

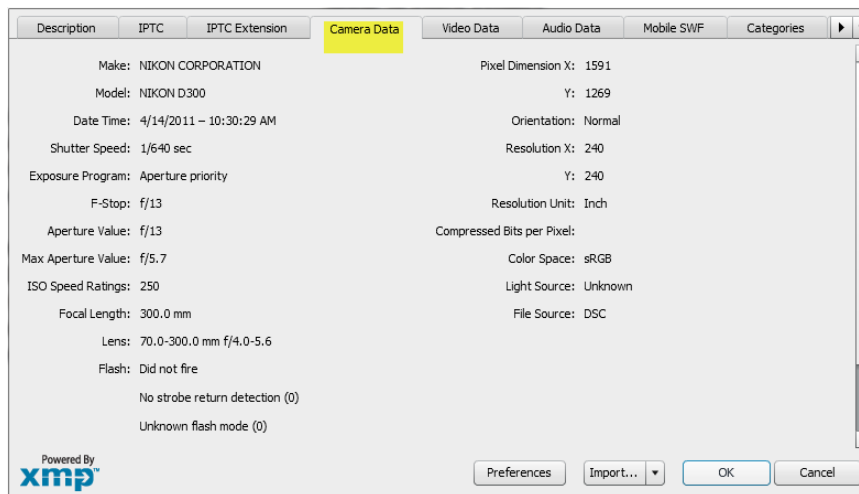
Adding Metadata to Your Digital Images

Sense of Place Project

The Photographic Society of Parker River National Wildlife Refuge

Background: Every time you take a picture with your digital camera, an amazing amount of technical data or information is simultaneously recorded by the camera to the digital image file. This information is an example of what is called “**metadata**.” There are basically two types of metadata that we will address relative to the *Sense of Place Project*:

- 1. Information that is automatically recorded by the camera.** This information is commonly referred to as EXIF data (which stands for Exchangeable Image File Format). Examples of this information include date, time, make and model of camera, and exposure settings (e.g., aperture, shutter speed, ISO). The screen capture below illustrates some of the information that many cameras record every time you take a picture:



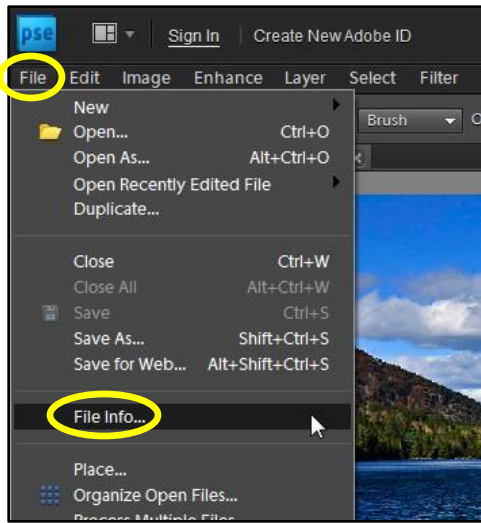
- 2. Information that you add or type into the image file.** This type of metadata might include a description of the photo, copyright information, a caption, credits, keywords, creation date and location, source information, or special instructions. This type of metadata often goes by the acronym IPTC. (IPTC is the standard developed in the 1970's by the International Press Telecommunications Council. It was initially developed as a standard for exchanging information between news organizations and has evolved over time.) Around 1994, Adobe Photoshop's "File Info" form enabled users to insert and edit IPTC metadata in digital image files and so it was adopted by stock photo agencies, and other publishing businesses outside of the news media.

If you plan to submit any images to the *Sense of Place Project*, you will be required to add certain pieces of information to your image file. This information will greatly help the project manager(s) to organize and keep track of all the images submitted. Specifically, you will need to enter your name and other contact information, a brief description of the image, where it was taken, and “key words” (to assist in our ability to perform searches for certain types of images within the project’s image database).

When you look at a digital image, you don’t see the metadata. However, trust that it is indeed there! Many image editing software programs – including Adobe’s Photoshop, Photoshop Elements, and Lightroom – allow you to view an image’s metadata. In this brief tutorial, we’ll demonstrate how to add metadata using Photoshop Elements. (We’ll be using the Windows version for this tutorial; however, the Apple version will be very similar.)

