

IPTC Standards

"IPTC Core" Schema for XMP

Version 1.0

Supplemental documentation

Custom Panels User Guide

Document Revision 13

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NOTE:

If the IPTC Core panels have been installed in your version of Adobe Photoshop CS, they should appear as seen in the screen below or on the following pages (this user guide alternates between screen grabs for Mac and Windows operating systems). See appendix section 1 for detailed instructions on where to download and how to install the panels.

est.jpg		×
Description	IPTC Contact	۲
Camera Data 1 Camera Data 2	Use this panel to record the photographer's contact info	mation.
Categories History	Creator creator	T
IPTC Contact IPTC Content	Creator's Job Title creator job title	Y
IPTC Image IPTC Status Origin Advanced	Address add line1 add line2	×
	City city	
	State/Province state/prov	
	Postal Code postal code here and	
	Country country	
	Phone(s) phone1 phone2	X
	E-Mail(s) email1 email2	X
	Website(s) web1 web2	A
	Metadata templates can popula	te multiple fields at once.
A state of the sta	Access metadata templates fro	n the upper right corner of this dialog. IPTC panels can be found at http://www.iptc.org/iptc4xmp
		OK <u>R</u> eset



1 Introduction

This document is designed to introduce photographers to use of the IPTC Core metadata schema. For more in-depth information, including the complete schema, please visit <u>http://www.iptc.org/iptc4xmp/</u>.

1.1 Brief Background of IPTC Metadata

The IPTC's older standard for metadata, the Information Interchange Model (IIM), defined a large set of metadata properties. In the early nineties a subset of this IIM was adopted as the well known "IPTC Headers" supported in JPEG, TIFF and PSD files by Adobe Photoshop.

The IPTC Core is the latest revision of the International Press Telecommunications Council IIM schema, designed to use the Extensible Metadata Platform (XMP) developed by Adobe in 2001. XMP was first introduced in Adobe Photoshop 7.0 and Adobe Acrobat 5.0. With XMP, legacy IPTC IIM metadata, new and customized metadata and metadata from other standards (such as EXIF camera data) can be recorded using a common data format based on XML (Extensible Markup Language <u>http://www.w3.org/XML/</u>). This information can be stored inside JPEG, TIFF, and PSD files as well as other file types including PDF. Since its introduction a number of other software vendors have added XMP support in their products.

est.jpg		
Description	Description	۲
Camera Data 1 Camera Data 2 Categories History IPTC Contact IPTC Contact IPTC Contact IPTC Status Origin Advanced	Description: description Description: description Description: description Description: description Keywords: key1; key2	X X X X Y X X X X X X X
	Copyright Status: Unknown Copyright Notice: Copy line1 Copy line2	
	Copyright Info URL:	Go To URL
Powered By XMP	Created: 12/10/2004 Application: Adobe Photoshop CS Modified: 12/10/2004 Format: image/jpeg	Macintosh

1.2 Four panels for Four Key Sets of Properties

The new IPTC Core XMP schema uses properties from the older IIM standard in addition to new metadata properties, and it specifies XMP to store metadata in files. The IPTC Core custom panels provide a view of metadata that's labeled and organized so it is easier for photographers to use the



IPTC Core schema. The IPTC Core panels concentrate all key sets of properties needed by photographers into four sections or panels.

The first focuses on the *Contact Information*, the second on basic information about the *Content* of the photograph, the third with more abstract *Image* information relating to the photograph. The final section, *Status* information, relates to image management, workflow and copyright.

If you do not see these panels in your version of Adobe Photoshop, see Appendix 1, for details on where to download, and steps on how to install into Windows or Mac versions of Adobe Photoshop.

1.3 Backward Compatibility Issues

The same information can appear multiple times within Adobe Photoshop's Custom panels. The data is not duplicated. It is stored only once, and all the panels and schemas that read or write to that field use it as a "shared property." Some IPTC Core properties already appear as part of Adobe's Description, Origin and Categories in the File Info panels as well as the Adobe Photoshop File Browser's Metadata panel. As an example, enter the name "John Doe" in the "Creator" field of the "IPTC Contact" panel, then switch to the Adobe Photoshop "Description" panel—notice that the name "John Doe" automatically appears in the "Author" field in that panel. Change that "Author" entry to "Jane Doe" and it will appear in the "Creator" field in the IPTC Contact panel using the new name. Both panels simply provide two different views of the same metadata.

