Metadata Best Practices

Proper metadata makes assets findable. Conforming to minimum standards ensures that the data is controlled and easily searched. As knowledge holders, departments will add metadata to their own assets. However, the Digital Asset Manager will perform quality control on all uploaded assets to keep data to standard.

File-naming

YYYYMMDD _ descriptor(s) _ sequentialNumber.3-digit extension

If images belong in a sequence, the numbers should have leading zeros so that each instance of the numerical sequence is the same length. This ensures that sequences can be sorted properly.

```
A set of >=1000 images should have three leading zeros: 0001, 0002, 0003, etc.
```

```
A set of <=999 images should have two leading zeros: 001, 002, 003, etc.
```

File-name examples:

```
20220514_spring_convocation_0001.jpg 20220514_spring_convocation_0002.jpg
```

Asset Metadata

Asset metadata conforms to a standardized schema that includes the following key elements:

Keywords are high-level categories used to group similar assets together. As there is likely to be overlap, as many Keywords as adequately apply to an image may be assigned to it to enhance findability. Only the Digital Asset Manager can add new Keywords to the controlled list. See below for more information about Keywords.

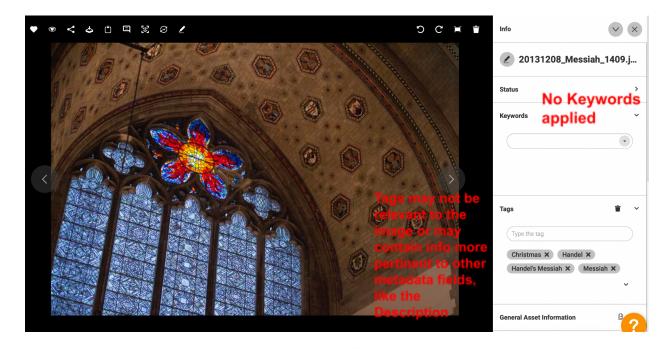
Tags are descriptors that can be freely applied to assets to add more specificity. Any Contributor can create and add tags.

What is 'good' tagging practice?

- 1. **Be specific to the image.** Only add tags that provide relevant and descriptive content pertaining to the image itself. More detailed context can be added elsewhere in the metadata where appropriate, like in the Description.
- 2. **Use existing tags when possible.** When adding tags in UCAL, typing in a value will generate a dropdown of pre-existing tags containing that value.

3. Consider end use. Only add tags that you are likely to search for.

Bad Tagging



Description

The rose window, called the cinquefoil, over the reredos, at the back of Rockefeller Memorial Chapel, during the performance of Handel's "Messiah" Sunday, Dec. 8, 2013.

Good Tagging



Keywords

Term	Usage
Animals	Images primarily of animals
Art	Images of art, e.g., works in the SMART Museum or sculptures around campus
Buildings & Grounds	Images of outdoors shots of campus buildings and spaces
Class	Images taken of classes in session
Event	Images taken at specific events, e.g., Honorands Dinner, Spring Convocation
Faculty	Images of faculty
Headshot	Specific and formal portrait type
Historical	Images taken in the past
Interior	Images of building interiors or rooms
Logo	Images of logos
Nature	Images of nature that do not contain obvious references to campus or its buildings, e.g., close-ups of wildflowers, an image of a river
Miscellaneous	Images that defy other categorization
Object	Images of objects that do not contain people, e.g., an image of a microscope or a computer
Portrait	Images of people in formal or informal poses but not a headshot
Science	Images of science experiments, data, labs, equipment, and the people conducting them
Sign	Images of signs, e.g., the sign of Regenstein Library
Sports	Images of sports and athletics
Staff	Images of University staff
Students	Images primarily of, and where the focus is, students
VIP	Images containing important people, e.g., the President of the University, distinguished visiting speakers