

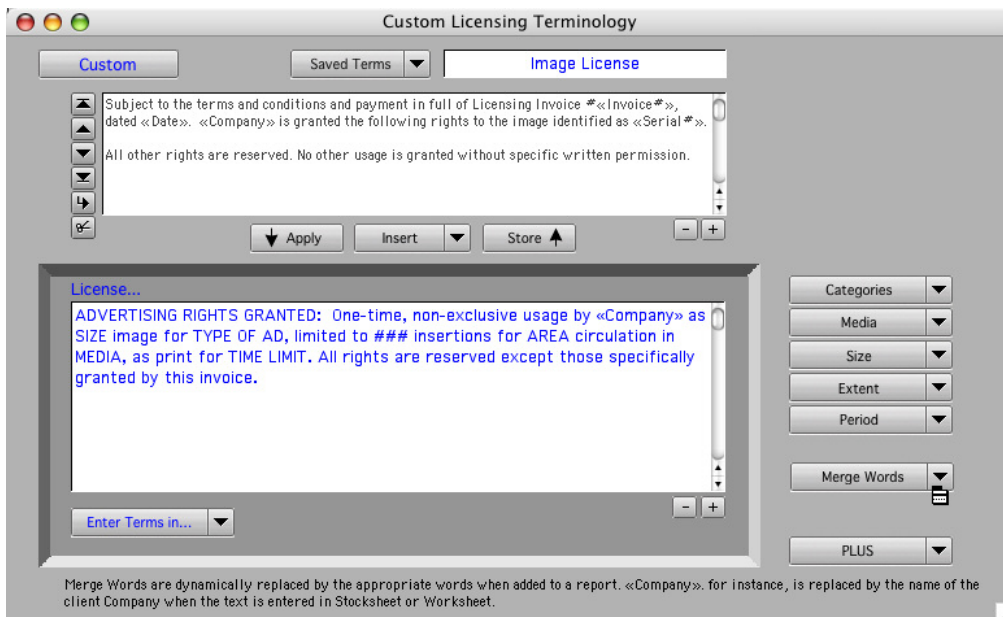
T E R M I N O L O G Y

Whether you're dealing with assigned work or images from your files, without properly written licenses you have little or no control over how those images are utilized. Licensing is one of the most critical aspects in protecting your bottom line. *Tip* 📌

The Terminology file provides you with the tools to construct, save and retrieve properly written licenses. The results from Terminology can be used in Worksheet, Stocksheet and/or written as metadata into the images themselves.

Don't be intimidated by its name. The Terminology file is really quite simple and its value is immense; it protects your work from misuse or loss of ownership.

The Terminology file can store, literally, thousands of sets of terms, roughed in or completed and ready to use. You don't even have to worry about what to put into it; Terminology has sample sets of terms that can be modified, replaced or kept and used. And it has the entire PLUS Media Matrix ready to use. *Tip* 📌



Tip: Writing a license for the use of your work is a critical part of protecting yourself. It's also important to keep track of those licenses. Be sure to look at what Stocksheet and Submissions can do in that regard.

Tip: PLUS, the Picture Licensing Universal System, is an international non-profit initiative on a mission to simplify and facilitate the communication and management of image rights.
See useplus.com

C U S T O M L I C E N S I N G

When you open the Terminology file you see the Custom Licensing window, one of the two windows in Terminology. Interactive Help is displayed at the bottom of the window. *Tip* 📌

The top portion of the Terminology window has a large scrolling cell displaying one set of the Saved Terms. This cell is for accessing and/or editing sentences, paragraphs or even pages of contractual wording that are saved in the file.

Directly above the cell is the Saved Terms popup menu and the Saved Terms name cell. This cell is for a name or identifying label representing the set of words currently shown in the Saved Terms cell. The menu lists all the available Saved Terms. You select them by name using the menu.

The lower half of the window has a similar cell for building a license. This is where you construct and modify wording before moving it into Worksheet or Stocksheet, or before saving it in the Stored Terms. The contents of this Working Terms cell are temporary.

The buttons between these two cells shuttle their contents back and forth. The array of popup menus on the right insert text in the words already in the Working Terms cell. There's more to come on how to work with all of these cells and buttons.

You can edit terms in either cell but changes you make in the Working Terms cell are not stored permanently. Only terms created in, or transferred to the Stored Terms cell are preserved when the file is saved.