When image files are opened and saved by Adobe Photoshop (version 7.01 or higher), the "IPTC Headers" stored within those files are synchronized with the stored XMP metadata. To maintain compatibility with older versions of Adobe Photoshop, no pre-existing mappings have changed.

Workflow interoperability is another reason why some metadata appears shared. For example, many types of documents need a "Title" (technical specifications, tax forms, blueprints), but only news items need an IPTC Subject Code. If another metadata standard has already defined a useful property, it is simply reused in the IPTC Core schema. In many cases (title and keywords are two examples) this mapping was already established by Adobe Photoshop's mapping of binary IPTC metadata to XMP. Likewise, metadata entered using the IPTC Core panels will continue to appear in other locations. The IPTC Core custom panel fields that are shared are noted in the descriptions of each field that follow.



Legend for this users guide:

Adobe Photoshop CS IPTC Core interface label

Description of field and how it should be used.

[IPTC Core XMP Schema property name]

Note(s): on where the data will be shared by other fields in the standard Adobe Photoshop "File Info" panel or other schemas.

2 IPTC Contact panel

		test.jpg
Description	IPTC Contact	(
Camera Data 1 Camera Data 2	Use this panel to recor	d the photographer's contact information.
Categories History	Creator	creator
IPTC Contact	Creator's Job Title	creator job title
IPTC Content IPTC Image IPTC Status	Address	add line1 add line2
Origin Advanced	City	city
	State/Province	state/prov
	Postal Code	postal code here and
	Country	country
	Phone(s)	phone1 phone2
	E-Mail(s)	email1 email2
	Website(s)	web1 web2
		Metadata templates can populate multiple fields at once.
		Access metadata templates from the upper right corner of this dialog. Support and updates for these IPTC panels can be found at http://www.iptc.org/iptc4xn
		Cancel

(use this panel to record the photographer's contact information)

Creator

This field should contain your name, or the name of the person who created the photograph. If it is not appropriate to add the name of the photographer (for example, if the identify of the photographer needs to be protected) the name of a company or organization can also be used. Once saved, this field should not be changed by anyone. This field does not support the use of commas or semi-colons as separator.

Note: This field is "shared" with the "Author" field in the Description Panel of the Adobe Photoshop File Info field.

Creator's Job Title

This field should contain the job title of the photographer. Examples might include titles such as: Staff Photographer, Freelance Photographer, or Independent Commercial Photographer. Since this is a qualifier for the Creator field, the Creator field must also be filled out.

Note: This field is "shared" with the "Author Title" field in the Description Panel of the Adobe Photoshop File Info field (only appears in versions of Adobe products later than CS).

[Creator]

[CreatorJobtitle]

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Address (Contact info)

The address field is a multi-line field. Enter your company name and all required information to locate the building or postbox to which mail should be sent.

City (Contact info)

Enter the name of the city in which your business is located.

State/ Province (Contact info)

Enter the name of the State or Province in which your business is located. Since the abbreviation for a State or Province may be unknown to those viewing your metadata internationally, consider using the full spelling of the name.

Postal Code (Contact info)

Enter the local postal code (such as ZIP code) in which your business is located.

Country (Contact info)

Enter the name of the country in which your business is located.

Phone(s) (Contact info)

Enter your business or work telephone number here. Multiple numbers can be given, separate them with a comma. Be sure to include the complete international format of a phone number which is: +{countrycode} ({regional code}) {phone number} - {extension if required} e.g. +1 (212) 1234578

Email(s) (Contact info)

Enter your business or work email address. Multiple email addresses can be given, separate them with a comma.

Website(s) (Contact info)

Enter the URL or web address for your business. Multiple addresses can be given, separate them with a comma.

