

Cheatsheet - How to choose keywords for images.

COMPOSITION KEYWORDS

Describe how the picture is set up! Consider from where the picture is taken, the physical format of the picture. How are objects being seen on the photo?

Aerial View - Shot from high above subject.
Background - Photo's primary use is a background, incl. patterns, etc.
Concept - A photo that tells a specific story. Think metaphor.
Exterior View - Shot of outside.
Eye Level - Level with height of the lens.
Face to Face - from Eye to eye, may be used for "Eye Level" I guess.
From Behind - Shot from behind foreground subject.
From Side - Shot taken from a side angle.
Front View - Straight on (no angles) from lens to subject.
Full Body - Capture entire human form, from head to toe.
Full Frame - When composition encompasses entire viewing area.
Headshot - Shot of subject's head only (see Portrait).
High Angle View - Shot from a high angle to subject.
High/Up Angle - Taken from above the subject or thereabouts.
Horizon - Over land/water, distinctive sky demarcation.
Horizontal - Wide format.
Interior View - Shot of inside.
Low Angle View - Shot from a low angle to subject.
Low/Down Angle - Taken from beneath the subject or thereabouts.
Over the Shoulder View - Shot from directly behind foreground subject.
Perspective - Any unusual angle to include Low and High.
Portrait - Head and shoulders shot is typical.
Profile - Same as From Side.
Rear View - See From Behind.
Side View - Shot from the side.
Silhouette - Lighting behind subject/model showing outline/shape.
Still Life - For example, a vase of flowers is a still life.
Surface Level - Low angle perspective sighted along surface at object.
Top View - Shot of the top (birdseye).
Vertical - Tall format.
Waist Up - Top half of human subject only.
Waist Down - Bottom half of human subject only.

PHOTO EFFECT KEYWORDS

Describe what type of picture, technically speaking, it is.

Blurred Background - Selective focus, background out of focus.
Blurred Foreground - Selective focus, foreground out of focus.
Blurred Motion - Long exposure maps to this.
B/W (Black and White) - A black and white image.
Close-up - Very close to subject.
Color Image - Shot in full color.
Cross Process - Print effects by mismatching chems in the lab.
Extreme Close-up - Extremely close to subject.
Fish Eye View - A distortion effect by lens type.
Grayscale - See B/W and Monochromatic above.
High Key - Image has excess highlight and leans to bright side.
Isolated - Separated object or person done by color or background.
Isolated on black (or white) - Isolated on a black (or white) background.
Long Exposure - Slow shutter speed used to create a blurred motion.
Low Key - Image has muted highlights and leans to dark side.
Macro - A close-up picture.
Monochromatic - A single color tint, usually black and white.
Panorama - Very wide view or pan.
Reflection - Reflections on water, windows, shiny floors, etc.
Sepia - Photo given a sepia tone process to make it look old.
Sunlight - Light effect.
Telephoto - Distant object brought close via zoom or special lens.
Wide Angle - View includes natural peripheral vision, but in focus.

MODEL/SUBJECT KEYWORDS

If your picture contains models or has a certain subject be sure to describe that in detail. What or who is in the picture?

20s, 30s, 40s, 50s, 60s, 70s - Define age group of subject or era.
Adult (Man/Male, Woman/Female, Group of) - Define adult subjects.
Baby (Boy/Male, Girl/Female, Group of) - Define baby subjects.
Child (Boy/Male, Girl/Female, Group of) - Define child subjects.
Ethnicity - If model permits, race, creed, heritage.
Group of Objects - Multiple like objects.
Group of People - Multiple human subjects (break down by gender).
Heap - Loose arrangement of objects, a pile.
In A Row - Objects/subject position in a row. Think of a row of bicycles.
Insignificant People - For those blurry folks in the background.
Nobody - To tag a shot with no humans in it.
One Object - Single object.
One Person - Single human subject.
Part Of - Describe element that is part of greater composition.
Seniors (Man/Male, Woman/Female, Group of) - Define senior subjects.
Stack - Objects arranged in a vertical column... you know, a stack.
Two Objects, Three Objects, etc. - Identify the number of like objects.
Two People, Three People, etc. - Identify the number of people.

SET/LOCATION KEYWORDS

Where was this picture taken?

Indoors - Shot in indoor setting.
Outdoors - Shot in outdoor setting.
Studio Shot - Photo taken in a studio or similar environment.
Italy - Photo taken in Italy.
Canyon - Photo taken in a canyon.

COLOUR KEYWORDS

What colours are in your picture?

Black Background - Background is black.
White Background - Background is white. Colored Background - Background is another color, beside b/w
Multi Colored (Multicolored) - Contains many colors.
Vibrant Color - Background or subject is very brightly colored.

EMOTION KEYWORDS

What emotions are conveyed in the picture? Remember emotions can also be portrayed in pictures without people in them

Examples: Happy, lonely, power, desperation, sad, aggressive, alienated, angry, bashful, cautious, confident, confused, determined, disappointed, discouraged, excited, exhausted, fearful, frightened, frustrated, guilty, happy, helpless, humiliated, hurt, hysterical, innocent, jealous, optimistic, peaceful, shocked, shy, sorry, surprised, thoughtful, etc...

MOOD KEYWORDS

Similar to emotion keywords be sure to state what the mood in the picture is like.

Examples: Sunset, candlelight, sombre, violent, warm/cold, light-hearted, gloomy, tender, violent, confining, nostalgic, haunting, peaceful, idyllic, desolate, barren