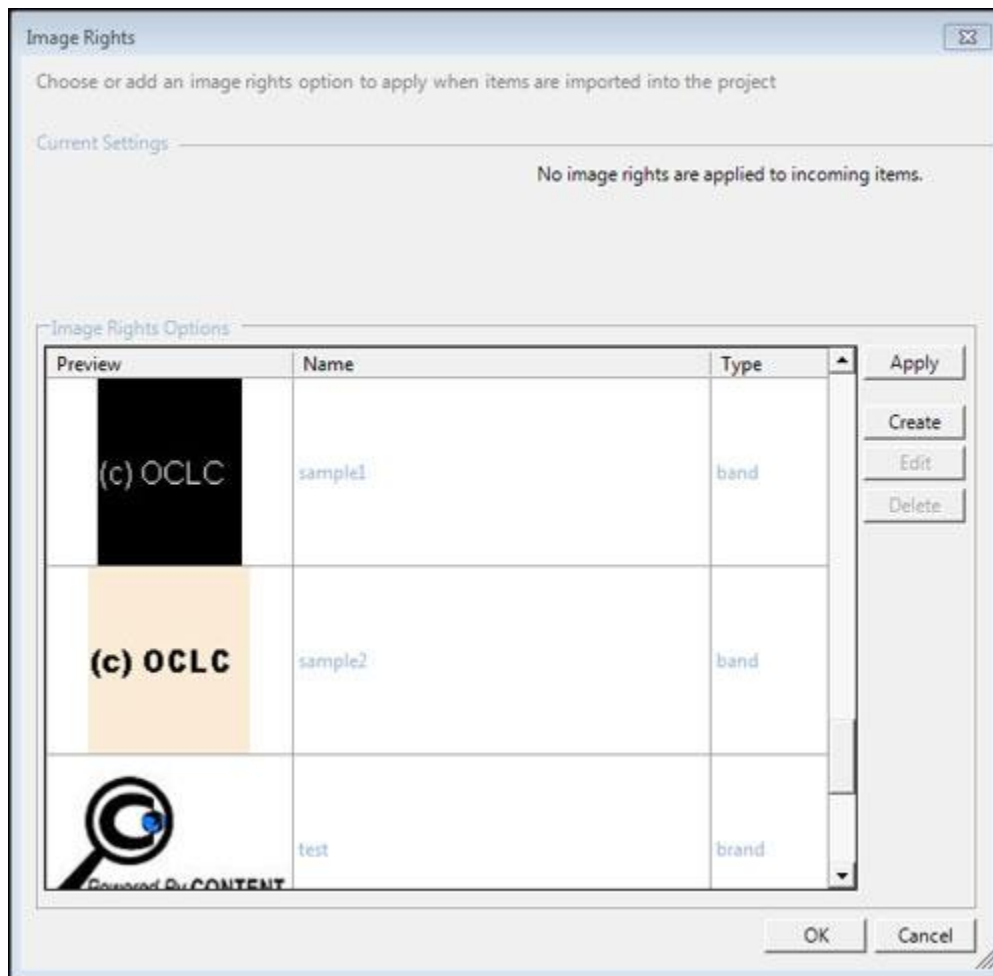


Figure 8. No image rights option applied

To delete an image right:

1. From the Image Rights property page, click **Delete**. A confirmation dialog displays.
2. Click **OK**. The option is deleted from the CONTENTdm Server and is removed from the image rights options list.

Note: You cannot delete image right options that are applied to items that have already been indexed in a collection. You must remove the image right from all items before deleting.

To edit an image right:

1. From the Image Rights property page, click **Edit**. The Image Rights – Edit property page displays.
2. Modify the settings and then click **Save**.

Note: If the image right you are editing is applied to items that have already been indexed in a collection, a confirmation dialog displays, confirming that you want to save the changes and apply them to all items.

Section II: Bands

Because the band option uses only text, it is the easiest of the options to implement. You do not need a logo or other image to band items in your collection.

To set image rights to band images:

3. From the Image Rights property page, click **Create**. The Image Rights – Add property page displays.
4. Select the **Band** option, and enter a name. (The name is for identification in CONTENTdm and is not displayed as part of the image right.)
5. Specify the band height (in pixels). You can check whether to automatically size the text according to this band height, if the specified font size is larger than the pixel height of the band.