[CiEmailWork]

[CiUrlWork]

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[CiAdrExtadr]

[Production/PublicRelease]

[CiAdrCity]

[CiAdrRegion]

[CiAdrPcode]

[CiAdrCtry]

[CiTelWork]



3 IPTC Content panel

st.jpg		A REAL PROPERTY AND A REAL	×
Description	IPTC Content		۲
Camera Data 1 Camera Data 2	Use this panel to describe t	he visual content of the image.	
Categories History IPTC Contact	Headline	headline	
IPTC Content IPTC Image			<u>_</u>
IPTC Status Origin Advanced	Description	description	-
			*
	Keywords*	key1; key2	
			-
	IPTC Subject Code*	subcode1; subcode2	-
		Subject codes are defined at http://www.newscodes.org	T
	Description Writer	desc writer	•
		* Multiple values may be separated by a comma or semicolon.	
Powered By			
		OK <u>R</u> es	set

(use this panel to describe the visual content of the image)

Headline

[Headline]

A headline is a brief publishable synopsis/summary of the contents of the photograph. The Headline term should not be confused with the Title term.

Note: This field is "shared" with the "Headline" field in the Origin Panel of the Adobe Photoshop File Info field.

Description

[Description]

The Description field, often referred to as a "caption" is used to describe the who, what and why of what is happening in the photograph. If there is a person or people in the image, this caption might include their names, and/or their role in the action that is taking place. If the image is of a location, then it should give information regarding the location. Don't forget to also include this same "geographical" information in the *Image* panel (location, city, state/province, country) of the IPTC Core. The amount of detail you include will depend on the image and whether the image is documentary or conceptual. Typically, editorial images come with complete caption text, while advertising images may not.

Note: This field is "shared" with the "Description" field in the Description panel of the Adobe Photoshop File Info field.



Keywords

Enter keywords and terms or phrases used to express the subject of the content seen in the photograph. Keywords may be free text (i.e. they are not required to be taken from a controlled vocabulary). Values from the controlled vocabulary IPTC Subject Codes must be placed into the "Subject Code" field.

Note: This field is "shared" with the "Keyword" field in the Description panel of the Adobe Photoshop File Info field.

IPTC Subject Code

This field can be used to specify and categorize the content of a photograph by using one or more subjects as listed in the IPTC "Subject NewsCode" taxonomy (available from http://www.newscodes.org/). Each subject is represented as an 8 digit numerical string in an unordered list. Only subjects from a controlled vocabulary should be used in this field, free-choice

unordered list. Only subjects from a controlled vocabulary should be used in this field, free-choice text should be entered into the Keyword field.

Description writer

Enter the name of the person involved in writing, editing or correcting the description of the photograph in this field. For individual photographers this will typically be your own name, as you are the person that is entering the image metadata.

Note: This field is "shared" with the "Description Writer" field in the Description panel of the Adobe Photoshop File Info field.

4 IPTC Image panel

(use this panel for formal descriptive information about the image	(use	this	panel	for	formal	descr	iptive	inform	ation	about	the	image)
--	------	------	-------	-----	--------	-------	--------	--------	-------	-------	-----	-------	---

		test.j	pg			
Description	IPTC Image					۲
Camera Data 1 Camera Data 2	Use this panel for form	nal descriptive informa	ation about the ima	age.		
Categories	Date Created	12/10/04				
History IPTC Contact	Intellectual Genre	int genre				F
IPTC Content	IPTC Scene*	iptc scene1; iptc sce	ene2			F
IPTC Image IPTC Status						
Origin Advanced		Scene values are defir	ned at http://www	.newscodes.org		
100000000000000000000000000000000000000	Location					•
		location				
	City	erty				·
	State/Province	state				
	Country	country				
	ISO Country Code	iso				
	5	Country codes may b	e either 2– or 3–le	tter codes as defi	ned by the ISO 316	6 standard.
	J	* Multiple values may	be separated by a	i comma or semic	olon.	
Powered By						
xmp						
				C	Cancel	ОК

[SubjectCode]

[DescriptionWriter]

[Production/PublicRelease]



[Keywords]

Date Created

Use this field to record the date of when the photograph was taken, not the date when you scanned or edited the image. If you use a digital camera, you can look at the EXIF data for the date stamp. Note: This field is "shared" with the "Date Created" field in the Origin panel of the Adobe Photoshop File Info field. You can use the Origin panel's "Today button" to set IPTC Image panel's Date Created.