Modify the wording as needed and install Terms from either cell into your Worksheet or Stocksheet. There's no need to rely on your memory or dig through your business practices books when you're trying to put together a license.

The popup menu at the bottom left corner of the window lets you select Worksheet or Stocksheet as the destination for the Working Terms. Whether one or both of these files appears in the menu depends on the files you have installed.

Tip: The windows in Terminology can both be expanded vertically to enlarge the primary cell of text. Just click on the lower right corner of the window and drag.



SAVED TERMS

Saved Terms are displayed in the large upper cell. Review the Saved Terms by using the arrow buttons in the tool palette or select them, by name, from the Saved Terms popup menu.

To create a new set of Saved Terms, click on the New Record button, the L-shaped arrow in the tool palette, or go to the Functions menu and choose Enter New Terms, Cmd/Ctrl-E or choose Enter New Terms from the bottom of the Saved Terms popup menu.

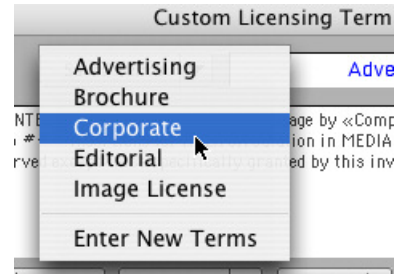
Working Terms in the lower cell can be moved to the Saved Terms cell for permanent storage by clicking on the Store button.

SAVED TERMS MENU AND CELL

The Saved Terms popup menu lists all the terms stored in the file. Choose a name from the menu and the Saved Terms cell displays the words connected with that identifier.

A good Saved Terms identification is important for easy selection of Saved Terms. Names already used as Saved Terms should not be used again. Too confusing. Make each unique and easy to find.

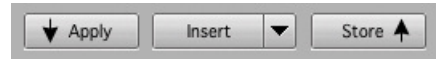
Terms can be moved from Working Terms, the lower cell, into the Saved Terms. There they can be named and saved, too. *Tip*



Tip: If you have a regular client or kind of job that uses the same terms, create and store terms specific to that client or job. It's OK to use the client's name in Saved Terms.

APPLY

The Apply button moves terms from the Saved Terms cell to the Working Terms cell, replacing anything already there. They can then be modified or combined with other terminology before you transfer them to Worksheet or Stocksheet.



INSERT

Insert is a popup menu with two choices; Insert Before and Insert After. Before inserts the Saved Terms in front of the contents of the Working Terms cell. After inserts the Saved Terms after whatever is there.

STORE

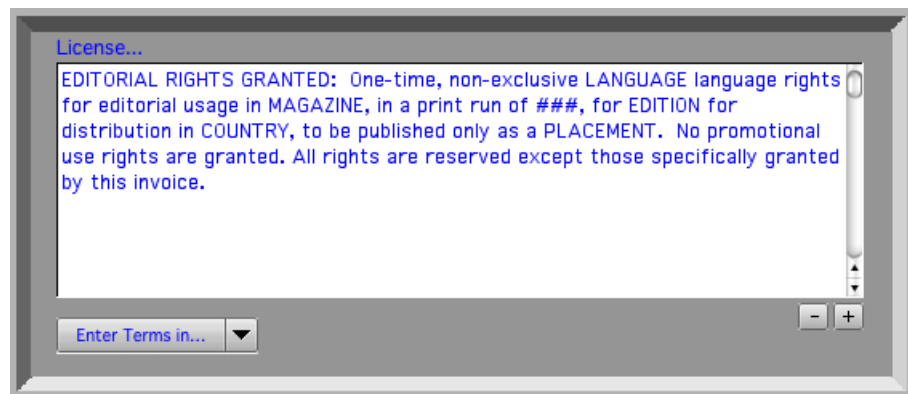
To store a set of terms located in the Working Terms cell, click on the Store button. The terms move to the Saved Terms cell to be named and saved.

If words are already displayed in the Saved Terms cell, when you move terms up, you're asked if you want to replace those Saved Terms. If you answer, Yes, the Saved Terms are replaced, otherwise a new entry is made with the Working Terms in place and ready for you to enter a name.

Hold the Opt/Alt key and click the Store button to deliberately replace the Saved Terms with the Working Terms and forego the warning dialog.