The screenshot shows a dialog box titled "Image Rights - Add" with a close button (X) in the top right corner. The dialog contains the following text and controls:

Use the image rights you create to copyright items in your collection. After the new option is saved, you can use it when you import images into any projects that are part of the current collection.

Three radio button options are present:

- Watermark: Centered, grayscale image
- Brand: Logo or image placed lower-right on items
- Band: Color band with text across bottom of items

The "Band" option is selected. Its configuration fields are:

- Name: (Name not displayed)
- Band Height: pixels
- Always size font to fit text to band height
- Band Color: (dropdown menu)
- Band Text: (with a "Font" button to the right)

At the bottom of the dialog are "Save" and "Cancel" buttons.

Figure 9. Adding a band

4. Use the **Band Color** drop-down list to select a color.
5. In the **Band Text** text box enter the text you want to display in your band. To insert a text symbol, such as ®, create the symbol in a text program such as Microsoft® Word, and then copy and paste the symbol into the Band Text text box. Click **Font** to change the font setting, such as color, face and size.
6. Click **Save**. The Image Rights property page displays the new banding option.

To apply the new option, you must click the option to select, and then click **Apply**.

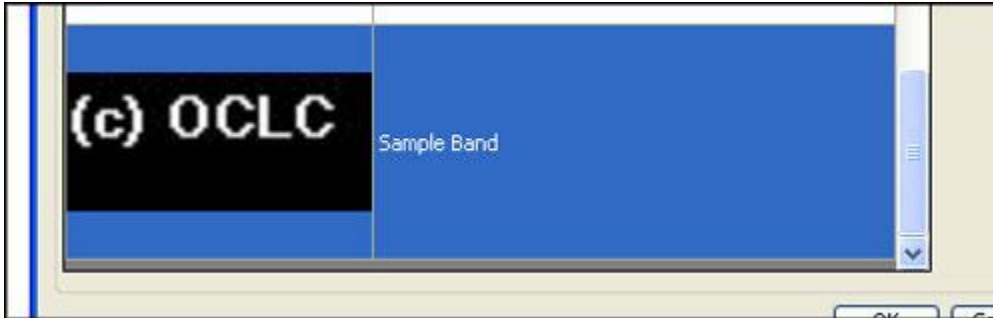


Figure 10. Band option selected

Following is an example of a banded image.

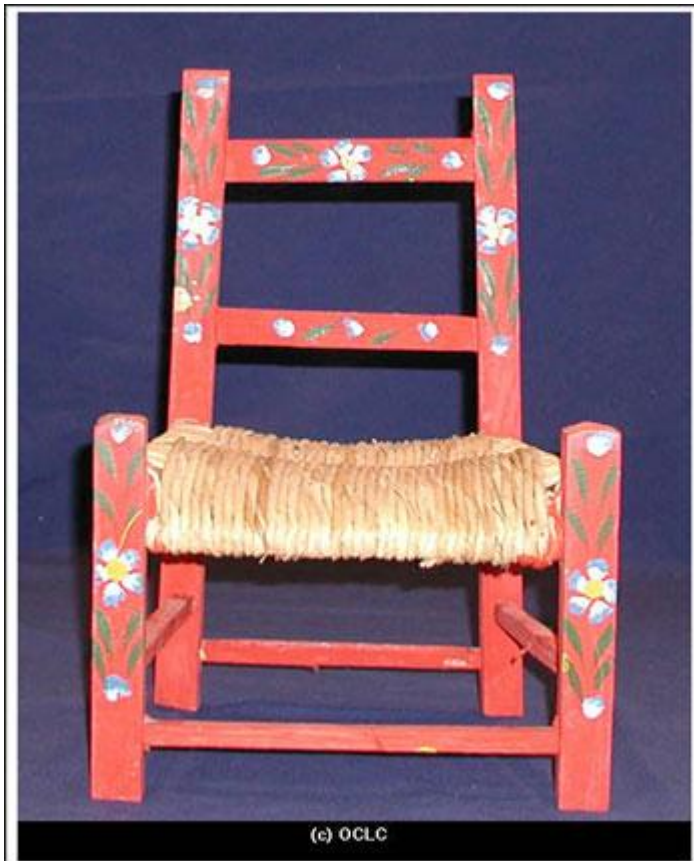


Figure 11. Banded Image

Note: Bands are not visible on images that are 150 pixels or smaller (height or width) when users view images using the CONTENTdm viewers.