Intellectual Genre

Use this field to describe the "type" of use that a photograph fulfills in terms of its intellectual or journalistic characteristics. For example, at a newspaper, Intellectual Genre labels might include terms like daybook, obituary, press release, or transcript. A magazine might use terms like actuality, interview, background, feature, summary, or wrap-up. For best results, organizations should use a set of terms from a controlled vocabulary that they have developed. A sample taxonomy of "Intellectual genre" terms developed by the IPTC is available from http://www.newscodes.org/. The PRISM working group of the IDEAlliance has also developed a set of terms that can be referenced at http://prismstandard.org/.

IPTC Scene

This field is used to describe the scene of a photo using one or more terms from the IPTC "Scene-NewsCodes" controlled vocabulary (available from http://www.newscodes.org/). The IPTC Scene is represented as a 6 digit numerical string in an unordered list.

Location

Enter the name of a location shown in the photograph. This location name could be the name of a specific area within a city (Manhattan) or the name of a well known location (Pyramids of Giza) or (natural) monument outside a city (Grand Canyon). Location is the most specific term, at the fourth level of a top-down geographical hierarchy.

Citv

Enter the name of the city that is pictured in the photograph. If there is no city, you can use the location field alone to specify where the photograph was taken. City is at the third level of a topdown geographical hierarchy.

Note: This field is "shared" with the "City" field in the Origin panel of the Adobe Photoshop File Info field.

State/Province

Enter the name of the subregion of a country–usually referred to as either a State or Province – that is pictured in the image. Since the abbreviation for a State or Province may be unknown to those viewing your metadata internationally, consider using the full spelling of the name. Province/State is at the second level of a top-down geographical hierarchy.

Note: This field is "shared" with the "State/Province" field in the Origin panel of the Adobe Photoshop File Info field.

Country

Enter the full name of the country pictured in the photograph. This field is at the first level of a topdown geographical hierarchy. The full name should be expressed as a verbal name and not as a code, the ISO country code should be placed in the field titled ISO CountryCode. Note: This field is "shared" with the "Country" field in the Origin panel of the Adobe Photoshop File Info field.

[Location]

[Scene]

[Province-State]

[DateCreated]

[Production/PublicRelease]

[Country]

[City]

[IntellectualGenre]



ISO Country Code

[CountryCode]

Enter the ISO Country Code of the country pictured in the photograph. This field is at the top/ first level of a top-down geographical hierarchy. Country codes should be displayed as upper-case letters (US not us), and may be either two- or three-letter codes as defined by the ISO 3166 standard. The two-letter code (3166-2) is freely available from

the <u>http://www.iso.org/iso/en/prods-services/iso3166ma/02iso-3166-code-lists/list-en1.html</u> site. The full name of a country should go to the "Country" field.

5 IPTC Status panel

est.jpg			×
Description Camera Data 1	IPTC Status	0	
Camera Data 2 Categories History IPTC Contact IPTC Content IPTC Content IPTC Image IPTC Status Origin Advanced	Use this panel to record workflow and co Title title Job Identifier job id Instructions instr line1 instr line2	apyright information.]
	Provider provider Source source Copyright Notice copy line1 copy line2		1
	Rights Usage Terms rights line1 rights line2	v A V V]
Powered By		OK <u>R</u> eset	

(use this panel to record workflow and copyright information)

Title

[Title]

This field can be used as a shorthand reference for the image or "photograph" — primarily for identification. The title of an image may take several forms; for photographers this might be the filename of their original scan or digital camera file, for news organizations it might be the name of the story for which it's to be used. The Title term should not be confused with the Headline term, which is a short synopsis of the content of the photograph.

Note: This field is "shared" with the "Document Title" field in the Description panel of the Adobe Photoshop File Info field.

Job Identifier

You can enter a number or identifier that was created or issued for the purpose of improving workflow handling and image tracking. This ID should be added by the creator or provider for transmission and routing purposes only and should have no significance for archiving. (please note that this same field was labelled as the "transmission reference" in previous versions of Adobe Photoshop).

Note: This field is "shared" with the "Transmission Reference" field in the Origin panel of the Adobe Photoshop File Info field.

