External contributor guidelines for Image Library Case Study entries

Purpose

It should be borne in mind at all times that the remit of the EUMETSAT website is to **promote**, **educate** and **inform**.

The EUMETSAT Image Library has these specific purposes:

1. Promote what EUMETSAT does.
2. Illustrate high impact weather events.
4. Highlight interesting meteorological phenomena.

Audience

The EUMETSAT website is not a research or an academic website, it must appeal to a variety of audiences.

The Image Library has three distinct audiences:

1. Public.
2. Interested amateurs/users.
3. Other scientists/meteorologists.

Types of case studies

Images with a newsworthy impact will have a wider appeal than complicated meteorological phenomenon. Bright, colourful, good resolution images (enhanced if necessary) will also be more attractive to many users.

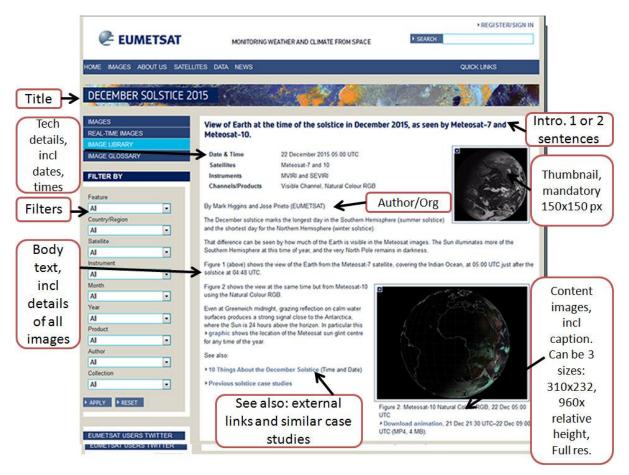These are types which we know, from website statistics, are of particular interest:

• Ash clouds and plumes, volcanic eruptions

• Drought

• Dust storm or cloud

• Fires and smoke plumes

• Floods

• Heat wave

• Monsoons

• Snow storm

• Severe winter

• Severe storms

• Thunderstorms and lightning

• Tropical Cyclones

• Tsunami

Writing a case study

The main focus of the case study should be on the satellite's point of view, the first image must always be from a satellite. We prefer primary use of imagery from the EUMETSAT Application Ground Segment, including CAF, SAF and JPS products, e.g. NPP, but cases can also use imagery from other sources (with appropriate accrediatation).

Cases should tell a 'story' which can be easily follow and must ALWAYS include information about what can be seen in the imagery being shown, e.g. "The Ash and SO2 RGB at 750 m spatial resolution (Figure 3) shows the high-level exhaust plume in various colours: green for SO2, red for ash, and yellow for a mixture of SO2 and ash."

Length: Short case – 3/4 images, up to 400 words. In-depth – up to 12 images, up to 1,000 words. *For longer cases please contact us for prior consent.* The example template pictured below shows the general layout of a short case study.

Instructions

1. Save the main content in a Word document, include Author, Date (range if applicable), Satellite, Product/Channel
2. Titles should not exceed 80 characters (this includes spaces and punctuation).
3. The introduction text (bold on the page) should not be more than 250 characters (this is usually about three lines on the webpage).
4. Try to make the paragraphs succinct — one or two sentences are best.
5. Include filter information: Feature, Country/Region, Satellite, Instrument, Month, Year, Product, Author. See drop-down filters on the right-hand side of this page

http://www.eumetsat.int/website/home/Images/ImageLibrary/DAT_IL_13_01_17_A.html

6. Save all other files, i.e. images, PDFs, animation, as individual files. Large files can be sent via a file sharing site, we use Dropbox.com or Google Drive.
7. Images:
   - Please indicate mandatory thumbnail image of 150x150px needed for all entries. However, this can be bigger and we will crop it to fit.
   - Images should be JPEG, GIF or PNG, and less than 2000 px wide/high.
   - Indicate which Figure the image is, this can be included in the filename.
   - Recommended filename format: date_satellite_channel/product_short name, e.g. 201605221830_m10-NCOL_smokeStreak-NEAtlantic
8. Animations should, preferably, be MPG, but we can take GIF, MP4, or AVI.
9. All PowerPoint presentations (PPT) should, preferably, be converted into PDFs. The exceptions are when there are animations, audio or links in the PPT, then the PPT must be ZIPPED. We can convert PPT if necessary.
10. Please email case studies to web@eumetsat.int (cc the relevant EUMETSAT contact, e.g. Jochen Kerkmann)