TAGGING AND FINDING YOUR FILES

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Disclaimer

We are NOT endorsing the use of any program or product!

Please be sure to consider your needs and do your own research before downloading a program or signing up for a service.

Presentation Overview

- Strategies
- What is metadata and why should I care
- Adding metadata to your file
- Embedded vs. separately stored metadata
- Typical schema and standards
- Reusing and sharing your metadata
- Tools and programs
- Demo

Strategies for Organizing & Finding Files

- File Tree
- File naming
- Full text searching
- Tagging
- Embedding
- Keeping external data

Metadata: What is it & Why is it Important

Data about Data = Information about your Files

- May be more important to add metadata to certain formats (photographs)

- If added thoughtfully metadata adds value and leverages subject expertise for discovery
  - More meaningful and precise searches
  - Multiple ways to organize and view your files
  - Repurpose and reuse your data

Types of Metadata

- Descriptive
- Technical
- Administrative
  - Rights
  - Provenance
- Structural
- Preservation

What Metadata Can I Add?

- Common
  - Creator
  - Dates
  - Rights information
  - Colors
  - Subjects
  - GPS
  - Purpose
  - Version

- Metadata may already accompany your files
  - Audio recordings
  - Digital photographs
  - Word processing

Consider what to Add

- Make it meaningful to you

- Your current needs & possible future needs

- File formats for which you may want to add metadata

- Will you share the files

- Discipline specific terminology

- Long-term needs

Embedded vs. Separately Stored

- Embedded metadata
- Sidecar metadata
- Catalog metadata

www.controlledvocabulary.com/blog/top-metadata-myths.html   Google

controlled vocabulary
one thing leads to another

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Looking for the Controlled Vocabulary Keyword Catalog?

The Top 12 Myths about Embedded Photo Metadata

There are a number of myths or misconceptions that surround the practice of embedding information such as IPTC, IPTC-IIM, XMP or even Exif into a digital image file — like JPEGs, TIFFs, Photoshop, DNG and other Raw files). There are a number of applications or utilities which can do this easily and safely, but first, let's take a look at the list.

1. **Embedded photo metadata is something that is hard to read unless you have Photoshop or some other professional software application.**
2. **If I embed my copyright (or caption or keywords, or other metadata field) into my images it will always be there.**
3. **Embedding photo metadata adds a lot of disk space overhead to an image file.**
4. **If I embed photo metadata in the images I place on my website, then search engines will be able to spider them and use the caption and other information to rate/rank my images.**
5. **Images that I upload to my social media or photo sharing sites will still retain my embedded photo metadata.**
6. **Removing embedded photo metadata is against the law.**
7. **All embedded metadata is the same.**
8. **Picasa (or iPhoto) writes all my captions into my embedded metadata as soon as I enter them.**
9. **Adding copyright and contact information to images on the Internet makes websites load slowly.**
10. **Adding photo metadata, like copyright and contact information, is difficult to do and time consuming.**
11. **Metadata is always stored inside the image file (OR Metadata is always stored outside the image file).**
12. **The topic of metadata is beyond the competence of the everyday user.**

Let me stress, if it wasn't clear before, that the above statements are common misunderstandings about photo metadata, meaning that **they are not correct**. If you want to understand why, read on for a short summary of each, as well as links to other resources that should help you understand.