Instructions

The Instructions field is a simple text field that can be used to include any of a number of instructions from the provider or creator to the receiver of the photograph. Any of the following could be included: embargoes (News Magazines OUT) and other restrictions not covered by the "Rights Usage Terms" field; information regarding the original means of capture (scanning notes, colourspace info) or other specific text information that the user may need for accurate reproduction; additional permissions or credits required when publishing.

Note: This field is "shared" with the "Instructions" field in the Origin panel of the Adobe Photoshop File Info field.

Provider

Use the Provider field to identify who is providing the photograph. This doesn't have to necessarily be the owner/ creator. If a photographer is working for a news agency such as Reuters or the Associated Press, these organizations could be listed here as they are "providing" the image for use by others. If the image is a stock photograph, then the group (agency) involved in supplying the image should be listed here.

Note: This field is "shared" with the "Credit" field in the Origin panel of the Adobe Photoshop File Info field.

Source

The Source field should be used to identify the original owner or copyright holder of the photograph. The value of this field should never be changed after the information is entered following the image's creation. While not yet enforced by the custom panels, you should consider this to be a "write-once" field. The source could be an individual, an agency, or a member of an agency. To aid in later searches, it is suggested to separate any slashes "/" with a blank space. Use the form "photographer / agency" rather than "photographer/agency." Source may also be different from Creator and from the names listed in the Copyright Notice.

Note: This field is "shared" with the "Source" field in the Origin panel of the Adobe Photoshop File Info field.

Copyright Notice

The Copyright Notice should contain any necessary copyright notice for claiming the intellectual property, and should identify the current owner(s) of the copyright for the photograph. Usually, this would be the photographer, but if the image was done by an employee or as work-for-hire, then the agency or company should be listed. Use the form appropriate to your country.

For the United States you would typically follow the form of ©<date of first publication> name of copyright owner, as in "©2005 John Doe." Note, the word "copyright" or the abbreviation "copr" may be used in place of the © symbol. In some foreign countries only the copyright symbol is recognized and the abbreviation does not work. Furthermore the copyright symbol must be a full

[Instructions]

[Source]

[Provider]

[CopyrightNotice]

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[JobID]

[Production/PublicRelease]



circle with a "c" inside; using something like (c) where the parentheses form a partial circle is not sufficient. For additional protection worldwide, use of the phrase, "all rights reserved" following the notice above is encouraged.

In Europe you would use: Copyright {Year} {Copyright owner}, all rights reserved.

In Japan, for maximum protection, the following three items should appear in the copyright field of the IPTC Core: (a) the word, Copyright; (b) year of the first publication; and (c) name of the author. You may also wish to include the phrase "all rights reserved."

Notes regarding usage rights should be provided in the "Rights Usage Terms" field.

Note: This field is "shared" with the "Copyright Notice" field in the Description panel of the Adobe Photoshop File Info field.

Rights Usage Terms

[RightsUsageTerms] The Rights Usage Terms field should include text instructions on how this photograph can be legally used. For example, if you are only submitting the image(s) for consideration only, you can indicate that, and stipulate that no reproduction is allowed without permission being negotiated in advance. There are several groups working on terminology that can be used for rights management. It is strongly encouraged that you use a standardized set of terms or controlled vocabulary when populating this field.

IPTC Core field samples for various types of photography 6

On the following pages are three examples showing how you might fill out the IPTC Core metadata fields depending on the type of photography you do, and whom you are working for or with.

continued $\rightarrow \rightarrow \rightarrow$



[Production/PublicRelease]

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Example: Independent photographer



