2D or 3D
Stick the label to the picture

Rijks Museum
2015

electric_lane

Sarah Saunders

Why embed data in images?

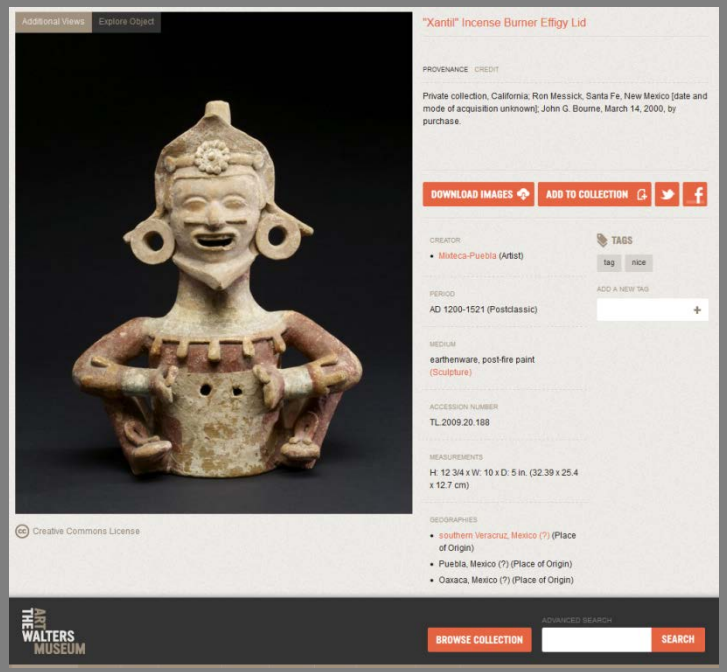
This is what we hear…

- 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/



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

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**etadata 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

