



The Photographic Guide Project Instructions for Individual Contributors

Version 1.0

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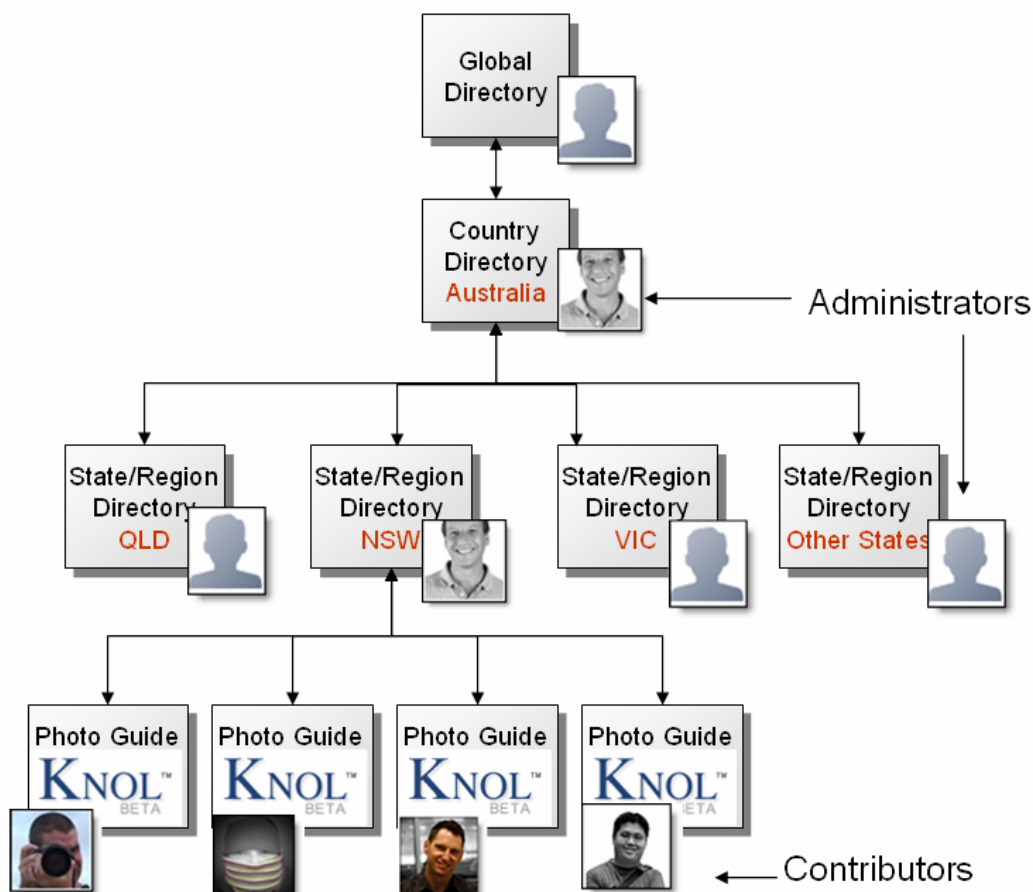
Thanks for being part of this!

Thank you for expressing interest in being part of this project to create a global collaborative knowledge base of photographic locations. As far as I know nothing like this has ever been attempted.... You are truly part of a pioneering groundswell of passionate photographers.

The good news is that creating and publishing a guide is very simple. You don't need any particular technical skills to create a professional looking guide. These instructions will guide you through step-by-step.

Understanding how everything fits together

There are two different technologies at play (Blogs and Knols) and two different roles (contributors and administrators). The diagram below shows how everything fits together.



Individual Contributors

Starting at the bottom of the pyramid, we have individual contributors... these are the individual photographers out there who photograph a particular area and want to share their knowledge of a location with others. They are in effect the individual experts on a specific photographic location. They create their photo guides using Google's "Knols". A Knol is a "unit of knowledge". Google created an application specifically for users to publish their knowledge and share it with others. I'll talk more about the functionality of Knols later.

Once an individual contributor writes a Knol, they submit it to their local state or regional administrator.