Example photo provided by ©David Riecks

-IPTC Contact	
Creator:	John Doe
Creator's Jobtitle:	Photographer
Address:	John Doe Photography, 123 Maple Lane
City:	Champaign
State/Province:	Illinois
Postal Code:	61820
Country:	USA
Phone(s):	+1 (217) 1234567
Email(s):	john@doe.com
Website(s):	www.doe.com
-IPTC Content	
Headline:	Young boy yelling
Caption/Description:	Three year old African American boy yells with joy on beach during vacation.
Keywords:	boy, gender, human beings, humans, lad, male, people, 3-12 years old, age, child, youth, african american, african-american, black, ethnic, ethnicity, people of color, race, beach, nature, scenery, emotion, emotional, emotions, happiness, happy, joy, joyful, joyous
Subject Code:	14024001 *1(see note on page 17)
Caption/Description writer:	John Doe
-IPTC Image	
Date Created:	August 19, 2004
Intellectual genre:	Profile
IPTC Scene:	012300 *2(see page 17)
Location:	Lake Superior
City:	Marquette
State/Province:	Michigan
Country:	USA
ISO Country Code:	US
-IPTC Status	
Title:	20040819_pe_014578d.nef
Job ID:	PO 34567
Instructions:	Original RAW capture Nikon D2X, Adobe RGB 1998.
Provider:	John Doe Photography
Source:	John Doe Photography
Copyright Notice: Rights Usage Terms:	©2004 John Doe, all rights reserved



Example: Agency photographer



Example photo provided by ©David Rie	cks
-IPTC Contact	
Creator:	Julie Doe
Creator's Jobtitle:	Mugwum contract photographer
Address:	Mugwum Press, 123 Broadway
City:	New York
State/Province:	New York
Postal Code:	00123
Country:	USA
Phone(s):	+1 (877) 9876543
Email(s):	j.doe@mugwum.com
Website(s):	www.mugwum.com
-IPTC Content	
Headline:	Shore Temple, Malibalipuram, India
Caption/Description:	The Shore Temple of the Seven Pagodas was built under Narsimha II of the Pallava dynasty between 7 th and 8 th century AD and is dedicated to Lord Shiva. It resembles the structure of the Dharmaraja rath, but its tower rises much higher (approx. five stories or ~ 60 ft. high) and its stupa spire is small and slender.
Keywords:	land, monument, nature, scenery, architectural, architecture, building, place of worship, religious building, structures, temple, sacred place, sanctum, Asia, India, Malibalipuram, Tamil Nadu, night, moonlight, moon, skies, sky, blue
Subject Code:	12000000, 01002000 *5 (see page 17)
Caption/Description writer:	Jacques Brown
-IPTC Image	
Date Created:	January 1, 2005
Intellectual genre:	Feature
IPTC Scene:	011400 *6 (see page 17)
Location:	Shore Temple
City:	Malibalipuram
State/Province:	Tamil Nadu
Country:	India
ISO Country Code:	IN
-IPTC Status	
Title:	ar21319
Job ID:	Sacred India
Instructions:	Newsmagazines Out
Provider:	Mugwum Press
Source:	Julie Doe / Mugwum Press
Copyright Notice:	©2005 Julie Doe / Mugwum Press, all rights reserved
Rights Usage Terms:	Image to be used One-time only, non-exclusive use in English Language Edition Magazine as inside image, to be used no larger than a full page in color. Additional third party rights to be negotiated with Julie Doe / Mugwum Press in advance. All other rights are reserved except those specifically granted.



Example: Staff photographer



-IPTC Contact Creator: John Doe Creator's Jobtitle: Staff photographer Big Newspaper, 123 Main Street Address: City: Boston State/Province: Massachusetts 02134 Postal Code: Country: USA Phone(s): +1 (800) 1234567 *Email(s)*: johndoe@bignewspaper.com www.bignewspaper.com *Website(s):* -IPTC Content Headline: Farmer planting onions Caption/Description: After digging the furrows another ten yards with the tractor, Jim Moore hops off to hand-set more leeks and onions. agriculture, farm laborer, farmer, field hand, field worker, humans, occupation, Keywords: people, agricultural, agronomy, crops, onions, vegetable crops, plants, vegetables, outdoors, outside, agricultural equipment, tractor, gender, male, men Subject Code: 04001000, 04001001 *3(see page 17) Caption/Description writer: Susan Brown -IPTC Image Date Created: April 3, 2003 Intellectual genre: Profile IPTC Scene: 011900 *4 (see page 17) Moore family farm Location: City: Watseka State/Province: Illinois USA Country: ISO Country Code: US -IPTC Status Title: 01661gdx Job ID: CSA farms Newspapers Out, Original Artixscan 4000 of color negative file, 160 ISO (frame Instructions: 35a) is 7.6 x 11.2 at 500ppi, in Colormatch RGB. Provider: **Big** Newspaper Source: John Doe / Big Newspaper Copyright Notice: ©2003 Big Newspaper, all rights reserved

