

Metadata

Why is metadata important? .

With millions of digital images in circulation, metadata in the image file is essential for copyright protection and to ensure your images can be found and identified. In-house workflow needs to support both your internal metadata requirements and the need for standardised output.

The Principles

- Key information in only once
- Include critical ID and copyright information in the image file
- Add metadata to preview images as well as high res
- Use standard schemas for output
- Capture as much metadata as possible early in the workflow

Do you have these problems?

- Unsure which IPTC fields to populate?*
- Agents require differently ordered metadata exports?*
- Legacy images have variable or no metadata ?*
- Fields need merging for output?*
- No metadata in on-line previews or high res?*
- Suppliers not consistently adding metadata?*

Our consultancy

- Metadata audit - find out what's happening now*
- Improve productivity - set metadata standards for your suppliers*
- Monitor metadata imports – keep your metadata consistent*
- Automate metadata import and export –use of scripts to save time*
- Create an informed metadata strategy into the future*

Our Experience

Electric Lane has been promoting the standardisation and use of metadata in the image file since 2003. Sarah Saunders is Chair of the BAPLA Metadata Group and is a member of IPTC Photometadata Working Group. She devised the BAPLA/Pic4Press metadata panel for use in Photoshop with Graeme Cookson, who scripted the panel. Sarah represents BAPLA in the EU funded cultural heritage Metadata initiative MILE, and has been closely involved in the creation of metadata fields in IPTC Core Extension for use in the cultural heritage sector.

Find out more.....

Go to our web site at www.electriclane.co.uk or email sarah@electriclane.co.uk

