



### **What is LandScope America?**

LandScope America – a collaborative project of NatureServe and the National Geographic Society – is a new online resource for the conservation community. Designed to increase the pace and effectiveness of conservation action and investment throughout the United States, LandScope aims to provide an audience of land trusts, government agencies, private landowners and the public with the information and tools needed to further land preservation.

The LandScope America website features a dynamic map viewer, enabling a broad audience to explore America's natural wonders. Multimedia and editorial content delivers a comprehensive understanding of what makes each natural place unique and worth saving. Combined with the dissemination of scientific data and conservation tools, LandScope is positioned to be the next high-profile conservation resource.

Visit LandScope America's brand new beta website at [www.landscape.org](http://www.landscape.org) for a greater understanding of the project's scope. For a comprehensive view of LandScope's use of photography, be sure to explore the map viewer and photo browser. Feedback is most welcome during the site's initial testing phase.

### **LandScope and nature photography**

LandScope has prioritized the use of photography to highlight the beauty of America's natural resources. As any nature photographer knows, visual documentation of wildlife and landscapes provides a viewer with a much stronger impression than a written description. A major initiative is underway to populate the map viewer with great photography. The goal is to provide policy-makers and landowners with visual evidence of what makes certain locations special.

National Geographic and NatureServe would like to invite you to join the LandScope photo community by submitting photography for inclusion in the LandScope map viewer collection. Submission is free and photographers will, of course, retain their own copyright and photos will be prominently credited. A Flash viewer will present the photos, freezing them and making it impossible to drag them onto one's desktop.

## Ideal Photo Subjects

- anywhere in the United States but especially WA, CO, FL, VA, ME
- landscapes
- wildlife
- portraits of plants, insects, birds and backyard habitat
- landscapes with animals, people, houses, vehicles
- people enjoying nature (hiking, biking, photography, camping, bird-watching)
- photos illustrating environmental threats and human/nature conflict
- photos with maps, GPS units, binoculars, cameras, water bottles, backpacks

## Image Specs and Metadata

It is imperative that the appropriate metadata be written into your digital files in order for our website's management system to work and properly display photos. Please review and adhere to the following image file specifications and metadata guidelines to properly prepare your images for submission.

- file type: JPEG
- resolution: 72ppi
- size: 900x600
- color space: sRGB (preferred) and Adobe RGB color spaces are acceptable
  - Nikon native color spaces are not compatible with our website
- required IPTC fields: copyright, copyright info URL, description, keywords, GPS
  - description: one sentence describing the key photo subject, location, etc.
  - keywords: as many words or phrases (hierarchical) to classify an image

Example:



**Description:** A scientist studies mussel population health in the Clinch River at Wallen's Bend Tennessee.

**Keywords:** mussel; mollusk; bivalve; animal; wildlife; landscape; water; river; trees; sky; clouds; human; person; hand; scientist; science; research; conservation; snorkel; wetsuit; glove; Wallen's Bend; Virginia; Tennessee; Clinch River; Clinch River Valley Landscape; Ridge and Valley Ecoregion; United States; North America

**Copyright:** Jack Looney

**Copyright Info:** [www.jacklooney.com](http://www.jacklooney.com)

**GPS latitude:** 36,57.15N

**GPS longitude:** 83,0.07W

## **Geotagging**

If your camera doesn't automatically insert GPS coordinates into your digital files, there are a few ways to tag your photos manually. The following methods use map-based software that allows you to drag and drop your images onto a location, writing the associated coordinates into the image file. Each option is free and fairly easy to learn.

### **Google Earth and Geotagger**

1. Download the applications at:  
<http://craig.stanton.net.nz/software/Geotagger.html>  
<http://earth.google.com/download-earth.html>
2. Open Google Earth
3. Search for, zoom into and center your location.
4. Drop the photo associated with that location onto the Geotagger icon.
5. Use a photo browser to check that the coordinates are in the photo's metadata.  
(You may need to adjust your preferences to make GPS metadata visible.)
6. Use a photo browser to add the rest of the metadata to your image.