Rights Usage Terms: For consideration only, no reproduction without prior permission

Notes from above examples

*1- (this is the IPTC Subject code for "children")

*2- (this is the IPTC Scene code for "off-beat")

*3- (these are the IPTC Subject codes for "agriculture" and "arable farming")

*4- (this is the IPTC Scene code for "action")

*5- (these are the IPTC Subject codes for "religion & beliefs" and "architecture")

*6- (this is the IPTC Scene code for "night scene")



7 Appendix

7.1 Appendix section 1: Installing the panels

Installing and Using the Panels with Adobe Photoshop CS and other Adobe Creative Suite Applications

If, for some reason, your current version of Adobe Photoshop doesn't contain the IPTC Core panels, you can download them from <u>http://www.iptc.org/iptc4xmp/</u>

The information for the various custom panels are contained in the four text files labeled; *IPTC_Contact, IPTC_Content, IPTC_Image*, and *IPTC_Status*. The panels are installed either in a global, or user-specific directory.

The following paths are correct for current operating systems and the Adobe Creative Suite of applications such as Adobe Photoshop CS. The items not in **bold** might be dependent upon the language of the installed operating system.

On a Macintosh OSX system the custom panel files may be installed in either of the following locations:

{Root Volume} /Library/Application Support/Adobe/XMP/Custom File Info Panels {Home Directory}/Users/<user name>/Library/Application Support/Adobe/XMP/Custom File Info Panels

On Windows XP the files are installed in either of the following locations (substitute the appropriate drive letter for the "C" drive if necessary): C:\Documents and Settings\<user name>\Application Data\Adobe\ XMP\Custom File Info Panels C:\Program Files\Common Files\Adobe\XMP\Custom File Info Panels

To use a custom panel, Select "File Info" from the "File" menu with a file open. Or, within the Adobe Photoshop File Browser, right-click (control+click on Macintosh) on a thumbnail image and select "File Info" from the contextual menu. When the File Info dialog opens, you can click on an IPTC Core panel name in the list of panel in the list at the left side of the dialog box.

NOTE:

The IPTC also provides a Windows-only installer program to move the panels to the correct location in your file system.



7.2 Appendix section 2: creating metadata templates

How to create metadata templates and batch apply them in Adobe Photoshop CS

Creation

- 1. Start with a fresh new document in any CS app.
- 2. Go to File Info and enter the data for which you wish to create a template.
- 3. Save template go to the upper right flyout (circle with arrow in it) and select save name it

whatever you want.

4. Cancel File Info

5. Discard new document

Apply to Single Image

- 1. Open a file and select File Info
- 2. Select from the flyout menu the template you wish to append (control click to replace)

Batch Apply

- 1. Select multiple files in the Adobe Photoshop file browser
- 2. Select Edit > Append Metadata or Edit > Replace Metadata

Append vs. Replace

Append will add values to properties that are empty and add properties & values if they are not present.

Replace will add properties & values if they are not present and will replace values for those properties that exist.

Append and Replace are also available from the Advanced panel of the File Info dialog.

Delete

Properties can be deleted via the Advanced Panel of the File Info dialog. (Presumably there also ways of editing template files to apply 'blank' or null values but you will need to experiment to get the results you need).

