

2D or 3D
Stick the label to the
picture

Rijks Museum
2015

Why embed data in images?

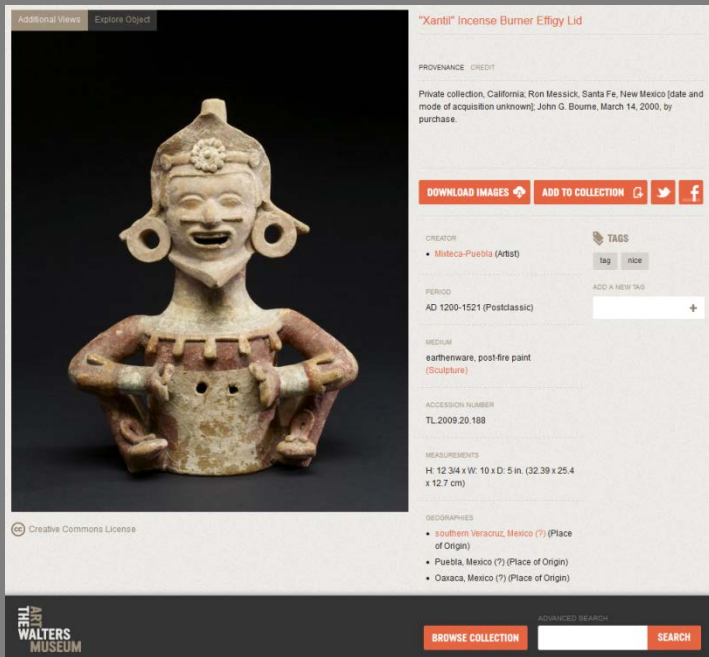
This is what we hear...

- There are too many standards
- There are too many fields
- It's too much work to add all that data
- The labels change depending on the software
- We do things our own way
- There's no budget for improving our data
- Photographers do pictures not data

The scandal of web orphans

Museum Web Page

<http://art.thewalters.org/detail/80343/xantil-incense-burner-effigy-lid/>



Additional Views Explore Object

"Xantil" Incense Burner Effigy Lid

PROVENIENCE CREDIT

Private collection, California; Ron Messick, Santa Fe, New Mexico (date and mode of acquisition unknown); John G. Bourne, March 14, 2000, by purchase.

DOWNLOAD IMAGES ADD TO COLLECTION

CREATOR

- Miteca-Puebla (Artist)

TAGS

PERIOD

AD 1200-1521 (Postclassic)

MEDIUM

earthenware, post-fire paint (Sculpture)

ACCESSION NUMBER

TL.2009.20.188

MEASUREMENTS

H. 12 3/4 x W. 10 x D. 5 in. (32.39 x 25.4 x 12.7 cm)

GEOGRAPHIES

- southern Veracruz, Mexico (?) (Place of Origin)
- Puebla, Mexico (?) (Place of Origin)
- Oaxaca, Mexico (?) (Place of Origin)

ADVANCED SEARCH

BROWSE COLLECTION SEARCH

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THE WALTERS MUSEUM

Downloaded Image

ps1_tl200920188_back_dd_t10.jpg



Who?
What?
When?
Where?
Museum?
Copyright?

Identity and attribution



1. Vincent van Gogh, Sunflowers, 1888
© The National Gallery
[Enlarge and zoom in](#)



2. Vincent van Gogh, Sunflowers © Van Gogh Museum, Amsterdam (Vincent van Gogh Foundation)
[Enlarge and zoom in](#)

IPTC Core fields

Creator	The National Gallery Photographi
Creator: Job Title	
Creator: Address	Trafalgar Square
Creator: City	London
Creator: State/Province	
Creator: Postal Code	WC2N 5DN
Creator: Country	United Kingdom
Creator: Phone(s)	020 7747 2838
Creator: Email(s)	PhotographicOffice@ng-london.org.uk
Creator: Website(s)	
Headline	
Description	
Keywords	
IPTC Subject Code	
Description Writer	
Date Created	
Intellectual Genre	
IPTC Scene Code	
Sublocation	
City	
State/Province	
Country	
ISO Country Code	
Title	
Job Identifier	
Instructions	
Credit Line	
Source	
Copyright Notice	Photo: The National Gallery, London.
Copyright Status	Copyrighted
Rights Usage Terms	
Audio	



140130_sunflowers_N-3863-full-v2-205x259.jpg
Today, 09:48

Missing - Painting Title and Creator. Could be in Description.