Section III: Brands

To use the brand option, you must have a branding image in JPEG format that is an appropriate size for the images in your collection. CONTENTdm will use the existing branding image at its current pixel width and size and does not resize it.

To set image rights to brand images:

1. From the Image Rights property page, click **Create**. The Image Rights – Add property page displays.
2. Select the **Brand** option, and enter a name. (The name is for identification in CONTENTdm and is not displayed as part of the image right.)
3. Enter the file name of the branding image or locate the branding image by clicking **Browse**.
4. Click **Save**. The Image Rights property page displays the new brand option.

To apply the new option, you must highlight the option to select, and then click **Apply**.

Following is an example of a branded image.

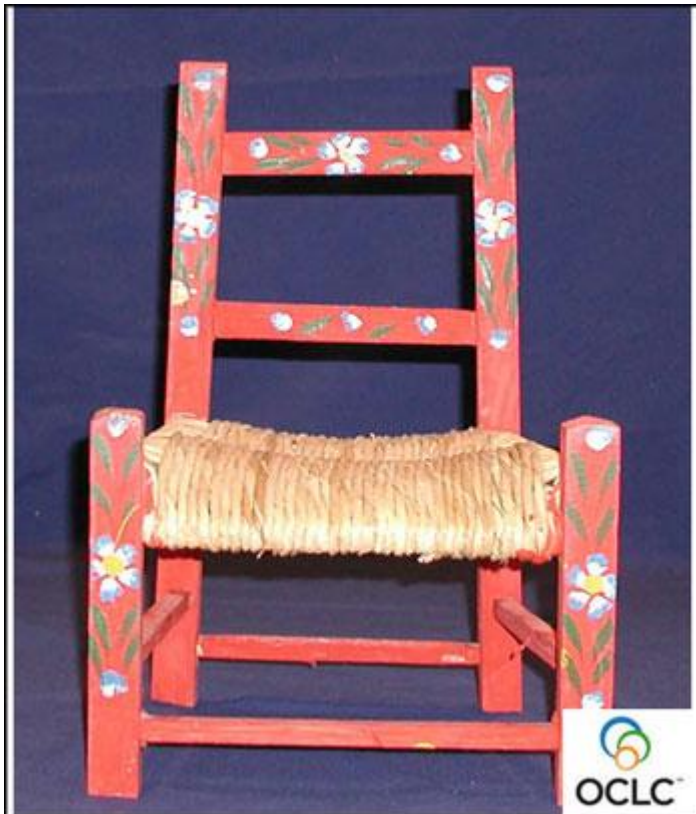


Figure 12. Branded Image

Note: If your brand image is larger than the image that you are importing, you will be unable to import the file (an error message displays). If you receive this error, change your image rights or alter your brand image to be smaller than the imported files.

Section IV: Watermarks

To use the watermark option, you must have a grayscale JPEG image (i.e., an 8-bit, single-channel image). CONTENTdm uses that image for the watermark, interpreting white in that image as a transparent color. CONTENTdm resizes the watermark image automatically and centers it to fit each of your images (per tile).

To set image rights to watermark images:

1. From the Image Rights property page, click **Create**. The Image Rights – Add property page displays.
2. Select the **Watermark** option, and enter a name. (The name is for identification in CONTENTdm and is not displayed as part of the image right.)

Image Rights - Add

Use the image rights you create to copyright items in your collection. After the new option is saved, you can use it when you import images into any projects that are part of the current collection.