WORKING TERMS

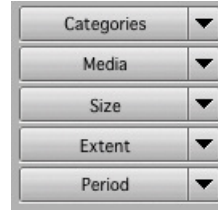
The Working Terms cell is a workplace. Enter wording directly into the cell, move down Saved Terms to modify them or use the adjacent popup menus to insert words. Wording in the Working Terms cell is temporary and is retained only until you put something else in there.



Use the adjacent popup menus and/or the keyboard to modify or assemble terms in the Working Terms cell, then Store them as Saved Terms cell for future use or put them to use immediately.

POPUP MENUS

The lower right side of the window has a series of popup menus. You can use these in conjunction with, or instead of, the Saved Terms cell to construct wording in the Working Terms cell. The popup menus hold words or phrases commonly used in the terms of a licensing contract. The menus' names and contents are easily customized.



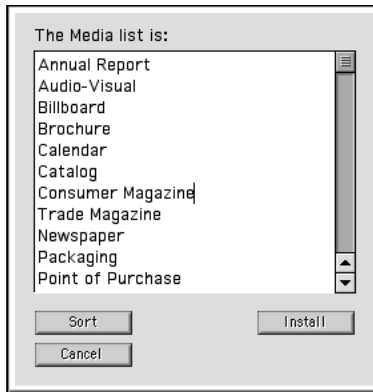
Click on a popup menu and make a choice. If the cursor is located in the Working Terms, your choice is inserted in that spot, otherwise your choice is added to the end of any terms already there.

Use the popups successively to assemble terms to suit the occasion. Use several menus to compile a specific or unique set of terms. Using the buttons to devise a complete set of terms creates wording that is grammatically rough, but you can edit it into proper sentence structure as necessary.

MODIFY THIS LIST

The popup menus have commonly used licensing terms pre-installed, but you may prefer your own words or terms. Choose Modify This List in any of these menus to make changes. A dialog window opens listing everything currently appearing in the selected popup menu.

Modify or replace entries in this list as much as you like. Use the Sort button to alphabetize your list. When you're satisfied, click the Install button and the menu is revised. It's exactly the list you create. Click Cancel to exit the window without making changes to the menu. Don't be afraid to experiment. You can always use Revert to Saved or close the file without Saving.



RENAME THIS MENU

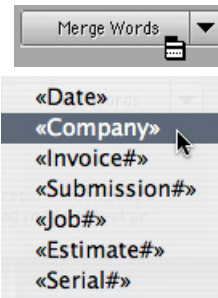
Choose Rename This Menu from any of these popups to open a dialog box asking for the new name. Your entry becomes the menu's title and helps identify the type of items it contains.

MERGE WORDS

The Merge Words menu lists some special purpose words. When you select a word in the list, it is inserted, chevrons and all, wherever the cursor is currently located or at the end of the words in the Working Terms cell. When the terms are moved to Worksheet or Stocksheet, these markers are replaced by the appropriate words. For instance, «Company» becomes the actual name of the Contact's company. *Tip* ▶

When writing licenses to images via Stocksheet, «Serial#» is replaced by the serial number of each image - or the file name of the image if no serial number exists.

Sets of terms can be preserved as Saved Terms with Merge Words in place for future use.



Tip: If you've entered your business name in the Company Profile of Flow Chart, it becomes one of the choices in this menu.

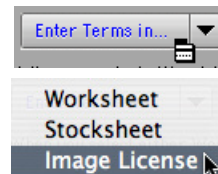
ENTER TERMS IN...

Depending on the files you have installed, the Enter Terms In... popup menu lists Worksheet or Stocksheet or both. With StockView it also includes Image License.

Select one and the contents of the Working Terms cell are transferred to the Remarks cell in the Report Header of the file you choose. If Working Terms is empty, or if you hold the Opt/Alt key, wording displayed in the Stored Terms cell is used instead. You can modify the wording further in Worksheet or Stocksheet so it's not necessary to have everything finalized before it leaves Terminology. *Tip* ▶

If there is wording already in the Report Header Remarks cell, the program asks if they should be replaced. Give it the nod or Cancel.

If you choose Image License and the Image Record is currently the active window in Stocksheet, the terms are installed for the individual image.



Tip: A complete license requires more than just the words put together in the Terminology file. It should include who is permitted to use the image and the specific dates when their usage is to start and end.

And of course, don't leave out the compensation; your fee.

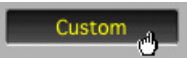
TEXT SIZE

Under each cell is a pair of buttons labeled - and +. Click on these buttons to increase or decrease the size of the text in the cell.