State / Regional Administrators

It is the role of these folks to organise group the individual photo guides together. In essence they playing the role of the editor of a magazine. Their job is to assist the individual contributors with the creation process, ensure that the guides are complete and of a minimum standard to maintain the quality of the state/region's guide.

Once they have reviewed the Knol and wish to include it, then they will add it to their state directory by including it on the Google map, listing it in the alphabetical directory and announcing it through a blog post.

State/Regional sites are consolidated in a country site that is managed by a country administrator.

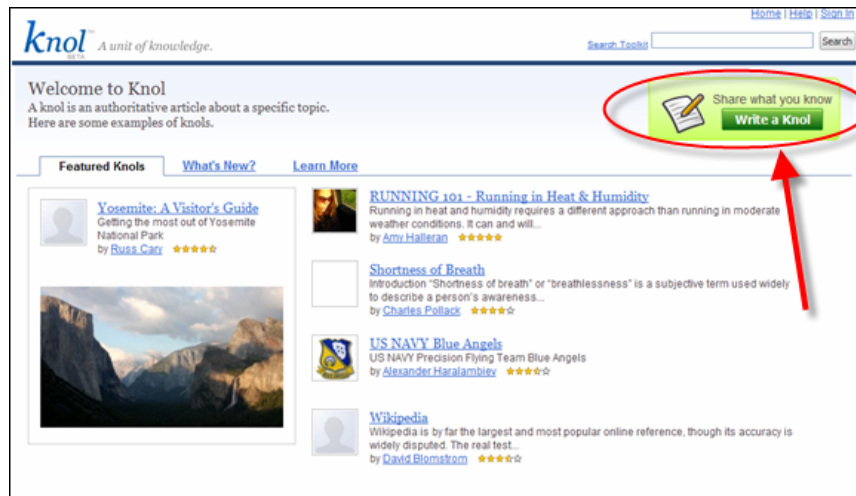
Country Sites are listed in a global directory that is managed by the global administrator.

This way photographers who are researching new places can shoot can either start globally and browse down by Country, State and location, or start locally and move up the tree to other states or countries that they wish to explore in just a couple of clicks.

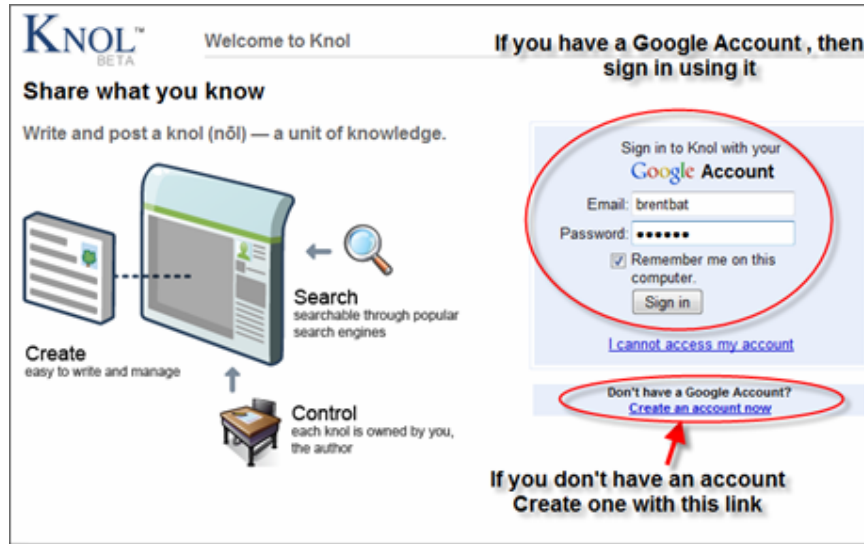
Lets Get Started... Creating Your Own Guide

Now that you can see how everything fits together, we will walk you through the creation of a guide using step-by-step instruction.