IPTC Core fields

Creator	Vincent Van Gogh (1853–1890)
Creator: Job Title	
Creator: Address	
Creator: City	
Creator: State/Province	
Creator: Postal Code	
Creator: Country	Nederland
Creator: Phone(s)	
Creator: Email(s)	
Creator: Website(s)	
Headline	
Description	
Keywords	
IPTC Subject Code	
Description Writer	
Date Created	
Intellectual Genre	
IPTC Scene Code	
Sublocation	
City	
State/Province	
Country	
ISO Country Code	
Title	Sunflowers, 1889-01 ARLES
Job Identifier	
Instructions	
Credit Line	
Source	
Copyright Notice	Van Gogh Museum Amsterdam (Vincent Van Gogh Foundation)
Copyright Status	Copyrighted
Rights Usage Terms	
▶ Audio	
▶ Video	
▶ XMP	

Missing – *Description*



Sunflowers-L1162_full_200x262_no2.jpg

Today, 09:48

Beyond DAM, beyond web ...

- Photographers can take control of data for their images
- Workflow can be made easier
- Embedded data can be used in practical ways by the public



Pastoral images

Images downloaded from web with embedded data are imported into a Powerpoint presentation

MetaShotPpt - PowerPoint importer [Mac](#) or [Windows](#)



Title : R-20091016-0002.jpg

Creator : National Gallery of Art

Description : Carl Philipp Schallhas (Austrian, 1767 - 1797),
Ancient Trees in a Pastoral Landscape, 1790/1795, red chalk over
traces of black chalk on wove paper, Gift of Katrin Bellinger in
memory of Wolfgang Ratjen

City : Washington, DC



Creator : 11610
DateCreated : 2012:12:23 09:22:10Z
Description :
illustration for 'Little Boo Peep',
Subject :

rural,pastoral,colour,poetry,outdoors,people,female,woman
,19th century,children's literature,illustration,nursery
rhyme,children's drawings,little bo peep,
color,outdoor,females,women,personalities,famous people,named
people,colours,poem,poems,childrens literature,childrens
stories,children's stories,illustrated,farmland,outside,children's
books,children's story,childrens books,childrens book,children's
pictures,childrens pictures,childrens picture,childrens drawing

Rights :©The British Library Board

Location : St Pancras

City : London

State : England

Country : GBR

Photographers

- You have the object or artwork
- You can add data at source
- Photographers need not be locked out of data workflow (even if they don't have DAM)



SCREM for Heritage Media Files

Schema for **R**ich **E**MBEDDED **M**etadatea for
Heritage

SCREM PROJECT *organisers*



Greg Reser
University of California San Diego



Sarah Saunders
Electric Lane

SCREM PROJECT *aims*

- Make data entry easier at all points in the workflow
- Extend IPTC fields for heritage metadata
- Encourage people to use the fields available
- Use existing standards to create a practical schema (SCREM) for embedding and reading heritage data in images

Data schemas

EMBEDDED

COLLECTIONS MANAGEMENT	SCREM XMP panel	IPTC
Starts with object description	Treats object and image separately and relates to image workflow	Starts with image description
Detailed description of object and its administration including movements, exhibition condition and provenance	More granular data for object than IPTC, but not so detailed as COLLECTIONS MANAGEMENT.	Granular data about image and its administration, and includes key details of artworks and object depicted
Used by institutions	Can be used by institutions to exchange granular data about image and work	Used in image workflow and publishing/viewing environment

IPTC - Artwork/Object Fields

IPTC Extension 2008

First time artwork information separated from image information

ARTWORK

- Title
- Date Created
- Creator
- Source
- Source Inventory
- Copyright notice





2014 IPTC Photo Metadata standard

Added some key artwork/object fields not in 2008 version

- Title
- Date Created
- Circa date created
- Creator
- Creator ID
- Source
- Source Inventory URL
- Copyright notice
- Style/Period
- Current copyright owner name
- Current copyright owner ID
- Current licensor name
- Current licensor ID
- Physical description
- Content description
- Contribution description

Granularity principle



How do you want it?



