

# Images Now Required with Registration

By Neil Houghton, AIS Image Coordinator

A picture is worth a thousand words. In an effort to cite the author, I discovered that this common idiom is thought to date back to ancient China. A *great* picture it follows, is priceless.

The American Iris Society wants to ensure that quality, accurate images are available to promote the cultivation of iris, have accurate photographic records for historical purposes, allow local affiliates access to promote sales and shows, and coordinate with the Iris Encyclopedia.

At the November AIS Board meeting the Board received a report from the AIS Image Consultation Group, chaired by AIS Image Coordinator. Referencing the fact that many major genus registration groups already require images from registrants (Hosta, Daffodils, Clematis, Daylily, for example), we recommended that the AIS do the same. The Board accepted this recommendation and charged us to refine it regarding specific requirements and processes. We presented the results to the Board at a teleconference on November 29 and after amendment it passed without objection. There was a requirement that we supply a clearer description of the size and resolution of the photos that would be acceptable. We also provided a flow chart that showed how this process would mesh with the submission of registration forms to assure it would be as easy as possible for all involved.

It is very important to say we do not want to make registration so cumbersome that it prevents anyone from submitting a new cultivar for registration. The Registrar and the Image Coordinator agree completely upon this. If a registration is submitted without pictures, the Image Coordinator will follow up with the registrant and make every effort to obtain pictures to go with the registration. If every effort is made and a registrant cannot access email, **The Registrar will continue to accept hard copy registration forms sent via conventional mail. The Registrar will coordinate with the image coordinator with regard to the images.** Electronic submission of data is a future goal that we all want to work toward.

The motion passed on Nov. 29, 2017 follows:

The American Iris Society requires that:

- 1) digital image(s) be submitted **with** the registration form by email to the Registrar and the Image Coordinator ([registrar@irises.org](mailto:registrar@irises.org) and [images@irises.org](mailto:images@irises.org)).
- 2) the minimum image submitted be a clear high-resolution image of the bloom (5"x7" and 300 dpi\*) \*The image consultation group will review and clarify the image size requirements.
- 3) the submission of additional images of the stalk, clump, heart and other distinctive features of the cultivar be recommended to the registrant as well.
- 4) while we encourage multiple images with each registration, images of other cultivars must be sent separately.\*\*
- 5) The Image Coordinator will maintain an online data file of these images. Once names are finalized and images are properly named and marked internally (metadata) they will be placed in a folder that could be accessed by authorized persons and groups (e.g., those working on the online encyclopedia).

\*\* Point 4 above simply means that each registration form and image should be in a separate email to assist in assuring that the image and registration form are kept together to avoid confusion.

To clarify image size in the simplest terms, each Image should be AT LEAST 1 MB file size (one megabyte [MB] is 1000 kilobytes [KB]). When you attach an image to an email or look for it online the size of the file will be shown. Anything smaller than 1000 KB will not be suitable for publication. When an iris is awarded the Dykes Medal or other awards we will be able to have an image ready for "Irises." Bigger is better in this case. The editor of the bulletin would prefer images that are 3 to 5 MB in file size.. If your iris is published in a print catalog, chances are good that picture meets these standards. Another way of looking at this is that a 5" x 7" picture that would print at 300 dpi (dots per inch) would be acceptable. The same 5 X 7 photo at 600 or even or even 1200 dpi would be even better. We will be developing an information sheet for those who have an interest to more deeply understanding these issues.

We will also require the name of the photographer so that this information can be embedded in the photograph file using *metadata*. This will allow us to ensure that the photo is properly credited whenever it is published.

Although a date for implementation was not specified in the resolution, we hope that images will be submitted with new registrations as soon as possible. If you complete the fillable PDF form which is available (or scan a hand filled form), send this to the emails below. The form will be modified to indicate photos attached and the additional information (e.g. photographer) we require.

In the meantime, please use the following for image filename and include the name of the photographer in the email. The initials of the registrant (and hybridizer if not the same) followed by the seedling number and the view. Each of these should be separated by an underscore. For example:

NDH\_17-276-A\_bloom.jpg, NDH\_17-276-A\_stalk.jpg, etc.

There is much discussion on the Image Consultation Committee about how we can work with AIS leadership to provide other resources as well. We know that many of our local affiliates rely on images to promote the organization through local media. We know as well that there are affiliates who have developed materials about photographing irises that they want to share. Now that requirement for images with registration is in place we want to work facilitate a collection of the best images and recognizing the best photographers!

I wish to thank this group for their time and input:

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... for helpful conversations and suggestions!

If you have unanswered questions the Image Coordinator will be happy to discuss this further.

Contact Neil Houghton via email ([images@irises.org](mailto:images@irises.org)) or phone (Home: 585-624-4225, Cellular voice or text 585-301-8256)