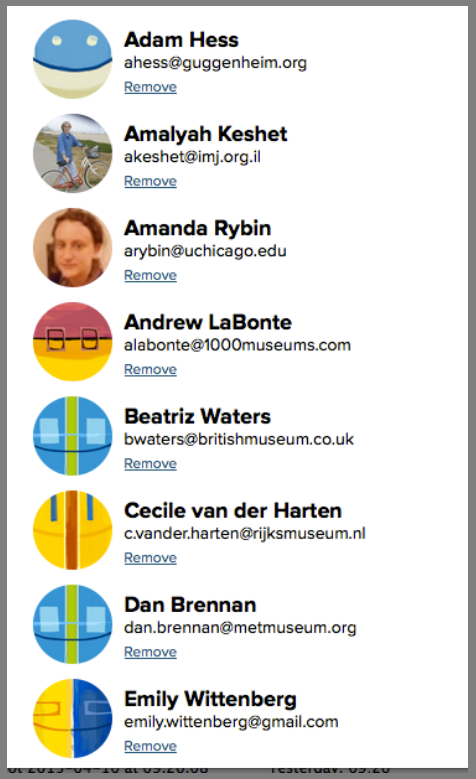
Criteria for IPTC candidates

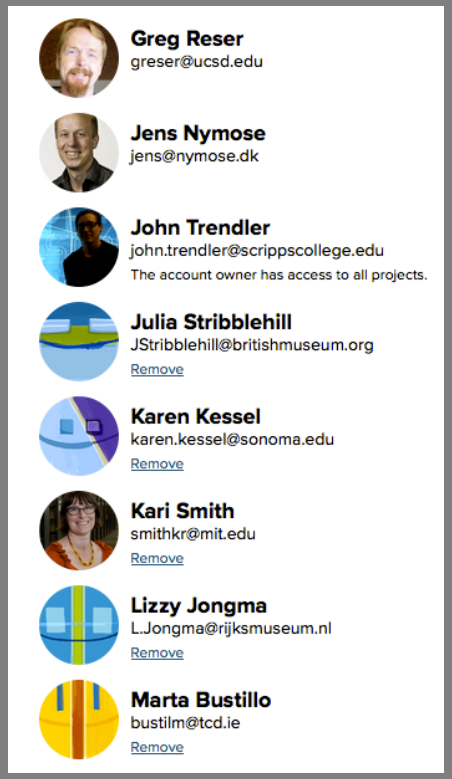
NO if

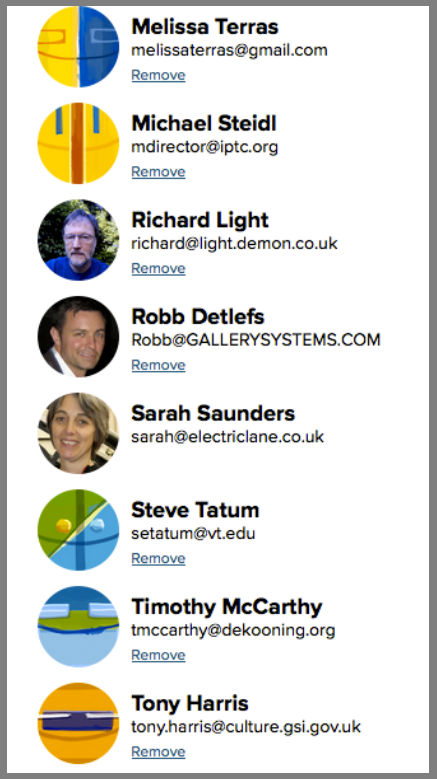
- about movement, condition, exhibition of work, except where needed for accreditation
- specific to institution holding the work and not needed by outside users
- detailed provenance (former owners etc)
- about monetary value or insurance of work

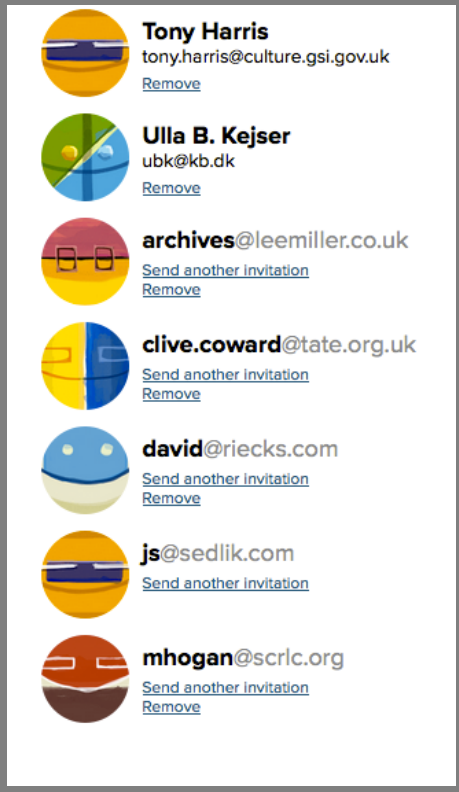
Consultation – with interest group

Image libraries, collections management cataloguers, software providers









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

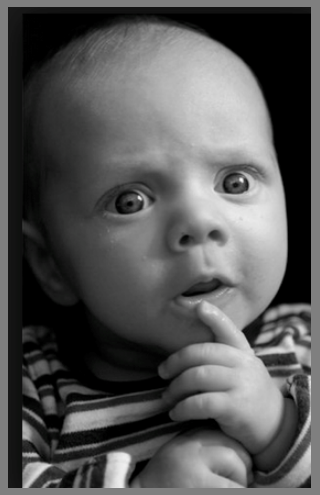
- Support registry entries and machine readable data
- Display human readable data
- Link to authoritative sources where possible
- Cater for non-art objects and the way they are sourced
- Include ‘display’ and ‘search’ metadata