- Granular means you can have your data how you want it (lumps or granules)
- Solid lumps can't be split

Criteria for IPTC candidates

YES if

- about the digital image
- needed to identify source, creator and copyright of artwork
- links to more granular data on the web
- descriptive data useful for end user
- useful for image retrieval
- can be mapped from other schemas


Criteria for IPTC candidates


NO if


- about movement, condition, exhibition of work, except where needed for accreditation
- specific to institution holding the work and not needed by outside users
- detailed provenance (former owners etc)
- about monetary value or insurance of work

Consultation – with interest group

Image libraries, collections management cataloguers, software providers


 **Adam Hess**
ahess@guggenheim.org
[Remove](#)


 **Amalyah Keshet**
akeshet@imj.org.il
[Remove](#)

 **Amanda Rybin**
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 **Andrew LaBonte**
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 **Greg Reser**
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 **John Trendler**
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The account owner has access to all projects.


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[Send another invitation](#)
[Remove](#)

 **clive.coward@tate.org.uk**
[Send another invitation](#)
[Remove](#)

 **david@riecks.com**
[Send another invitation](#)
[Remove](#)

 **js@sedlik.com**
[Send another invitation](#)

 **mhogan@scrlc.org**
[Send another invitation](#)
[Remove](#)

Consultation

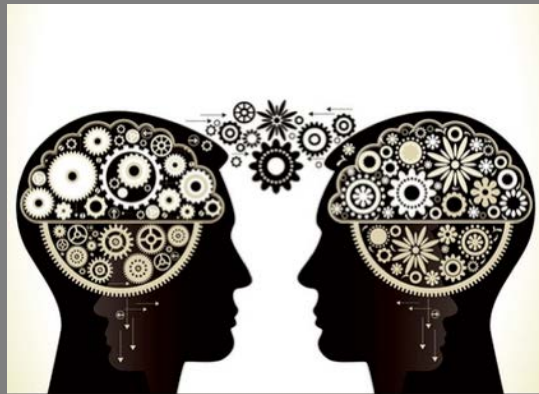
- We consulted on the scope of the project , and the fields needed
- There were 3 iterations, and some areas where fields were concatenated

Issues

- We could not add unlimited number of fields
- Recognition that authoritative data is held in collections management system
- Persistence of data - snapshot or link?
- Human or machine readable?
- Technical XMP issues

Principles

- Support registry entries and machine readable data
- Display human readable data
- Link to authoritative sources where possible
- Cater for non-art objects and the way they are sourced
- Include 'display' and 'search' metadata





2014 IPTC Photo Metadata standard

Added some key artwork/object fields not in 2008 version

- Title
- Date Created
- Circa date created
- Creator
- Creator ID
- Source
- Source Inventory URL
- Copyright notice
- Style/Period
- Current copyright owner name
- Current copyright owner ID
- Current licensor name
- Current licensor ID
- Physical description
- Content description
- Contribution description

Once we have the data fields, what then?



- Let people know they exist
- Encourage software adoption
- Get people using them

The usual comment



Speed things up... create a panel !

IPTC Cultural Heritage Metadata (version 2015-04-08)