Watermark: Centered, grayscale image

Name: (Name not displayed)

Image File:

Opacity:

Brand: Logo or image placed lower-right on items

Name: (Name not displayed)

Image File:

Band: Color band with text across bottom of items

Name: (Name not displayed)

Band Height: pixels

Always size font to fit text to band height

Band Color:

Band Text:

Figure 13. Adding a watermark

3. Enter the file name of the watermark image or locate the image by clicking **Browse**.
4. Set intensity (the opacity) by moving the slider bar, or enter an intensity value between -100 to 100. (A negative value applies a darker watermark; a positive value applies a lighter watermark. For example, a value of -100 yields a black watermark, and a value of +100 yields a completely white watermark, and an opacity/intensity value of 0 leaves the image unchanged from its original value in the input file.)
5. Click **Save**. The Image Rights property page displays the new watermark option.

To apply the new option, you must click the option to select, and then click **Apply**.

Below is an example of a watermarked image.

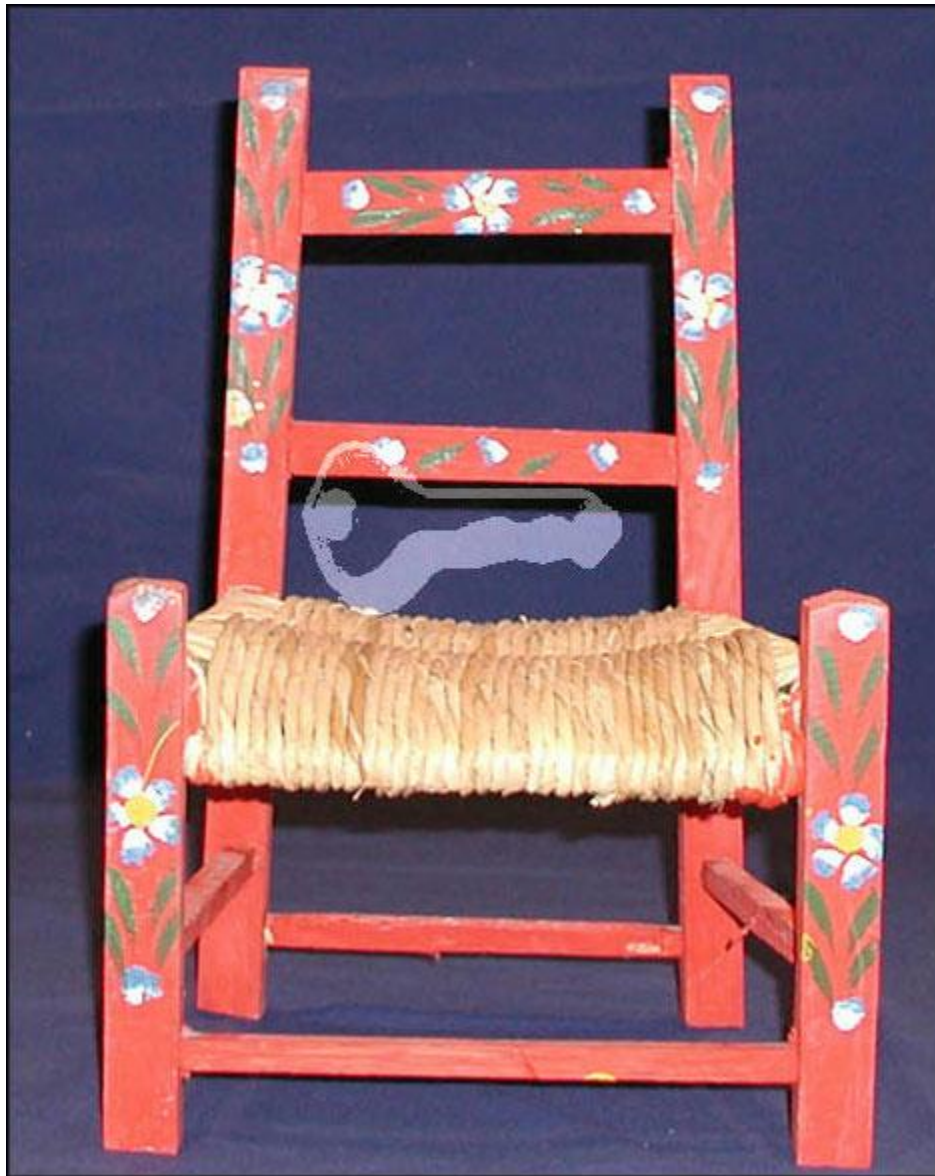


Figure 14. Watermarked Image