Some Schemas & Standards

- XMP (Extensible Metadata Platform)
  - ISO standard for the creation, processing, and exchange of standardized and custom metadata for all types of resources
- IPTC Core
       (International Press and Telecommunications Council)
  - Description and rights information for photographs
- Exif (Exchangeable Image File Format)
  - Technical metadata about image capture and characteristics
- BWF (Broadcast WAVE Format)
  - Import, edit, embed, and export specified metadata elements in WAVE audio files
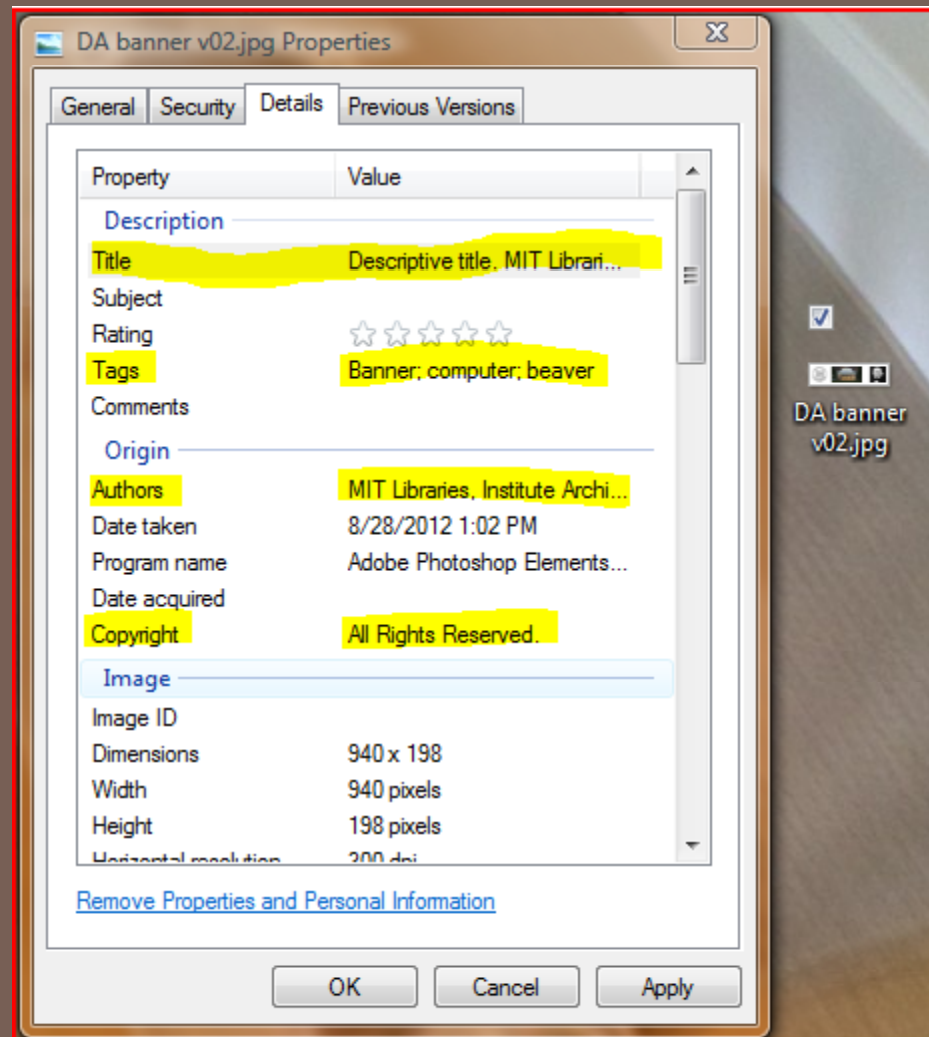
Reusing / Exporting your Metadata

- Considering reuse outside original software or organization
  - Embedded metadata travels with files
  - Sidecar data can be reused within software
  - Databases can be shared and data cross-walked

- Not all metadata travels well or into new software programs

Other considerations

- Embedded metadata is generally not permanent – can be changed by others
- Updating metadata may require planning and diligence
- Know what embedded metadata will display externally, i.e. Flickr
- Does not need to be elaborate or difficult

