IPTC Core and Extension

Metadata for your business

What we’ll cover
What we’ll cover

• General workflow principles

• Recap on what’s new in Extension
What we’ll cover

• General workflow principles
• Recap on what’s new in Extension
• Practical workflow examples
• Ways of handling metadata
What we’ll cover

• General workflow principles
• Recap on what’s new in Extension
• Practical workflow examples
• Ways of handling metadata
• Your questions

WORKFLOW - how much metadata?

Simplicity vs granularity
• Entering data takes time
WORKFLOW - *how much metadata?*

Simplicity vs granularity

- Entering data takes time
- Better retrieval means more granularity

- Automation allows more and better data to be added for less effort
WORKFLOW - guiding principle

Add data only once!

WORKFLOW - who enters the metadata?

- Photographer
- Image library
- Publisher/user
WORKFLOW - who enters the metadata?

- Photographer
- Image library
- Publisher/user

Planning your workflow will save time

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WORKFLOW - where is it entered?

Photographer
- Photoshop, Bridge
- Lightroom, Aperture, Photomechanic and others
- Excel
WORKFLOW - *where is it entered?*

**Image Library**
- Photoshop, Bridge
- Lightroom, Aperture, Photomechanic and others
- Excel
- Image Database
- Import from agents

**Publisher**
- DAM system/Image Database
- Import from image libraries and photographers
WORKFLOW - *where is it entered?*

The IPTC maintains a list of software supporting IIM (legacy data) and IPTC Core (2005, XMP)

www.iptc.org

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WORKFLOW - *the principles*

- Enter once
WORKFLOW - *the principles*

- Enter once
- Check compatibility

WORKFLOW - *the principles*

- Enter once
- Check compatibility
- Clean the data
WORKFLOW - the principles

- Enter once
- Check compatibility
- Clean the data
- Record mapping paths

WORKFLOW - the principles

- Enter once
- Check compatibility
- Clean the data
- Record mapping paths
- Use software to automate
WORKFLOW - *the principles*

- Enter once
- Check compatibility
- Clean the data
- Record mapping paths
- Use software to automate
- Retain data, even if you don’t need it now

IPTC Core and Extension

- IIM (Information Interchange Model) - 1990’s
- IPTC Core - 2005
- IPTC Extension - June 2009
EXTENSION - Core issues to address

Image Number
• *Title* field widely used as picture number

EXTENSION - Core issues to address

Image Number
• *Title* field widely used as picture number
• Semantics not precise - not defined as a number
EXTENSION - Core issues to address

Image Number

- *Title* field widely used as picture number
- Semantics not precise - not defined as a number
- No separation of photographer no. and library no.

- Commonly overwritten by users and source data lost
EXTENSION - Solution

Image Number
- Introduce new fields for Image ID

EXTENSION - Solution

Image Number
- Introduce new fields for Image ID
- Separate creator and supplier image ID’s
EXTENSION - Solution

Image Number
• Introduce new fields for Image ID
• Separate creator and supplier image ID’s
• Add a field for Globally Unique Image Identifier (GUID). Applied at time of creation of image by camera or scanner.

EXTENSION - Core issues to address

Image Location
• Location of the subject or the photographer?
EXTENSION - Core issues to address

Image Location
• *Location of the subject or the photographer?*
• *Photographer standing on US side of Niagra Falls takes picture of Canada*

EXTENSION - Solution

Location
• Introduce two new fields in Extension
• Location image created
• Location shown in image
EXTENSION - Solution

Location
- Introduce two new fields in Extension
- Location image created
- Location shown in image

*We couldn’t use ‘Core’ location field as its meaning wasn’t sufficiently defined, and both categories of image would be found there*

EXTENSION - Core issues to address

Model Information
- *No specified field in Core*
EXTENSION - Core issues to address

Model Information
• No specified field in Core
• Need model release ID

• Model age is relevant
EXTENSION - Core issues to address

Model Information
- No specified field in Core
- Need model release ID
- Model age is relevant
- What kind of model release?