GO TO → IMAGE RIGHTS ADMIN ib 47

ARTWORK/OBJECT

Title

Creator 1 ID

Creator 2 ID

Creator 3 ID

Date Created YYYY-MM-DD, e.g., 2015-01-3

Circa Date Created

Style/Period

Contribution Description

Physical Description

Source

Name

Inventory Number

Inventory URL

Content Description

Copyright Notice

Current Copyright Owner

Name

ID

Current Licensor

Name

ID

IMAGE

Title

Creator

Creator's Job Title

Date Created YYYY-MM-DD, e.g., 2015-01-3

Location

Sublocation

City

State/Province

Country Name

Country Code

World Region

same Camera Location

same Location Shown

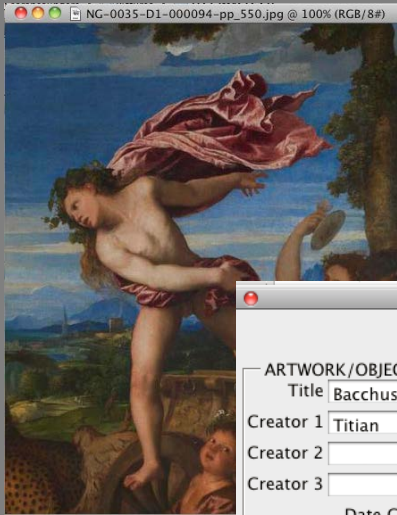
Fill fields below using Artwork/Object data

Headline

Description

Keywords

IPTC - New Artwork/Object Fields (2014)



Artwork/Object

Image

IPTC Cultural Heritage Metadata (version 2015-04-08)

GO TO → IMAGE RIGHTS ADMIN (b) (f1)

ARTWORK/OBJECT

Title

Creator 1 ID

Creator 2 ID

Creator 3 ID

Date Created YYYY-MM-DD, e.g., 2015-01-3

Circa Date Created

Style/Period

Contribution Description

Physical Description

Source

Name

Inventory Number

Inventory URL

Content Description

Copyright Notice

Current Copyright Owner

Name

ID

Current Licensor

Name

ID

IMAGE

Title

Creator

Creator's Job Title

Date Created YYYY-MM-DD, e.g., 2015-01-3

Location

Sublocation

City

State/Province

Country Name

Country Code

World Region

same Camera Location

same Location Shown

Fill fields below using Artwork/Object data

Headline

Description

Keywords

IPTC - New Artwork/Object Fields (2014)



Image - with artwork/object data

IPTC Cultural Heritage Metadata (version 2015-04-08)

GO TO → IMAGE RIGHTS ADMIN (b) (t)

ARTWORK/OBJECT

Title: Bacchus and Ariadne

Creator 1: Titian ID: _____

Creator 2: _____ ID: _____

Creator 3: _____ ID: _____

Date Created: _____ YYYY-MM-DD, e.g., 2015-01-3

Circa Date Created: 1520

Style/Period: 16th Century Venetian School

Contribution Description: Bought 1826 by National Gallery.

Physical Description: Oil on Canvas

Source: Name: National Gallery
Inventory Number: _____
Inventory URL: _____

Content Description: Bacchus, god of wine, emerges with his followers from the landscape to the right. Falling in love with Ariadne on sight, he leaps from his chariot, drawn by two cheetahs, towards her. Ariadne had been abandoned on the Greek island of Naxos by Theseus, whose ship is shown in the distance. The picture shows her initial fear of Bacchus, but he raised her to heaven

Copyright Notice: _____

Current Copyright Owner: Name: _____ ID: _____

Current Licensor: Name: _____ ID: _____

IMAGE

Title: _____

Creator: Titian

Creator's Job Title: _____

Date Created: _____ YYYY-MM-DD, e.g., 2015-01-3

Location: Sublocation: _____
City: _____
State/Province: _____
Country Name: _____
Country Code: _____
World Region: _____
 same Camera Location
 same Location Shown Show All Locations

Fill clear Fill fields below using Artwork/Object data

Headline: Titian, Bacchus and Ariadne

Description: Titian; Bacchus and Ariadne; 1520; 16th Century Venetian School ; Oil on Canvas; Bought 1826 by National Gallery. ; National Gallery ; Bacchus, god of wine, emerges with his followers from the landscape to the right. Falling in love with Ariadne on sight, he leaps from his chariot, drawn by two cheetahs, towards her. Ariadne had been abandoned on the Greek island of Naxos by Theseus, whose ship is shown in the distance. The picture shows her initial

Keywords: Titian; 16th Century Venetian School;

Save Cancel

IPTC - New Artwork/Object Fields (2014)

