

PHOTO METADATA

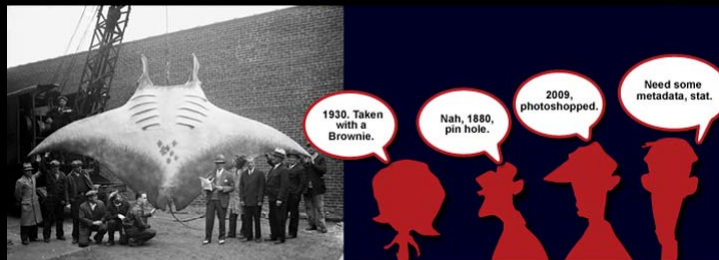


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Art buyer's *Mystery METAdata 2009*



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Mystery METAdata 2009

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Making a Case for Photo Metadata

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File Name BE023597.jpg
Headline Men in Hats Looking Upward
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Caption/Abstract ca. 1945 - Group of hat-wearing men looking into the night.
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Keywords 1940s style, 1950s style, Adults, Anticipation, Awe, Back view, Clothing, Confusion, Copy space, Fedoras, Fall hat, Feet, Hat, Headgear, Looking, Males, Men, Mid-adult, Mid-adult men, Mystery, Night, Old-fashioned, Outdoors, Outfit, People, Retro, Searching, Spectators, Suits, Viewing, Whites

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Are you meta-smart?

If you create, distribute or use digital photos, you'd better be!

To protect your copyrights. To make money licensing photography. To smooth your workflow. To track image use. To find images you need. To find them again. You need to understand and use photo metadata. We can help.

Does this photo have metadata? (mouse over it and see for yourself)

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Dallas / May 27

META 101

If the idea of embedding information in your digital files is news to you, [start here](#)

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Step-by-step instructions and screencast tutorials make it easy to embed essential metadata in your digital files using popular software tools. [more](#)

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META 101


Structure Of Metadata

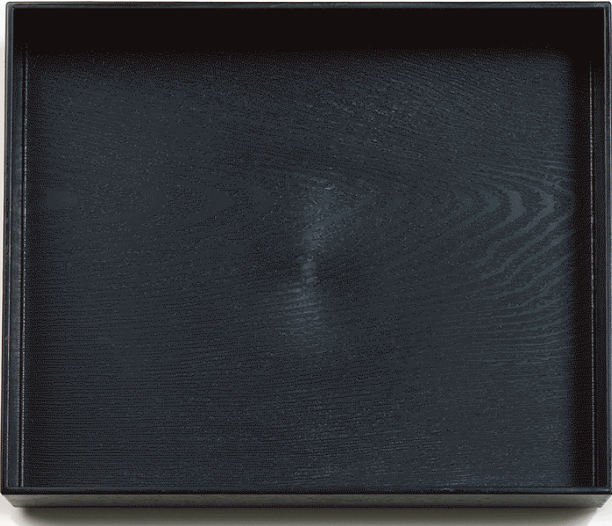
You say "Object Name." I say "Title." In the world of metadata, there are multiple languages. This makes communication and understanding trickier, but still possible, and definitely worthwhile!

Metadata schemas (or standards) and the tools that help us use them have their own languages. The schemas express themselves in the names of "Fields," or text boxes, where we and our tools (cameras and software) enter actual metadata values.

This screenshot from a panel of Adobe Photoshop CS3's File Info dialogue shows how fields and field names appear in that software program:


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META Resources

Guide To Photo Metadata Fields

Our "Field Guide" provides a valuable resource for photo metadata users. It lists and defines the most commonly used fields in key metadata schema and in popular software.

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Glossary Of Terms

This meta-dictionary will help you understand the many metadata terms and acronyms you may encounter – from ANSI to XMP.

If you have other metadata-related terms to add, [contact us](#).

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ANSI - Abbreviation for the American National Standards Institute (ANSI), a private non-profit organization founded in 1918 that oversees the development and conformance of numerous consensus standards for products, services...

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META Tutorials

Step-by-step instructions and screencast tutorials make it easy to embed (and read) essential metadata in your photos.

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Coming Soon...

Tutorials are currently in production and will be uploaded as they are completed over the next few months. If you've registered on the site, you'll receive notices when tutorials and other new resources become available. (Click on REGISTER in the navigation menu.)

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