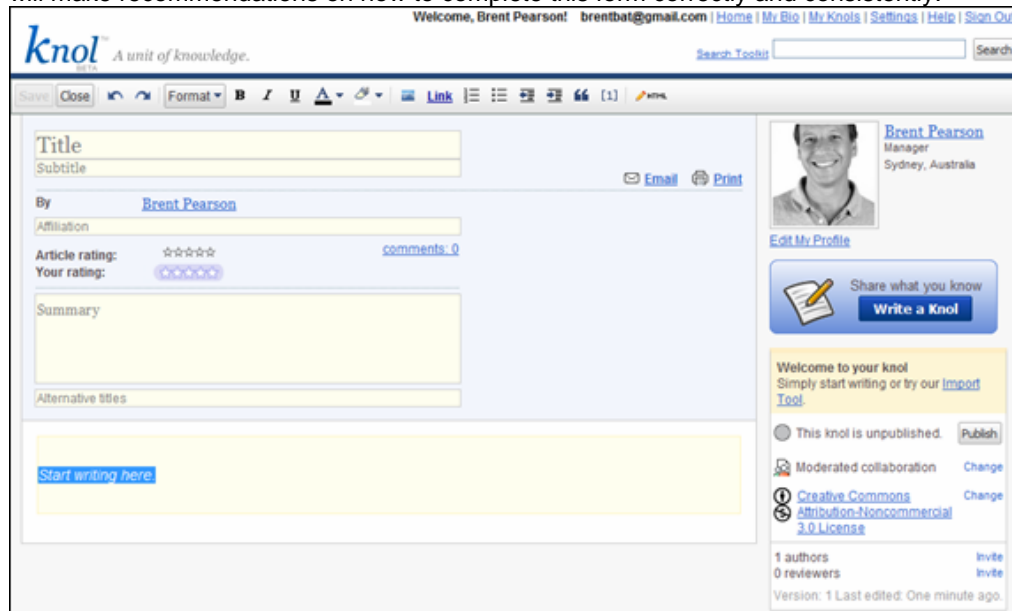
Step 1) Go to the home page for Google Knols <http://knol.google.com> and click on the green button to write a Knol



Step 2) Sign in using your Google Account if you have one or else click below to create a Google account (it's free).



Step 3) Start Writing! – You are now in the authoring screen that is used to write your photographic guide, and it is literally a case of filling in the form. The following instructions will make recommendations on how to complete this form correctly and consistently.



Completing the Title

For consistency purposed, please call your guide

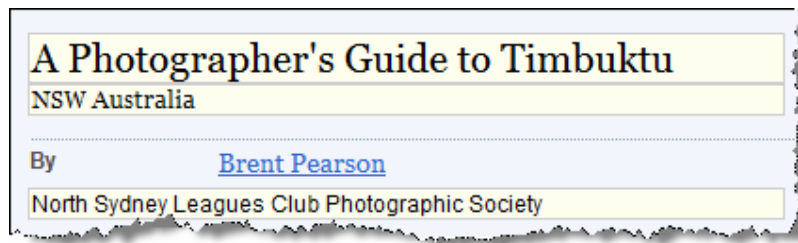
“A Photographer’s Guide to XXXXXXXXX” where XXXX is the name of the location you are describing.

Completing the Subtitle

The subtitle should contain your
State/Region and Country
Eg.: NSW Australia

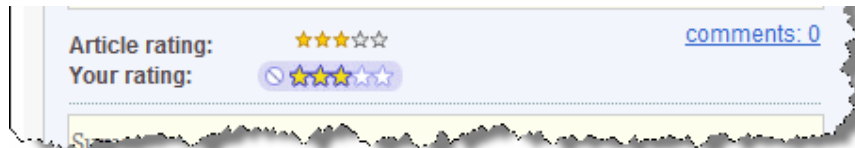
Completing the Affiliation

Your name will automatically be entered based on your Google Account, however you may wish to state an affiliation if you are part of a photographic club or other professional association



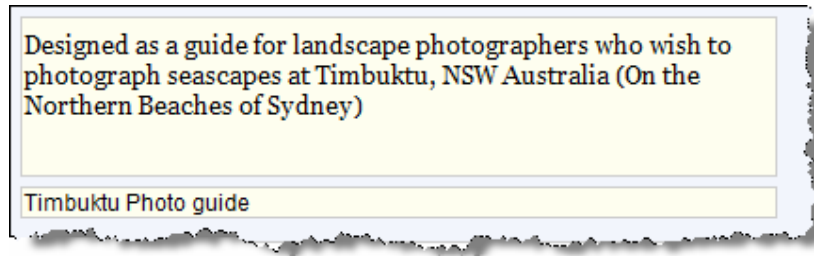
The Article Rating

Your article will be rated by people that read your review. They will in essence be scoring your review based on how useful they found it. Your rating is essentially a starting point for this rating system... how good a guide do YOU think you have created.