Image Rights

Admin



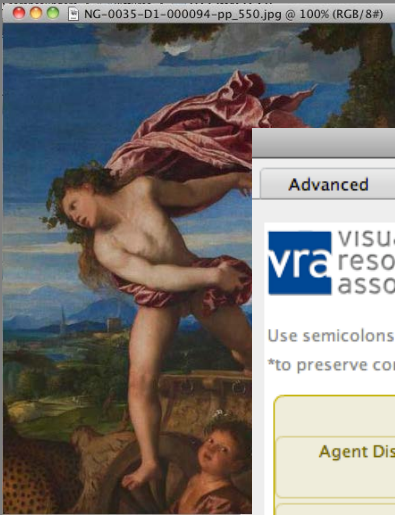
IPTC Cultural Heritage Metadata (version 2015-04-08)

GO TO → ARTWORK/OBJECT IMAGE (b) (T)

IMAGE RIGHTS	IMAGE ADMIN
Credit Line (c) The National Gallery	Instructions
Copyright Owner Name ID	Digital Source Type Original digital capture of a real life scene
Copyright Notice (c) The National Gallery	Maximum Width Height
Rights Usage Terms Contact The National Gallery Image Library to license the image.	Supplier Name The National Gallery Supplier ID Image ID
Licensor Name ID Telephone 1 Telephone 2 Email Web Address	Registry Entry Organization IC Image ID
Property Release Status ID	

Save Cancel

The VRA panel



NG-0035-D1-000094-pp_550.jpg

Advanced IPTC IPTC Extension Description Camera Data Video Data Audio Data Mobile SWF Categories Origin VRA_2_0

visual resources association panel version 2.0

Compatibility Mode - all fields are visible ⚙️

Use semicolons as delimiters
*to preserve commas and semicolons as punctuation, use quotes for a phrase. (example: "Picasso, Pablo")

Work	
Agent Display	vra
add indexed entry	
Title	vra
Date	vra
add indexed entry	
Style/Period	vra
add indexed entry	
Culture	vra
add indexed entry	
Work Type	vra
add indexed entry	
Material	vra
add indexed entry	
Technique	vra
add indexed entry	
Measurements	vra
add indexed entry	
Location	
Repository	vra
Site	vra
Creation	vra
Discovery	vra
Exhibition	vra
Installation	vra

Image	
View (Title)	- type - vra
Original	Describes the specific view of the depicted work. vra
Creator	Titian vra
Image Source	vra
Rights	
Copyright Status	Unknown vra
Creative Commons	Not a Creative Commons License cc
CC license URL	
Copyright URL	vra
Usage Terms	Contact The National Gallery Image Library to license the image. vra
Copyright Notice	(c) The National Gallery insert © vra
Custom 3 Label	Data vra
Custom 4 Label	Data vra

Administration	
Collection	vra
Job Identifier	vra
Categories	vra

Powered By xmp

Preferences Export... Cancel OK

Use semicolons as delimiters

*to preserve commas and semicolons as punctuation, use quotes for a phrase. (example: "Picasso, Pablo")

Work IPTC Artwork Data Available

Agent Display	<input type="text"/>	
add indexed entry		
Title	<input type="text"/>	
Date	<input type="text"/>	
add indexed entry		
Style/Period	<input type="text"/>	
add indexed entry		
Culture	<input type="text"/>	
add indexed entry		
Work Type	<input type="text"/>	
add indexed entry		
Material	<input type="text"/>	
add indexed entry		
Technique	<input type="text"/>	
add indexed entry		
Measurements	<input type="text"/>	
add indexed entry		
Location	Repository <input type="text"/>	
	Site <input type="text"/>	
	Creation <input type="text"/>	
	Discovery <input type="text"/>	
	Exhibition <input type="text"/>	
	Installation <input type="text"/>	

Image

View (Title)	<input type="text"/>	- type -
Original File	<input type="text"/>	
Creator	Titian	
Image Source	<input type="text"/>	
Rights	Copyright Status	Unknown
	Creative Commons	Not a Creative Commons License
	CC license URL	<input type="text"/>
	Copyright URL	<input type="text"/>
	Usage Terms	Contact The National Gallery Image Library to license the image.
	Copyright Notice	(c) The National Gallery
	insert	
Custom 3 Label	Data	<input type="text"/>
Custom 4 Label	Data	<input type="text"/>

Describes the specific view of the depicted work.