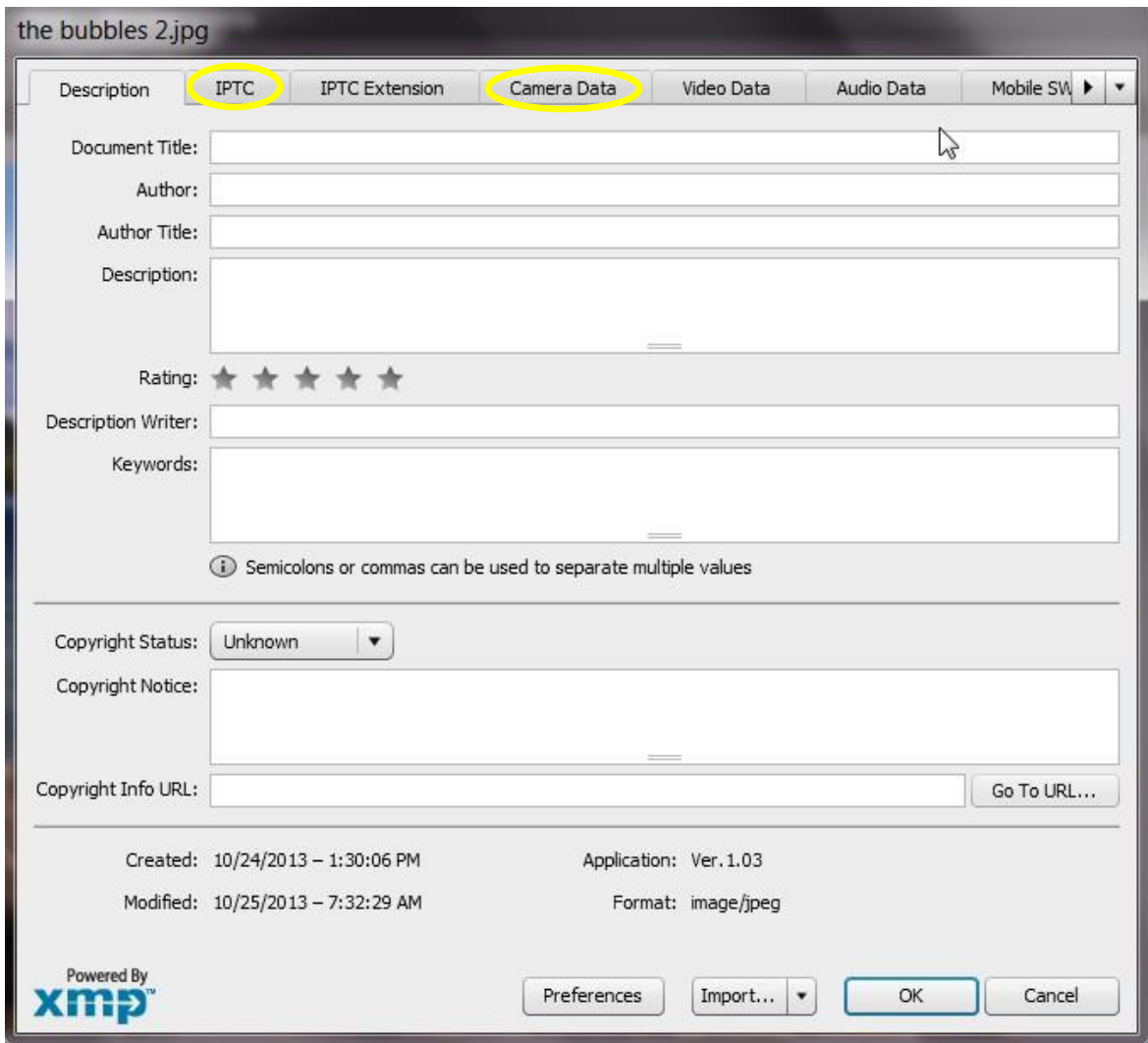
So, let’s give it “a go”:

1. Within Photoshop Elements, open one of your digital images (jpg file) by clicking **FILE > OPEN**.
2. With the image visible within the Editor window, click **FILE > FILE INFO** (per the screen capture, below).



Click FILE > FILE INFO to view the image's metadata.

3. You should now see the dialog box that appears in the screen capture, below. Note that there are a variety of tabs across top including the top, including the two that we care about for purposes of this discussion, **IPTC** (the tab where you will add information) and **Camera Data** (where you will find the information that is automatically recorded by the camera).



4. Click on the **IPTC** tab. You should see something like the screen capture, below. Notice that this dialog box is quite long, top to bottom, and allows you to input a lot of information. You can scroll up and down using the scroll bar on the right hand side. **You don't need to fill in every box! However, please fill in the fields that have been completed in this example.** First and foremost, we need your name, contact information, and image description. **After entering your data, Click OK to save the changes you've made.**

the bubbles 2.jpg

Description IPTC IPTC Extension Camera Data Video Data Audio Data Mobile SW

All fields on this panel are from the IPTC Core standard (<http://www.iptc.org/photometadata>).

IPTC Contact

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Country:

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E-Mail(s): matt_poole@fws.gov

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IPTC Image

Date Created:

IPTC Content

Headline:

Description: View across Jordan Pond toward North and South Bubble Mountains, Acadia National Park.

Keywords: lake; waterbody; mountain; park; landscape; Acadia

ⓘ Semicolons or commas can be used to separate multiple values

IPTC Subject Code:

ⓘ Subject Codes are defined at <http://www.newscodes.org>, semicolons or commas can be used to separate multiple values

Description Writer:

IPTC Status

Title:

Job Identifier:

Instructions:

Credit Line: Photo: FWS/Matt Poole

Source:

Copyright Notice: Public Domain.

Rights Usage Terms: Must credit agency and photographer

Please be sure to enter some “key words” (where requested) so that we will be better able to organize all of the submitted images. Individual key words should be separated by a comma. The nature of your image will suggest the best key words, but may include things like animal, macro, landscape, dune, plant, etc.

KEY WORDS: These particular key words refer to a landscape image of a lake and some mountains. It was taken at Acadia National Park.