You can leave it blank if you want, or assign a rating that corresponds to your view of the guide. To rate your guide, just click on the number of stars that corresponds to your rating choice.

Completing the Summary

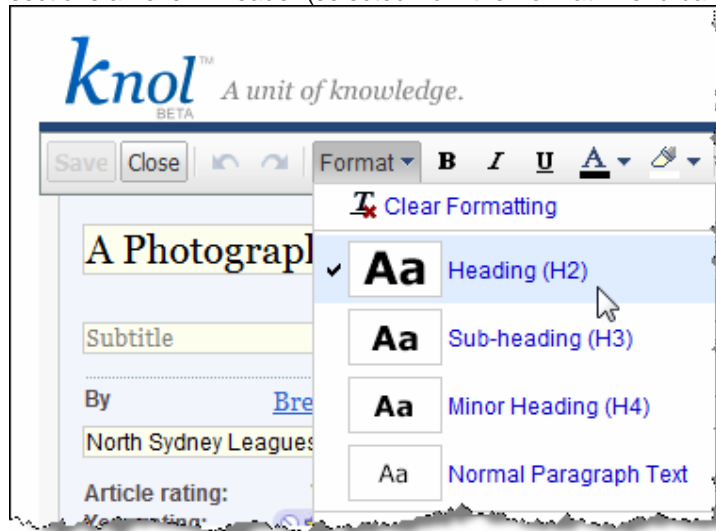


The summary is important as it shows up in search results whenever your guide is listed. I recommend the statement above goes into the summary, but you can also embellish it with a preview of what makes the specific location so attractive to photographers... the uniqueness of the location.

Completing the Body

This is the heart of the guide, I recommend you copy the following text and place it into the body of your Knol. Please place the text describing the project at the top of the body, the link in this paragraph should take the user back to the state/region site so that any user can easily navigate back to the collection of guides for the area they are exploring.

To format the headings for your Knol, I recommend that you make each of your major sections a Level 2 Header (selected from the "format" menu bar at the top of the screen).



In the following section, you can cut and paste the text that is shaded grey into your Knol.

Open Source Photographic Guide Project

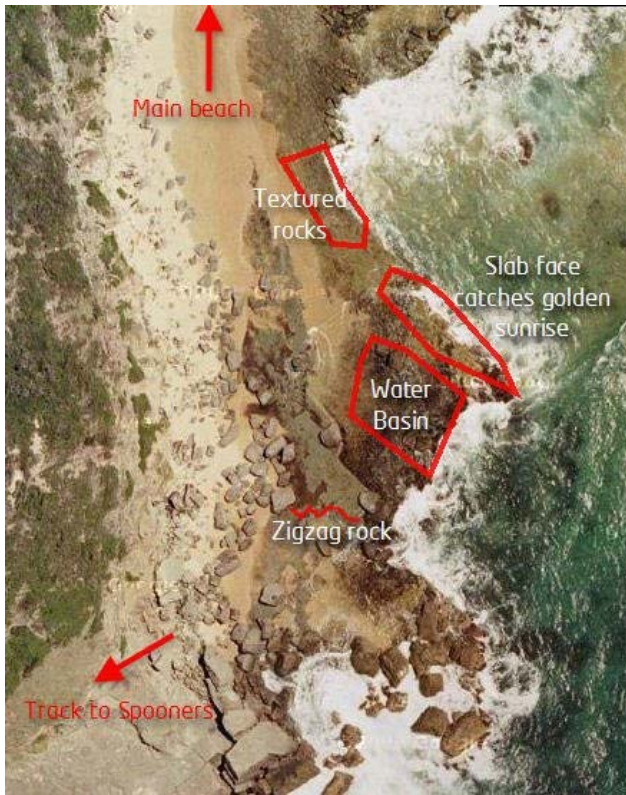
These guides are created as part of a project I am working on.... to see more guides, please go to the [Australia - NSW](#) Regional site.