PLUS

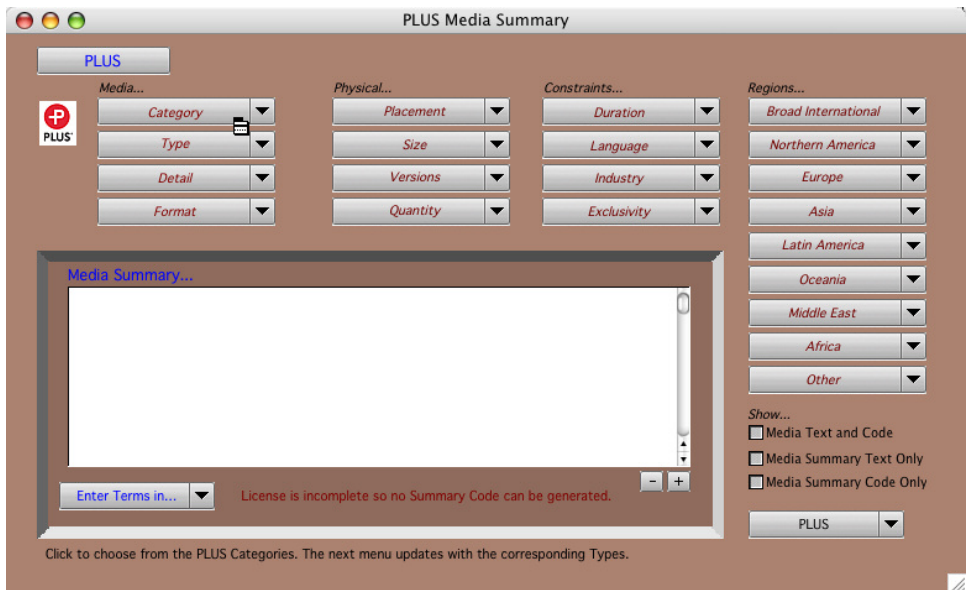
You may have noticed that a couple of the buttons in the Custom License window haven't been mentioned. Don't let that make you think they're unimportant. Click on the Custom button, or click on the PLUS popup menu and choose Go To PLUS. Either way, the window changes to the PLUS Media Summary.



Suffice it to say that this is a very important window for the sake of creating good licenses for your work. Terms assembled here can be added to the Saved Terms in the Custom window, moved to the Working Terms cell of the Custom License window for further modification, or entered directly into Worksheet or Stocksheets.

Tip: PLUS is The Picture Licensing Universal System, an international non-profit initiative to simplify and facilitate the communication and management of image rights.

For more information see useplus.com, or click on the PLUS logo displayed within the Terminology window.



The PLUS window has a lot of popup menus and its own work cell where the results of your choices are displayed but never saved.

It is necessary to progress through the menus, starting with the first four in particular. When you choose a Category, the Type menu loads the appropriate Types. Choose Type to load Details, then choose Details to load Format. Once you've chosen the Format, all of the other menus are loaded and responsive.



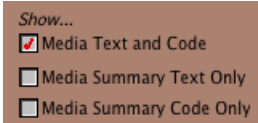
To build a complete PLUS Media Summary it is necessary to make a choice from each of the 12 menus across the top and from at least one of the Regions menus. *Tip*

The Media menu display at least the first words of what has been chosen from each of them. The complete wording is combined and displayed in the cell below. The rest of the menus change from italicized, colored text to plain black text once a selection has been made from them. This provides a visual guide to show what has yet to be selected.

Language, Industry, Exclusivity and Regions allow you to make multiple choices. Hold the Shift key as you select from these menus to add additional items. Hold Option/Alt to select an already added item to be removed from the assembled words.

MEDIA SUMMARY

Even as you make selections from the menus, what is displayed in the work cell depends on what you've checked within the three Show... options. Typically you want both the Media Text and the Summary Code.



MEDIA SUMMARY TEXT

The Media Summary Text is the wording compiled as you make your choices. This text is ideal for entering into the Remarks area of Worksheet or Stocksheets where your clients can read the terms by which you're granting them the usage of your images.

Tip: Until a selection has been made from all of the menus, the PLUS Media Summary is incomplete. Until it is complete, no Summary Code can be created.