Using web resources



Getty Vocabularies as Linked Open Data

The Getty vocabularies are constructed to allow their use in linked data. A project to publish AAT, TGN, ULAN, and CONA to the LOD (Linked Open Data) cloud is underway. The documents on this page contain news and presentations about releasing the Getty vocabularies as LOD. These materials are subject to frequent modification and addition.



- [News and Status of the Project](#)
- [What Is LOD?](#)
- [Introduction to Getty Vocabularies as LOD \(PDF, 3.8 MB, 46pp\)](#)
- [Linked Open Data Flier \(PDF, 1 MB, 1pp\)](#)
- [List of External Advisors \(PDF, 88KB, 7pp\)](#)

The AAT and TGN are now available as LOD. They are published under the [ODC-By 1.0 license](#).

Linked Open Data



Style/Period	Modern	vra
	indexed entries	
	+ Modern Style	AAT ▼ 300375743 x
	🔍 Search Getty AAT	
Culture		vra
	indexed entries	
	+ Indian painting styles	AAT ▼ x
	🔍 Search Getty AAT	
Work Type		vra
	add indexed entry	
	+	
	🔍 Search Getty AAT	
Material		vra
	add indexed entry	
	+	
	🔍 Search Getty AAT	
Technique		vra
	add indexed entry	
	+	
	🔍 Search Getty AAT	
Measurements		vra
	see indexed entries	

Linked Open Data



Work Type vra

add indexed entry

+

close Getty Art & Architecture Thesaurus® i

Search Work Type terms

AND OR Exact Phrase

Select a term

- painting components
- fan paintings
- porcelain paintings (visual works)
- pottery paintings (visual works)
- matte paintings
- salon paintings
- transparent paintings

[Go to AAT online entry](#) ↗

Linked Open Data



Work Type vra

add indexed entry

+

close Getty Art & Architecture Thesaurus® ?

Search Work Type terms

AND OR Exact Phrase

Use selected Term

- tempera paintings
- reverse paintings on glass (visual works)
- painting equipment
- paintings (visual works)
- bird-and-flower paintings
- finger paintings (visual works)
- block-figure-woodcut paintings (visual works)

Note: Unique works in which images are formed primarily by the direct application of pigments suspended in oil, water, egg yolk, molten wax, or other liquid, arranged in masses of color, onto a generally two-dimensional surface.

[Go to AAT online entry](#) ↗

Linked Open Data



Work Type : vra

indexed entries

+	paintings (visual works)	AAT	▼	300033618	x
		-vocabulary	▼		x

close Getty Art & Architecture Thesaurus® i

AND OR Exact Phrase

The compatibility question

visual resources association
panel version 2.0
Compatibility Mode

uncheck fields to hide OK

Artwork/Object

- Creator
- Title
- DC Title
- Date
- Style/Period
- Culture
- Work Type
- Material
- Technique
- Measurements
- Location
 - Repository
 - Site
- Creation
- Discovery
- Exhibition
- Installation
- Performance
- Other
- Notes
- Work ID
- Rights
- Description

Image/Photo

- View Description
- Original Date
- Creator
- Image Source
- Rights
 - Copyright Status
 - Creative Commons
 - Usage Terms
 - Copyright Notice
 - Copyright URL
- Custom 3
- Custom 4

Form Views

- [Icon]
- [Icon]
- [Icon]

Other Options

- show tips
- show standards

OK

Administration

- Collection
- Job Identifier
- Cataloger
- Custom 5
- Custom 6

Summary

- Keywords
- Description/Caption

Powered By

- Infinite multiple values don't work with spreadsheet data exchange
- Compatibility mode has limited number of values (eg up to 3 Creators)
- Note that you can hide fields you don't want to see!