Introduction

Your introduction should act like an executive summary and draw a reader into your Knol... wet their appetite, give them a taste of what this location has in store for them as photographers. When they read your introduction, they should be comping at the bit to find out more.

Special Photographic Features or Notes

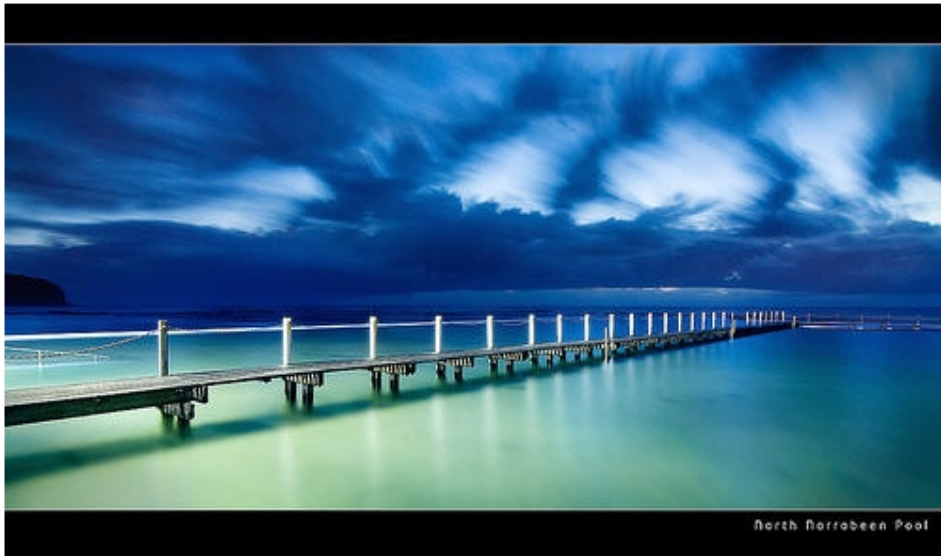
Now we are getting to the detail of the site itself. Specific information for photographers about the location they are researching. Depending on how big the site is that you are writing about, you may want to include a map of the area highlighting the different parts of the location itself. You may have to make up location names for different rock formations, gullies, formations in cliffs, rivers etc. Here is an example of the map that I made for Forrester's Beach



To make a map I use screen capture software (like Snagit by techsmith) to capture screens from Google Maps and then annotate them within the tool. If this goes into the “too hard basket”, then I would skip the map.

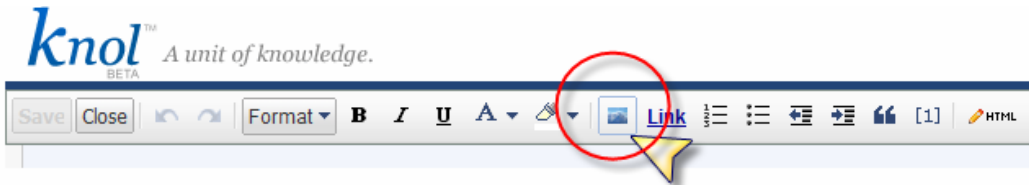
Include an iconic picture if you have one. In your introduction, you should try to include a “classic photo” from the location you are describing. If it is your photo, you can include it without any drama, however if you wish to use somebody else’s photo, please seek their permission first and attribute the photo to them (together with a link to their website, blog or photo collection).

Here's an example of a classic shot I took of North Narrabeen Pool.

