

# BAECOM Metadata Policy Document

Version 1.1 - January 2018

The purpose of this document is to define the information that BAECOM Inc. wishes to attach to images and other media. Once this document is finalized, the proposed tags will be reconciled with the existing metadata in the image files. All changes to metadata policy should be recorded here.

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List team members and roles

## Metadata Fields

Listed below are the metadata fields that have been specified by the governance team. Each field is defined later in the document.

### Administrative Fields

- Photographer
- Credit Line
- Source of Media
- Date Created
- Contract Identifier
- Rights Statement
- Rights Limitations
- Rights Expiration Date

List the fields you want to define here, in a grouping that helps the reader navigate them.

Try to use field names that will be easily understood by your stakeholders.

Make these hot links to the definition if possible.

### Descriptive Fields

- Internal Project Name
- Customer Name
- Structure Type
- Business Unit
- Location Where Photo Was Taken
- General Keywords

While there are some universal items in this list, there are a number of items that are specific to this particular collection.

Your policy should reflect what is important to your company.

### Technical Fields

- Media Type
- Original Format

### Curatorial Fields

- Usage History
- Download History

## Field Properties

Each field will have several properties:

- Name of field
- Definition
- Example
- Type of data (free text, controlled value, numeric, date)
- Allowed values (list of allowed values or link to a list if controlled value)
- Map to metadata field (include reference to existing database field if applicable)
- Notes (if needed)

Field Properties define how to write out the tags.

## Administrative Fields

This page shows examples of 5 different fields and their properties.

- **Name of field:** Photographer
- **Definition:** This is the name of the person who shot the photo, if known. It should be written Firstname Lastname. If the photographer has a company affiliation it should be written after the photographer name.
- **Example:** *Peter Krogh* or *Peter Krogh: DAM Useful LLC*
- **Type of data:** Free text
- **Map to:** IPTC Author field
  
- **Name of field:** Contract Identifier
- **Definition:** This is the document name that is used to identify the contract for the assignment or stock photo. The contract name should include the name of the property or project the photographs were originally acquired for, along with a date written in database format. Note that this corresponds with our contract naming convention linked [here](#).
- **Example:** *Westbury Photography 180206*
- **Type of data:** Free text
- **Map to:** IPTC Job Identifier
- **Notes:** This naming convention corresponds to the current naming protocol for photography contracts. If that naming convention changes, this document will need to be updated to match.

Note that this field links to other data. The key here is a unique identifier for each contract.

## Descriptive Fields

- **Name of field:** Property Name
- **Definition:** This is the name of the property shown in an image, or the property that this photo was used to illustrate. The property name must match our internal list of official property names linked [here](#).
- **Example:** *The Westbury*
- **Type of field:** Controlled vocabulary, single value field
- **Map to:** IPTC Keyword (or custom field, if available)
  
- **Name of field:** Business Unit
- **Definition:** This is the business unit in the company that performed the work.
- **Example:** *Government*
- **Type of field:** Controlled Value
- **Allowed values:** Residential, Commercial, Government, University and Media.
- **Map to:** IPTC Keywords in hierarchy Business Unit
  
- **Name of field:** General Keywords
- **Definition:** These are unstructured keywords that may help with discoverability of certain images. They may more specifically describe an activity that is shown, a type of business in our buildings, the demographics of people shown, or other notable feature.
- **Example:** *family, parking, restaurant*
- **Type of field:** Free text
- **Map to:** IPTC Keywords
- **Notes:** We don't want to spam our keywords with too many unimportant characteristics. Please consult Annie if you want further guidance on what makes a good keyword.