



METADATA

And Adobe Lightroom

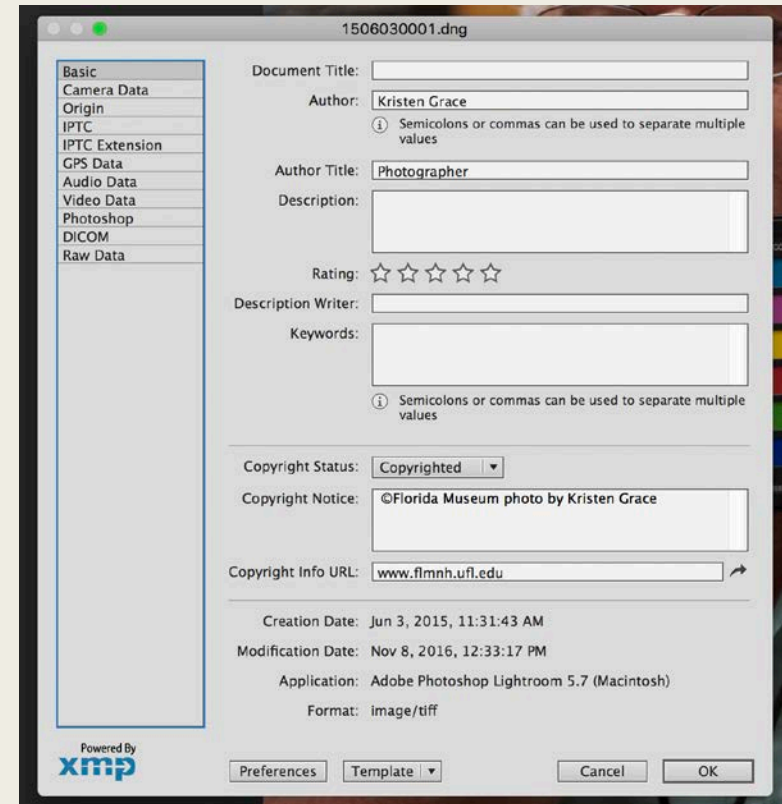


What is Metadata and why is it important?

- According to Merriam-Webster, metadata is data that provides information about other data.
- Did you know? **The first known use of the word Metadata was in 1983.**
- Applying metadata to your images is extremely important to preserve data content, identification, fact-checking, etc. as well as improving trackability.
- Perhaps more importantly than applying metadata is applying **CONSISTENT** metadata.

How can we be consistent? Where do we begin?

- There are many platforms in which metadata can be applied to your images such as handwritten, spreadsheets, Adobe products and other photo-editing software, etc.
- But the best place to start is with your camera's Time/Date stamp. Photo editing software will pull this information from your camera and embed it with your image.



Using Adobe Lightroom to add metadata and organize

- Adobe Lightroom is a photo-editing software that also allows you to catalog your images in a variety of ways.
- Within Lightroom you can also add metadata, captions and keywords to your images. When you add all of these components together, you have a powerful, searchable database.
- It is important to note that when you are working within the Adobe Lightroom software, you are working in a virtual space. Everything you do to and add to your images is virtual until you export that image (create a copy). Your raw (original) file remains unedited.

Create a plan!

- Before diving into Lightroom as a workflow, it is critical that you and/or your team create an action plan for consistency.
- The plan has to work for your area and can and will be different than plans others create.
- I will outline the photo office plan – please note this is just an example, and our plan may not work for your department needs.

Example plan - Filenaming

- Determine if it is beneficial to have a file renaming schemata. Having a unique but searchable filename. Here is ours: **Yymmdd0001** example: **1608120001**
- Just by looking at this filename, I can see that the image was taken in 2016, on August 12 and it is the first photo in the series.
- If I know nothing else about this image, I can at least look into my folder structure, which is done by year and month, and find the folder with the shoot date of the 12th.
- This will allow me to find this particular image as well as others that were shot at the same time.

Example plan – Folder filing

- All individual photo shoots are filed in separate folders, which are named with the month and the day of the photo shoot. These individual folders will be filed in a folder labeled the respective year of the shoot:
- Example:
 - Parent folder:
2016
 - Sub-folders:
8-12_Nature_photography_camp

*remember our unique filename: 1608120001

Example plan – Keyword hierarchy

- Simple is better – general keyword opportunities are endless, but being too specific will not help you search – for example – a keyword man in blue shirt
- Watch out for Butterfly vs. Butterflies or Flower vs. Flowers... etc.
- Lightroom provides ability to export a document for everyone to review
- Apply as many keywords as you can upon image import, add more after import – several ways to do this.
- Keywords cluster similar images taken at different times in virtual collections

Example plan – Metadata preset for each individual photographer

- Create a Metadata preset for each photographer – this will live with any image it is applied to and can be helpful if there are questions about a set of images. If you know who the photographer is, you can go directly to that person for answers.

Edit Metadata Presets

Preset: Custom

IPTC Copyright

Copyright: @Florida Museum photo by Kristen Grace

Copyright Status: Copyrighted

Rights Usage Terms: All Rights Reserved

Copyright Info URL: www.flmnh.ufl.edu

IPTC Creator

Creator: Kristen Grace

Creator Address: PO Box 112710

Creator City: Gainesville

Creator State / Province: FL

Creator Postal Code: 32611-2710

Creator Country: USA

Creator Phone: 352-273-2038

Creator E-Mail: jgage@flmnh.ufl.edu

Creator Website: www.flmnh.ufl.edu

Creator Job Title: Photographer

IPTC Image

Date Created: Type to add, leave blank to clear

Intellectual Genre: Type to add, leave blank to clear

IPTC Scene Code: Type to add, leave blank to clear

Sublocation: Florida Museum of Natural History

Check All Check None Check Filled Done

Let's look at some of these things in Lightroom...

- Import to export: applying metadata and keywords and exporting specific file sizes
- Discuss collections