7.3 Appendix section 3, Mapping IPTC IIMv4 to IPTC Core

continued (3 pages) $\rightarrow \rightarrow \rightarrow$

PIC	- IIMv4 & "IPTC Core" \	/1.0 Sc	hema for XMP Fields map	ped to Imaging Pro	gram Labels	
IM					Image Info	
Field	IPTC IIMv4 field name	size §	IPTC Core (XMP) Label	Photoshop CS	Toolkit 1.5 **	
	Object Name (Title)		Title	Document title	Object Name	
	Urgency		deprecated	Urgency	Urgency	
	Category		deprecated	Categories	Category	
	Supplemental Categories		deprecated	Suppl. Categories	Suppl. Categories	
	Keywords		Keywords	Keywords	Keywords	
	Special Instructions		Instructions	Instructions	Special Instructions	
	Date Created		Date Created	Date Created	Date Created	
	By-line (Author)		Creator	Author	By-line Author	
	By-line Title(Author position)		Creator's Jobtitle	(not seen in file info)	By-line Title	
	City		City	City	City	
	Province/State		State/Province	State/Province	State	
	Country/Primary Location Name		Country	Country	Country	
	Original Transmission Reference		Job Identifier	/	Transmission	
	Headline		Headline	Transmission Reference Headline	Headline	
	Credit		Provider	Credit	Credit	
	Source		Source	Source	Source	
	Copyright Notice		Copyright Notice	Copyright Notice	Copyright	
	Caption/Abstract		Caption/Description	Description	Caption/Abstract	
122	Writer/Editor	32	Caption/Description Writer	Description Writer	Writer/Editor	
			Creator's Contact Info:City			
			Creator's Contact Info:Country			
			Creator's Contact Info:Address			
			Creator's Contact Info: Postal Code			
			Creator's Contact Info:State/Province			
			Creator's Contact Info:Email(s)			
			Creator's Contact Info:Phone(s)			
			Creator's Contact Info:WebURL(s)		
			ISO Country Code			
			Intellectual genre			
			Location			
			Rights Usage Terms			
			Subject Code			
			IPTC Scene			
7	Edit Status	32				
22	Fixture Identifier	32				
27	Content Location Name	64				
118	Contact	128				
				Copyright Info URL		
				Copyright Status		
	magenta = fields slated for remov	al ("depre	cated") from the IPTC Core Schema			
	dark green = new fields introduced in the IPTC Core schema					
	Fields in red will not be read in any programs except Photoshop, and/or other programs using the Adobe "File Info" data format					
	Fields in blue are part of the IPTC IIMv4 schema, and used by iView, but not visible by any other programs except via plug-ins					
	Field number as denoted in the Information Interchange Module version 4 by IPTC					
	\$ count for IIMv4 data includes characters, carriage-returns, linefeeds and spaces, do not exceed for maximum backwards compatibility					
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	Category		Categories	Categories	Categories	
	Supplemental Categories		Suppl. Categories	Suppl. Categories	Suppl. Categories	
	Keywords		Keywords	Keywords	Keywords	
	Special Instructions		Instructions	Special Instructions	Special Instructions	
	Date Created		Date Created	Date Created	Date Created	
80	By-line (Author)	-	Author	Byline	Byline	
85	By-line Title(Author position)	32	Authors Position	Byline Title	Byline Title	
	City		City	City	City	
	Province/State	32	State/Province	Province-State	Province-State	
101	Country/Primary Location Name	64	Country	Country name	Country	
103	Original Transmission Reference	_	Transmission Reference	Original Transmission Ref.	Original Transmission Ref.	
105	Headline	256	Headline	Headline	Headline	
110	Credit	32	Credit	Credit	Credit	
115	Source	32	Source	Source	Source	
116	Copyright Notice	128	Copyright Notice	Copyright Notice	Copyright	
120	Caption/Abstract	2000	Caption	Caption	Caption	
122	Writer/Editor	32	Caption Writer	Caption Writer	Caption Writer	
7	Edit Status	32				
	Fixture Identifier		Job Name			
	Content Location Name	64				
	Contact	128				
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		size §	iView Media Pro 2.6 Product	Thumbsplus Object Name	Document title	
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			Genre	Suppl. Categories	Cotogorioo	
	Category				Categories	
	Supplemental Categories		Categories	Categories Keywords	Suppl. Categories	
	Keywords		Keywords		Keywords	
	Special Instructions Date Created		Instructions Event Date	Special Instructions Date Created		
		-			Author	
	By-line (Author)		Author author title	Byline	Author	
	By-line Title(Author position)	-		Title		
	City		City	City		
	Province/State		State	Province-State		
	Country/Primary Location Name		Country	Country		
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	Headline		Title	Headline		
	Credit		Credit	Credit		
	Source		Source	Source		
	Copyright Notice		Copyright	Copyright Notice	Copyright Notice	
	Caption/Abstract		Caption	Caption	Description	
122	Writer/Editor	32	Writer	Writer/editor	Description Writer	
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