### **Microsoft Pro Photo Tools** (for PCs only)

1. Download the application at:  
<http://www.microsoft.com/prophoto/downloads/tools.aspx>
2. Open Microsoft Pro Photo Tools
3. Drag and drop jpegs from another browser into the MPPT Image window. (The thumbnails you see in the image window represent the originals that still live in their normal folder.)
4. Click the Map Browse tab at top of the Image Window.
5. Choose one or more of your thumbnails (Now at bottom of map).
6. Use the buttons to locate and zoom as close to your location as possible. (Or enter a city, address, place, river, etc in the Search box at the bottom and click Search)
7. Drag the thumbnail onto that point on the map. (Multiple images from one spot can be separated by right clicking on the red marker on the map.)
8. The GPS data will be added automatically to the metadata for the image(s).
9. Click on the "thumbnails" tab at top of the map to ensure that each thumbnail has a globe icon on it, indicating that it has been geotagged.
10. "file/save" the image and proceed to add additional metadata.
11. Select individual or multiple thumbnails.
12. Add Metadata in the Task Panel on the left by typing into appropriate boxes. (To see a larger version of the image, click on the thumbnail in thumbnail window)
13. Use task list at far left to enter metadata to: keyword, description, copyright, website metadata fields
14. "file/save" the image

Note: The exclamation point icon will appear whenever you've added new georeference or metadata without saving

## MetaLens

MetaLens is a map-based management system that stores images with associated metadata and GPS coordinates. Images are uploaded and then metadata is added and photos are geotagged. Image files are stored on a dynamic map viewer and can be shared in lightbox fashion. Please note that the information is not permanently written into the image file's metadata.

Access MetaLens using the following information.

<http://focus.metalens.org/LandScope/>

username: (contact Miriam Stein for login)

password: (contact Miriam Stein for login)

1. Click the "upload" button in the upper left corner, directing you to a new screen.
2. Click the "add" button in the lower left corner.
3. Browse your computer and select your image files (a list should appear at left)
4. Fill out the "description, copyright, keywords" fields in the metadata list at right.
5. Click the "submit" button in the lower left corner, uploading your photos.
6. Click the "home" button in the upper left corner, redirecting you to the original map/photo screen.
7. Refresh your browser.
8. Search for one of your search terms using the search tool in the upper right.
9. Select your photos which should have appeared again in the list at left.
10. Click "edit" in either the popup message or on the button with a pencil.
11. Find your location using the dynamic map at the right of the new window, zooming in as closely as possible.
12. Select your image thumbnails.
13. Drag and drop them onto the location on the map.
14. Click "apply" and then "close" and you should see the home map viewer with a blue dot referencing your photo.

Note: If you make a mistake, you can always edit your photo assets by clicking the small paper and pencil icon or delete your photos using the button with a red circle and minus sign.

## **Troubleshooting**

- Geotagger: Nothing visible happens when you drop your images onto the icon but the coordinates are written into the photo's metadata.
- Metalens: MetaLens can be quirky so please be patient and contact for assistance.
- Confirming GPS: Make sure GPS coordinates are selected to appear in the metadata preferences of your photo browser.

## **File Delivery**

There are a number of file delivery methods available depending on file size. Please remember that it is always best to zip your photos, which bundles them for safer delivery. Most computers are equipped with such software but it is easy to find for free on the internet. Include your name and date in the filename of the zipped file.

1. For delivery of zipped files under 5mb, email to **mstein@ngs.org**
2. For delivery of zipped files over between 10-100mb, use **www.YouSendIt.com**.
3. For delivery of zipped files any larger 10mb, FTP to:  
FTP site: ngsftp1.ngs.org  
username: mapshq\_other  
password: m274ft  
directory: maps/hq/public/Miriam

We request that your submission contain a minimum of five photos but we welcome as many photos as you would like to make available to LandScope. Thank you for your participation from the entire LandScope team. Your support of this innovative conservation initiative is most appreciated.

Sincerely,

A handwritten signature in cursive script, appearing to read "Miriam Stein".

Miriam Stein  
LandScope Photo Manager  
National Geographic Maps