EXTENSION - Solution

Model Release
- Field for model age (but not under 18’s)
EXTENSION - Solution

Model Release
• Field for model age (but not under 18’s)
• Share fields with PLUS: Model release status; Model Release Identifiers; Minor Model age disclosure (B to B only)

EXTENSION - Core issues to address

Fields missing
• Person shown in the image
• Organisation shown in the image
• Event featured in the image
EXTENSION - Solution

Fields missing
- Person shown in the image
- Organisation shown in the image
- Event featured in the image

ADDED

EXTENSION - Core issues to address

ARTWORKS
- No way to distinguish the photo of the artwork from the artwork itself
EXTENSION - Core issues to address

ARTWORKS
- No way to distinguish the photo of the artwork from the artwork itself
- Need separate copyright and admin data for artwork

EXTENSION - Solution

ARTWORKS
- New set of data fields for artworks
EXTENSION - Solution

ARTWORKS
• New set of data fields for artworks
• Title of Artwork
• Date artwork created
• Creator of artwork
• Source of artwork (where is it held?)
• Inventory No.
• Copyright notice

EXTENSION - Core issues to address

Rights Information
• Need to identifier supplier as well as copyright holder
EXTENSION - Core issues to address

Rights Information

- Need to identifier supplier as well as copyright holder
- And perhaps a registry

EXTENSION - Core issues to address

Rights Information

- Need to identifier supplier as well as copyright holder
- And perhaps a registry
- Then there’s the property release
EXTENSION - Solution

Rights information shared with PLUS
• Image Supplier Name; Image Supplier ID; (and supplier’s image ID)
• Image creator ID
Rights information shared with PLUS
- Image Supplier Name; Image Supplier ID; (and supplier’s image ID)
- Image creator ID
- Copyright owner ID

Rights information shared with PLUS
- Image Supplier Name; Image Supplier ID; (and supplier’s image ID)
- Image creator ID
- Copyright owner ID
- Licensor ID
EXTENSION - Solution

Rights information shared with PLUS
• Image Supplier Name; Image Supplier ID; (and supplier’s image ID)
• Image creator ID
• Copyright owner ID
• Licensor ID
• Property Release status and ID

EXTENSION - Solution

Registries
• Item identifier
• Organisation Identifier
• Registry entry details
EXTENSION - and finally!

Useful information

- Max available height and width
- Digital Source file type (scan from trans, raw file etc)
- Metadata last edited
Now for a picture...

Old news
### Photographer - news pic

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<tr>
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### Agency - news pic

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### Artwork...

![Artwork Image](image-url)
# Artwork - Museum Photographer

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# Artwork - Museum Picture Library

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Artwork - shown on web site

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Stock...
### Stock - the photographer

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![Image of mountain range with a snowy peak]
## Stock - the agency

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## Stock - the agency

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### Rights
- Usage Terms
- Max au width and height
- Metadate last edited
- Dig source file type
### Stock - the agent

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### Handling metadata

- Templates
Handling metadata

• Templates
• Photographer copyright info
Handling metadata

- Spreadsheets
Handling metadata

- Spreadsheets
- Sort and clean data

- Used by libraries and agents
Handling metadata

- Database

Handling metadata

- Database
- The central point for all metadata
Handling metadata

• Database
• The central point for all metadata
  • Where all important data should be retained

• Import-export functions need to be flexible and user defined
Handling metadata

• Scripts
Handling metadata

• Organise the metadata workflow

• Make demands of your software
Handling metadata

• Organise the metadata workflow
• Make demands of your software
  • Introduce automation

Handling metadata

• Organise the metadata workflow
• Make demands of your software
  • Introduce automation
  • Keep all data centrally
Handling metadata

• Organise the metadata workflow
• Make demands of your software
• Introduce automation
• Keep all data centrally
  • So you can concentrate on the pictures!

Any questions?
www.iptc.org

www.electriclane.co.uk