Viewing Embedded Metadata

File Metadata Tools

- Platform agnostic
  - Adobe Bridge   Image / Audio / Video   Embed
  - Picasa (Google)   Image   Sidecar
  - iTunes   Audio   Sidecar
  - ACDSee   Image   Embed
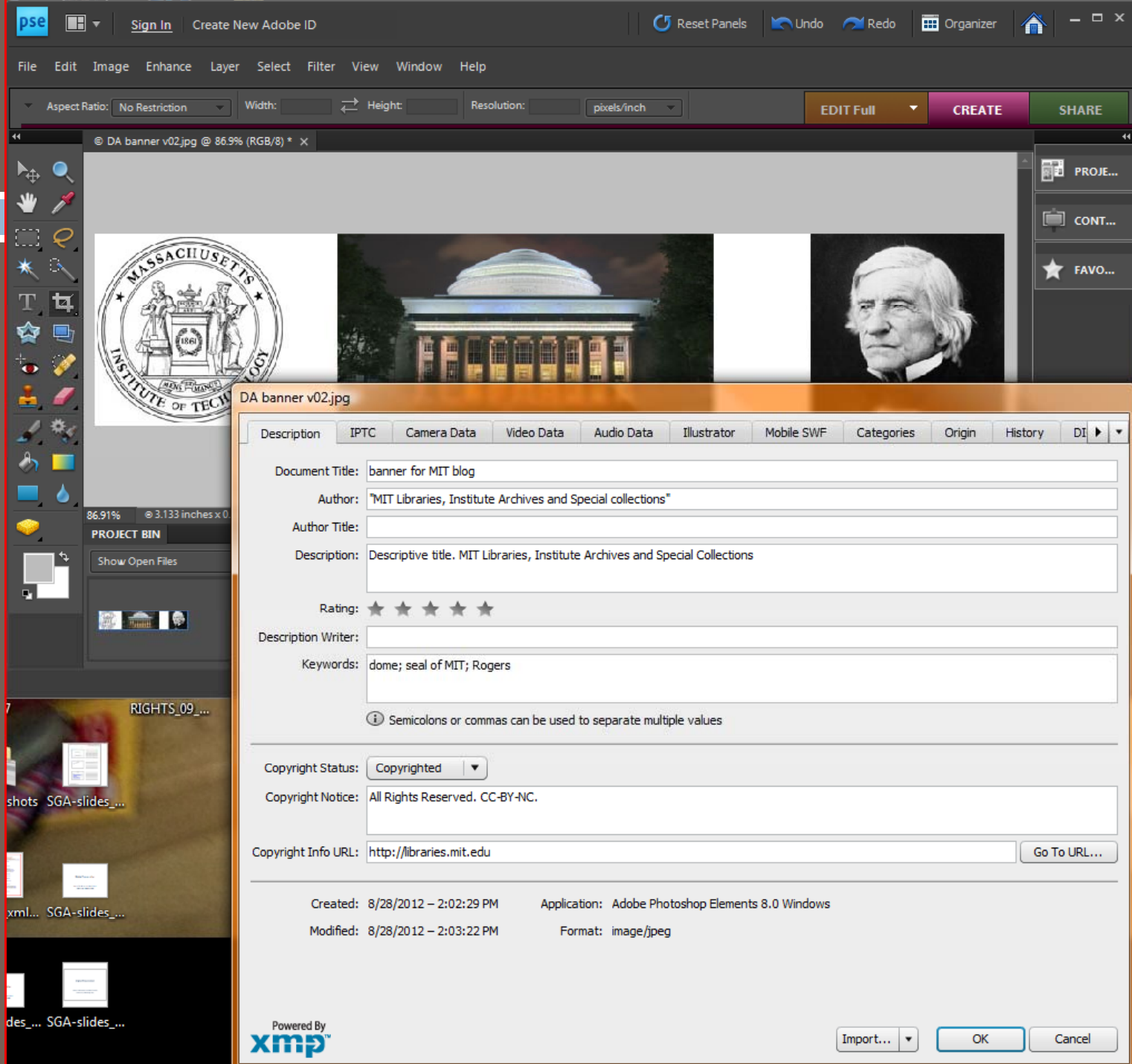 - ExifTool   Image   Embed
  - Lightroom   Image   External
- Apple
  - iPhoto   Image   Embed
- PC
  - ThumbsPlus   Any Files   Sidecar / Embed
  - Windows Photo Gallery   Image   Embed
- Linux
  - Shotwell   Image   Sidecar
  - F-Spot   Image   Sidecar/ Embed

File Properties

Filename	DA banner v02.jpg
Document Type	JPEG file
Application	Adobe Photoshop Elements 8.0 Windows
Date Created	8/28/2012, 2:02:29 PM
Date File Created	8/28/2012, 2:03:22 PM
Date File Modified	Today, 3:17:50 PM
File Size	66 KB
Dimensions	940 x 198
Dimensions (in inches)	3.1" x 0.7"
Resolution	300 ppi
Bit Depth	8
Color Mode	RGB
Color Profile	sRGB IEC61966-2.1

IPTC Core

Creator	"MIT Libraries, Institute Archives and Special collections"
Creator: Job Title	
Creator: City	
Creator: State/Province	
Creator: Country	
Creator: Website(s)	
Headline	
Description	Descriptive title. MIT Libraries, Institute Archives and Special Collections
Keywords	Banner; computer; beaver
IPTC Subject Code	
Description Writer	
Date Created	
Intellectual Genre	
IPTC Scene Code	
Sublocation	
City	
State/Province	
Country	
ISO Country Code	
Title	Descriptive title. MIT Libraries, Institute Archives and Special Collections
Job Identifier	
Instructions	
Credit Line	
Source	
Copyright Notice	All Rights Reserved.
Copyright Status	Unknown
Rights Usage Terms	

