



Image Workflow Health Check

Why This Matters

In publishing, image approval is a silent bottleneck. Delays, miscommunications, and rework in the image selection process can derail your schedule and inflate costs.

This checklist helps you evaluate your current workflow and identify exactly where to make improvements.

Step 1 – Intake & Organization

Goal: Ensure every incoming image is received, stored, and tracked consistently.

Question	Yes	No	Notes
Do all incoming images have a central drop point (not scattered across email, chat, and folders)?	<input type="checkbox"/>	<input type="checkbox"/>	
Are filenames standardized (e.g., project_chapter_figure)?	<input type="checkbox"/>	<input type="checkbox"/>	
Is every image tagged with project, chapter, and figure number?	<input type="checkbox"/>	<input type="checkbox"/>	
Do you have a system to mark images as “Reference,” “Selectable,” or “Rejected”?	<input type="checkbox"/>	<input type="checkbox"/>	

Step 2 – Collaboration & Review

Goal: Make decisions in context, without losing feedback in different tools.

Question	Yes	No	Notes
Can team members comment directly on each image?	<input type="checkbox"/>	<input type="checkbox"/>	
Are all comments and approvals tied to the asset (not in separate emails)?	<input type="checkbox"/>	<input type="checkbox"/>	
Is there clarity on who can suggest, approve, or reject an image?	<input type="checkbox"/>	<input type="checkbox"/>	
Do reviewers have the same, up-to-date version of the image?	<input type="checkbox"/>	<input type="checkbox"/>	

Step 3 – Status & Tracking

Goal: Give the team instant visibility into progress.

Question	Yes	No	Notes
Can you see the status of every image at a glance?	<input type="checkbox"/>	<input type="checkbox"/>	
Are chapter/figure statuses tracked visually (e.g., progress bars, indicators)?	<input type="checkbox"/>	<input type="checkbox"/>	
Do you track who made each decision and when?	<input type="checkbox"/>	<input type="checkbox"/>	

Is there a single dashboard showing overall project image progress?

Step 4 – Metadata & Delivery

Goal: Avoid rework by capturing everything needed for production from the start.

Question	Yes	No	Notes
Is metadata (captions, credits, usage rights) stored alongside each image?	<input type="checkbox"/>	<input type="checkbox"/>	
Can metadata be exported directly into production tools?	<input type="checkbox"/>	<input type="checkbox"/>	
Do you have final, high-res files in a dedicated location before handoff?	<input type="checkbox"/>	<input type="checkbox"/>	

Scoring Your Workflow

- **Mostly Yes:** Your workflow is strong—look for fine-tuning opportunities.
- **Half Yes/Half No:** You're at risk of delays. Prioritize fixes in collaboration and tracking.
- **Mostly No:** Your image workflow is a bottleneck. It's time to explore purpose-built tools.

Pro Tip

A well-designed workflow **eliminates** redundant tools and scattered feedback.

Platforms like **MediaSynch™** centralize intake, review, approval, and metadata export—saving hours per project.

Want to see how your workflow could look with MediaSynch?

[Request a Demo](#) and we'll map your current process to a faster, more collaborative system.