

## 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  $\geq 1000$  images should have three leading zeros:

0001, 0002, 0003, etc.

A set of  $\leq 999$  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

Tags may not be relevant to the image or may contain info more pertinent to other metadata fields, like the Description

Info

20131208\_Messiah\_1409.j...

Status **No Keywords applied**

Keywords

Tags

General Asset Information

#### 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

Tags are specific, descriptive, minimal and contain the search terms most likely to be used to find this image.

Info

20131208\_Messiah\_1409.j...

Status **Proper Keywords applied**

Keywords Buildings & Grounds Interior

Tags architectural detail stained glass window cinquefoil

## Keywords

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