Audio	
Video	
VRA Work	
VRA Image	
VRA Admin	

VRA Summary

Keywords	Banner; computer; beaver
Description/Caption	Descriptive title. MIT Libraries, Institute Archives and Special Collections

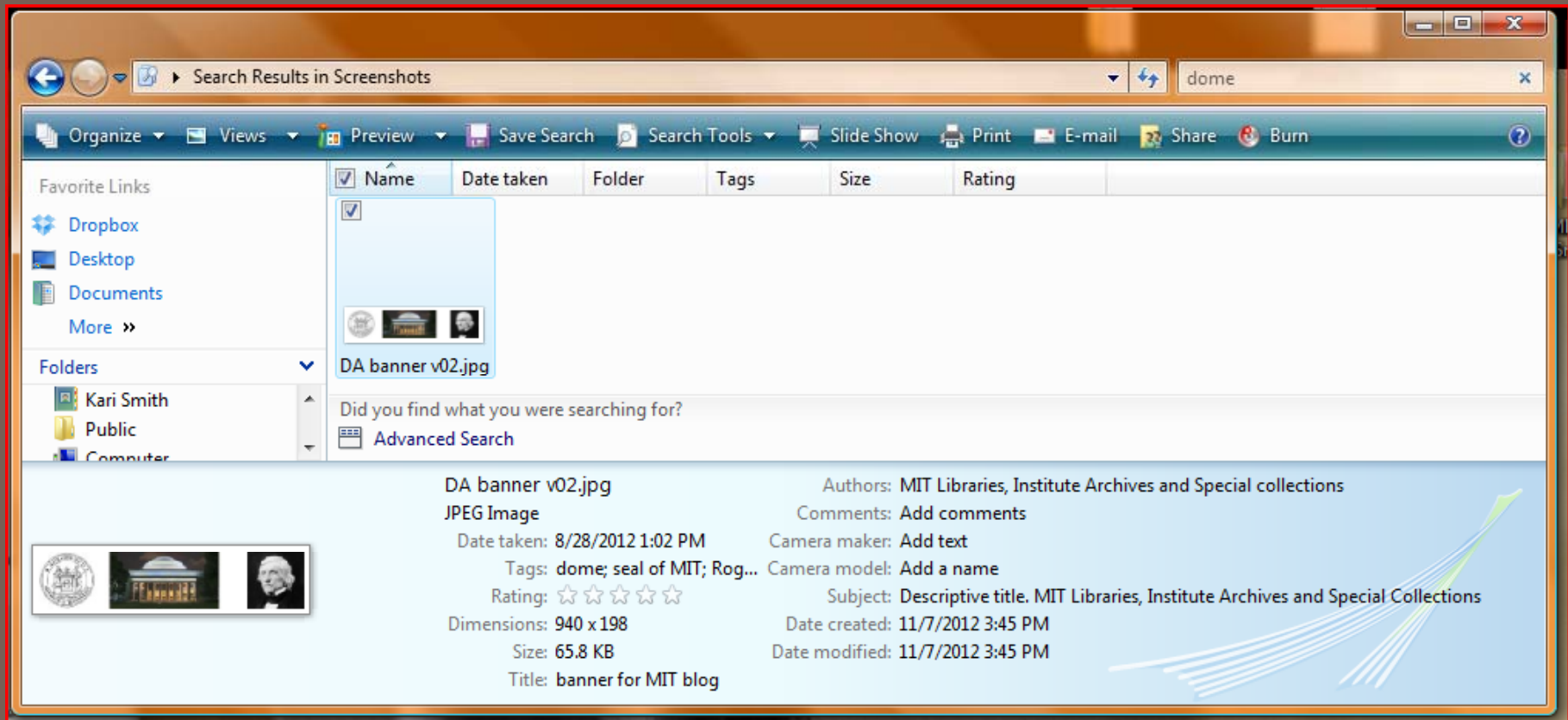| Name	Date Created	Size	Type	Keywords
es...m.doc			document	
DA banner v02.jpg	8/28/2012, 2:02 PM	66 KB	JPEG file	Banner, beaver, computer
Dropbox	12/12/2011, 3:51 PM	931 bytes	lnk	
dsmsched - Shortcut	2/23/2012, 5:00 PM	1007 bytes	lnk	
EMAIL_xml_...ot.JPG	11/6/2012, 12:03 PM	75 KB	JPEG file	

Discipline Specific Tools

- Astronomy Visualization Metadata Web Tool - VAMP (Virtual Astronomy Multimedia Project)
    - *Astronomy Visualization Metadata (AVM) (maps to IPTC and XMP tags)*
    - http://www.virtualastronomy.org/avmwebtool/index.php5
- IRIS image cataloging database – Created for the Art History / Visual Image community. Uses *VRA Core* metadata.