SCREM panel

The screenshot displays the SCREM panel interface, which is divided into several sections for data entry:

- Object Identification:** This section includes fields for Classification, Identifier (with URI and Edition dropdowns), Title, State, Description, and Measurements (Height, Width, Depth, Extent, Inclusive).
- Repository Information:** Fields for Repository Name, Location, Location ID, and Work ID.
- Agent Information:** A section for Agent Name, Attribution, Role, and Source, with sub-sections for Date, Period, Culture, Place, Method, Materials, and Technique, each with Source and ID dropdowns.
- Event Information:** Fields for Description and Creation ID.
- Navigation Panel:** A vertical list of event types on the left side, including Commissioning, Planning, Designing, Creation, Production, Publication, Finding, Excavation, Move, Modification, Part Addition, Part Removal, Transformation, Restoration, Provenance, Acquisition, Collecting, Exhibition, Performance, Use, and Destruction.

- More data fields than IPTC
- Uses IPTC AO fields
- LIDO style event based schema
- Has fields useful to photographers eg inscription
- Aims to be user friendly

SCREM panel blueprint

Object Identification

Classification **Source** **ID**

+ **Identifier**

+ **Title**

Edition

State

Inscriptions

Description

+ **Measurements**

Height	<input type="text"/>	<input type="text" value="cm"/>	Extent <input type="text" value="inclusive"/>
Width	<input type="text"/>		
Depth	<input type="text"/>		

Repository Name	<input type="text"/>
Location	<input type="text"/>
Location ID	<input type="text"/>
Work ID	<input type="text"/>

SCREM panel – event based

Commissioning	<div style="border: 1px solid black; padding: 5px;"><p>+ Agent Name <input type="text"/></p><p>Attribution <input type="text"/> ▼ Type <input type="text"/> ▼</p><p>Role <input type="text"/> ▼ Extent <input type="text"/></p><p>Source <input type="text"/> ▼ ID <input type="text"/></p><p>+ Date <input type="text"/> Earliest <input type="text"/> Latest <input type="text"/></p><p>+ Period <input type="text"/> Source <input type="text"/> ▼ ID <input type="text"/></p><p>+ Culture <input type="text"/> Source <input type="text"/> ▼ ID <input type="text"/></p><p>+ Place <input type="text"/> Source <input type="text"/> ▼ ID <input type="text"/></p><p>+ Method <input type="text"/> Source <input type="text"/> ▼ ID <input type="text"/></p><p>+ Materials <input type="text"/> Source <input type="text"/> ▼ ID <input type="text"/></p><p>+ Technique <input type="text"/> Source <input type="text"/> ▼ ID <input type="text"/></p><p>+ Related Event <input type="text"/> Source <input type="text"/> ▼ ID <input type="text"/></p><p>Description <input type="text"/></p><p>Creation ID <input type="text"/></p></div>
Planning	
Designing	
Creation	
Production	
Publication	
Finding	
Excavation	
Move	
Modification	
Part Addition	
Part Removal	
Transformation	
Restoration	
Provenance	
Acquisition	
Collecting	
Exhibition	
Performance	
Use	
Destruction	

Free or commercial....

- Identification is important
- Rights are important
- Descriptive information can be used
- Attribution is about public access to information

When to embed

WHEN IT AIDS THE WORKFLOW

- Transferring data to the database environment
- Data transfer between departments or institutions (sometimes)
- Data transfer between image libraries for commercial sales

When to embed

ALWAYS

- When the image 'escapes' from the database
- Any image that can be control-click downloaded from the web

SCREM

- Uses fields from existing schemas
- Uses some IPTC fields
- Enables exchange of richer data

Labels and standards

- There are too many standards
Use existing standards
- It's too much work to add all that data
Use automation, hide what you don't need
- The labels change depending on the software
Make demands on software companies - get used to mapping
- We do things our own way
Fine, but can you share your data?
- There's no budget for improving our data
You can get it right from now on for very little cost
- Photographers do pictures not data
Not true!

What have we learned about creating and using standards ?

- Create a small group for the project
- Consult with practitioners
- Provide practical tools for use
- Use open linked data
- Hold tight to the vision – this is a long game

above all

Start Now!

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