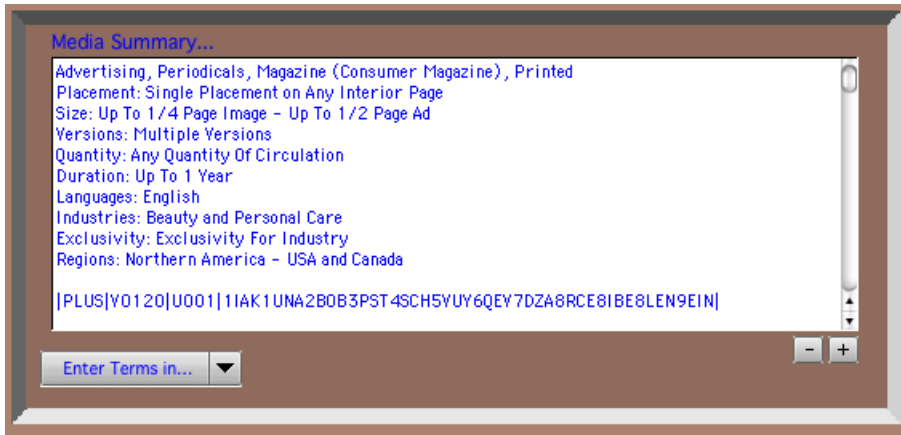
MEDIA SUMMARY CODE

The Media Summary Code is an alphanumeric code string, that typically looks something like: [PLUS|V0120|U001|1IAK1UNA2BOB3PST4SCH5VUY6QEY7DZA8RCE8IBE8LEN9EIN|. It defines the media usages included in the license and is machine readable, meaning it's designed to be read by computers and software for efficient and precise determination of licensing terms. *Tip* ♦

In the future, you can expect that clients will provide you with these Media Summary Codes to indicate their desired usage.

Until you have made selections from each of the 12 menus across the top and at least one of the Regions menus, no Summary Code can be created.

Tip: DON'T attempt to edit or modify the Media Summary Code. It's very precisely formatted and you're only likely to disrupt its functionality with any software designed to use it.

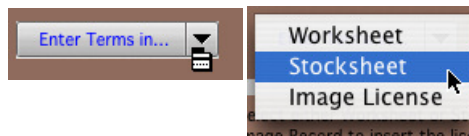


APPLYING THE MEDIA SUMMARY

Once you've completed the selections the PLUS window shows the results. Now what are you going to do with it?

ENTER TERMS IN...

Use the Enter Terms In... popup menu to move the assembled code into Worksheet or Stocksheet for completion of the license. There they can be worked into your paper trail. *Tip* ♦

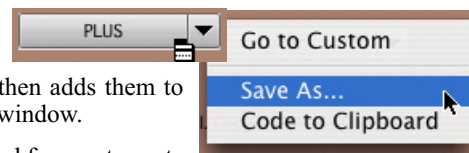


Tip: At this writing an update to Stocksheet is in development with new PLUS licensing capabilities.

PLUS

Use the PLUS popup menu to Save or Copy the results.

Save As... asks you to name the assembled words then adds them to the Saved Terms for retrieval in the Custom Terms window.



Code to Clipboard puts just the Code on the Clipboard for you to paste elsewhere. You can also use the Edit menu to copy any selected portion of the assembled words.

In the Custom Licensing window, the PLUS popup has different choices including the option to return to the PLUS window.



Insert PLUS inserts whatever you've assembled in the PLUS window wherever you have an active cursor in the Working Terms cell.

Load PLUS retrieves what you've assembled in the PLUS window and places it in the Working Terms cell, replacing anything currently displayed there.

Don't worry about going back and forth between the windows. Each retains its contents unless you deliberately change them. They're emptied only when you close the Terminology file.

Tip: Worksheet and Stocksheet help you complete the process begun here. Submissions retains the history of your licenses as well as alerting you to their expiration.

COMPLETING THE PROCESS

The Terminology file helps you assemble a crucial part of a proper and effective license. A complete license requires naming names; the licensor (you), the licensee (the client) and in some cases a third party, the end user. It requires a media usage description as constructed in the Terminology file. It requires specific dates for the start and the end of the usage period. It must include the licensee's obligations such as payment and a credit line. And, it must clearly identify the image(s) being licensed. *Tip* ♦

For more, see How To Write a License by Jeff Sedlick at <http://hsltd.us/reference/articles.html>