Search Tools/Programs

- Using your operating system to search your files (full-text and tags)
  - Windows Explorer
  - Mac Spotlight

- *Found*
- *Copernic* Desktop Search
- *Alfred*
- *Locate32*

Viewing Embedded Metadata

last edited by GregReser 2 weeks, 3 days ago   Page history

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Audio-Visual Working Group: Working Group Charter | Sub-Groups | Meeting Notes

Home> Audio Visual Working Group

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Audio Visual Working Group

The goal for this working group is to identify, establish, and disseminate information about standards and practices for the digital reformatting of historical and cultural audio-visual materials by federal agencies. The effort will cover sound recordings, video recordings, motion picture film, and born-digital content. Topic areas include formatting, metadata, and methodology.

Working Group Goals:

- Define the categories of content to be digitized
- Define objectives and specification for the digital masters by category
- Determine performance measures for digitization and develop methods for validation
- Recommend methods for digitization

Expected Deliverables:

Current Guidelines

- MXF Application Specification: Draft under development
- Broadcast WAVE metadata Approved

Learn about the Still Image Working Group

This group is involved in a cooperative effort to develop common digitization guidelines for still image materials.

Title: Portrait of M
rements: H:41
ials: Oil on wo
Rococo

Metadata Deluxe

ds and tools for embedding descriptive metadata into images of art and culture

EMwg, VRA, DSC)

ts (understanding embedded metadata)

rted with the VRA metadata panel

rted with other metadata panels

(creating embedded metadata)

ed Users (developing your own tools and working with metadata)

nities (who else is working with embedded metadata?)

Commons (topics for discussion)

www.virtualastronomy.org/project.php   Google

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vamp
VIRTUAL ASTRONOMY MULTIMEDIA PROJECT

Intro | About VAMP | Prototypes & Applications | AVM Standard | Presentations | News | Team

About VAMP

1. The VAMP Vision
2. Communicating Astronomy
3. The Problem: Haphazard Access to Astronomy Imagery
4. The VAMP Solution
   - VAMP Architecture
   - Astronomy Visualization Metadata (AVM)
   - VAMP Server Database
   - Search and Delivery Strategies

VAMP Project Description (pdf 303 KB)

1. The VAMP Vision

As a tool to communicate science, astronomy possesses aesthetic and inspirational strengths that make it a compelling conduit for science awareness. Astronomy touches on philosophical questions of great import, including the origin and destiny of our species and the uniqueness of life in the Universe. Space stimulates the human imagination: a superficially peaceful, yet violent arena with exotic phenomena that are

Recent NEWS

November 15, 2011: AVM Standard v1.2 Release Candidate 1

September 1, 2010: AVM extraction with Javascript

August 23, 2010: New document with AVM Tagging Methods is available on this link (PDF 4.7 MB)

[view all]

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HOME > BEST PRACTICES > METADATA > METADATA HANDLING

Metadata Handling

PETER KROGH

Metadata is important for organizing, claiming ownership of, and even adjusting your pictures. You'll want to know how to manage metadata so the work you do to your images does not get lost.

Metadata handling issues
Where does metadata live?
Know which metadata you are looking at
Managing catalog metadata
Metadata durability

Metadata handling issues

Metadata can be incredibly useful in both the short and long term. Some metadata can be used to describe the image and how much you like it. Some can describe who owns the photo and how to contact the owner. And some metadata can be used to adjust the picture to your liking. For raw images that are finished with PIEware, the "only" thing that really changes about the file, from the time of capture onward, is the metadata that is associated with it. If you're going to construct a safe and effective workflow, you'll need to handle this metadata properly.

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Demo

- Adobe Bridge
- Picasa
- ExifTool
- Metadata Deluxe Bridge Plug-in

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