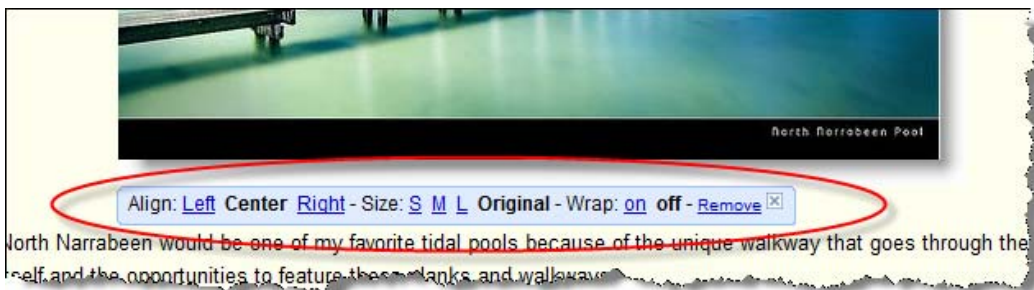


To insert an image you need to save the image to your hard disk in JPEG format. I recommend that you choose an image that is no wider than 500 pixels.

Then you choose the "insert picture" icon from the tool bar and navigate to your image.



Once you insert the image into your photo guide, a small tool bar will appear under your image with a few options...



The settings are pretty straightforward, I recommend you leave these set for Center alignment, Original size, Off with Wrapping. You may also want to ensure you have some white space above and below your image so that it is not crowded.

Keep Adding Subsections to your "Special Photographic Features or Notes" section describing the different areas or elements of your location. Each sub heading should be formatted to "Heading 3" using the format heading in your toolbar.

Night Photography

It is useful to add a section on Night Photography describing whether there are any special lights or issues that may make the area suitable or unsuitable for those exploring night photography

Special Equipment

If there are some unique aspects to the site that require the photographer to bring special equipment, this is the place to list it. Examples of special equipment may include;

- Lens recommendations (ultra wide... telephoto etc.)
- Accessory equipment (extra lens cleaning cloths if it's a dirty environment, filters)
- Personal equipment (eg: sandals if they are likely to get wet feet)
- Safety equipment (like ropes, first aid kits etc.)
- Bug spray, suntan lotion, extra water etc.

This is also a good place to post warnings or other bulletins. These could include

- Rough dangerous seas
- Snake or spider warnings
- Bug warnings etc.

Best Time of The Day

If the light is right at a certain time of the day, or there are specific wildlife movements, this is the place to note recommendations around time.

Tidal Information

If applicable... Some coastal locations are very dependent upon tides. You should guide the photographer so that they understand how the tides can impact a location... It would be disappointing to go out and shoot a location like Long Reef at high tide... The entire location would not be accessible to you.

Wind Information

If the site is especially exposed or protected from specific wind directions, this is the place to note it. Two examples of this...

If you try to shoot the wreck at La Perouse during a Southerly, you can expect a lens full of water and salt as it is very exposed and very close to the water.

Turimetta on the other hand is extremely protected from Southerly and Westerly winds and offers lovely shooting when most other locations are blown out.

Getting there

I recommend putting three elements into this section

1) A link to the location on Google maps, the easiest way to do this is just find the location on Google maps and then click on the "link" button in the top right. This will generate the unique URL for that map and view. If you want to get fancier, now that you have a Google Account, you will see a "my maps" tab that allows you to create and customise maps with icons such as where to park, the track out to the location etc.

2) A picture of the area. If you do have screen capture software, it is good to capture a screenshot of a map of the area to help orient the reader.

3) A Description of how to get there. This should include the closest street to park in, and any other directions on how to find the specific location or track to your location. You may need to include GPS waypoints for especially difficult to find locations (like desert caves etc).

That's it.. you have finished creating your own Photo Guide. There are a few other simple things you may want to include (like links to other web sites), you can do this easily by using the link icon on the tool bar (just highlight the text you wish to make into a hyperlink... click on the chain icon and enter the destination web address).

Don't forget to save your work!

When you have finished, you can save your work using the save button at the top of the screen.



While your guide will be saved, it will not yet be published for the world to see. To do this, you need to click on the publish button on the right hand side of the screen.



Once your guide has been published, you need to submit it to the State/Region Administrator who will review the guide for quality etc. and include it in their State/Region list and map.

If you are not sure who to submit your guide to, then please send it to me at brentbat@gmail.com and I will ensure it is linked into the network.

That's it....

Please send any comments or suggestions to improve this guide to brentbat@gmail.com

I look forward to reading your guides and exploring some of your favourite photo locations.
Please spread the word to others so we can create some excellent guides to share and explore.