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

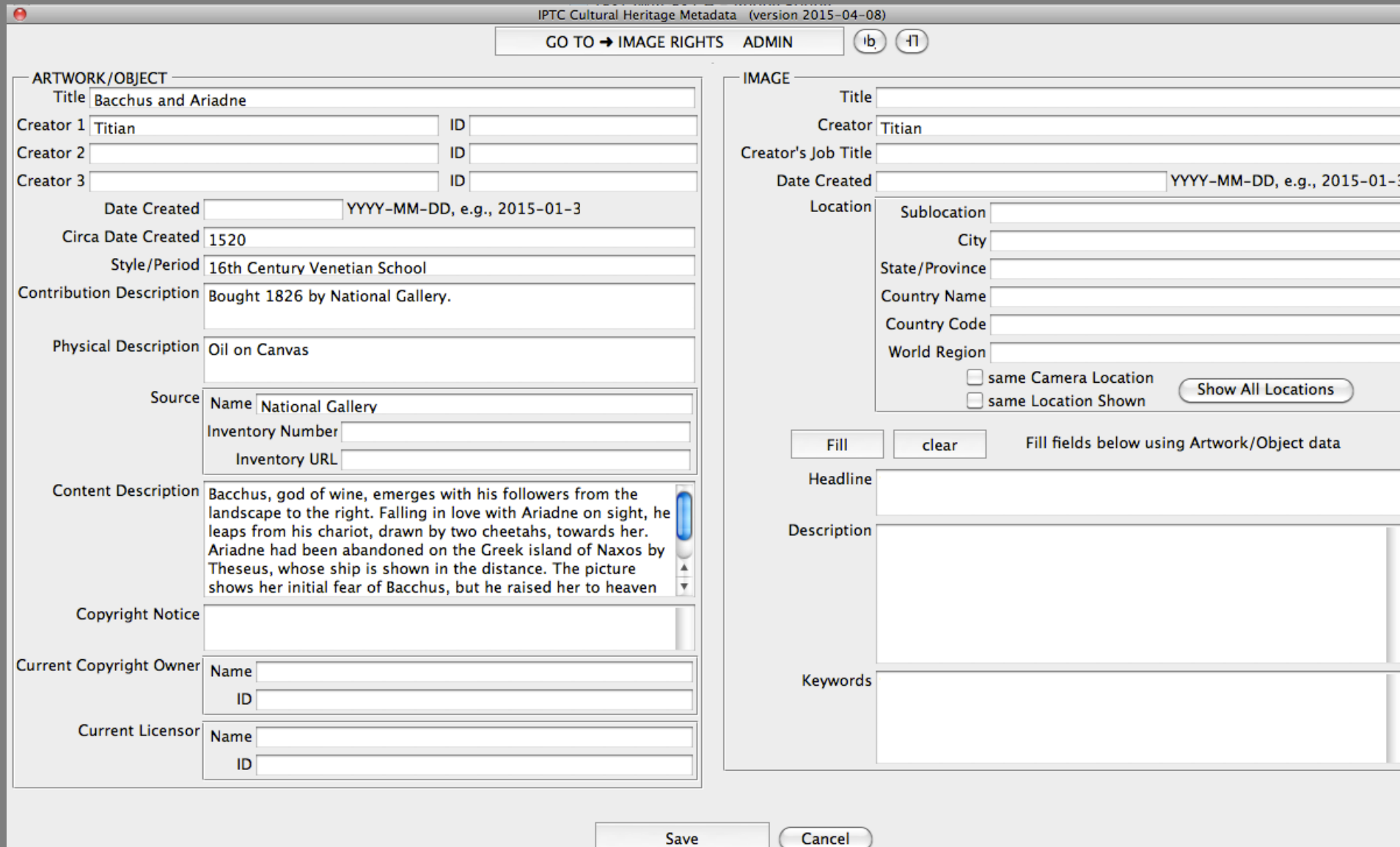
Once we have the data fields, what then?



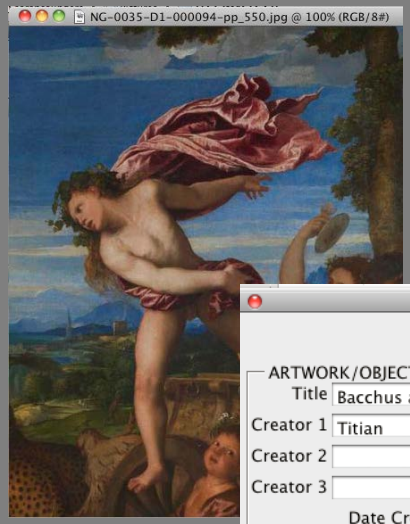
- Let people know they exist
- Encourage software adoption
- Get people using them

The usual comment

Speed things up…. create a panel !



IPTC - New Artwork/Object Fields (2014)



Artwork/Object

Image

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

GO TO ➜ IMAGE RIGHTS ADMIN

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: 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 and turned her into a constellation, represented by the stars above her head.

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

Show All Locations

Fill | clear — Fill fields below using Artwork/Object data

Headline:

Description:

Keywords:

Save | Cancel

IPTC - New Artwork/Object Fields (2014)

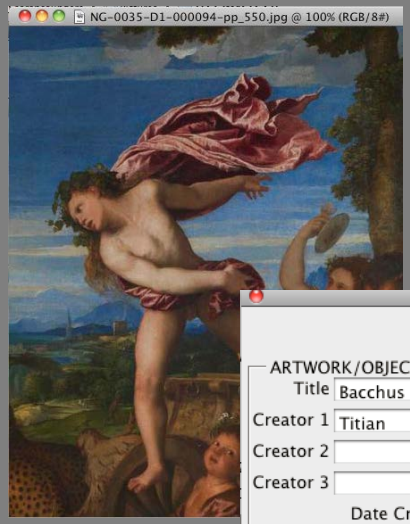


Image - with artwork/object data

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

GO TO ➜ IMAGE RIGHTS ADMIN

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)

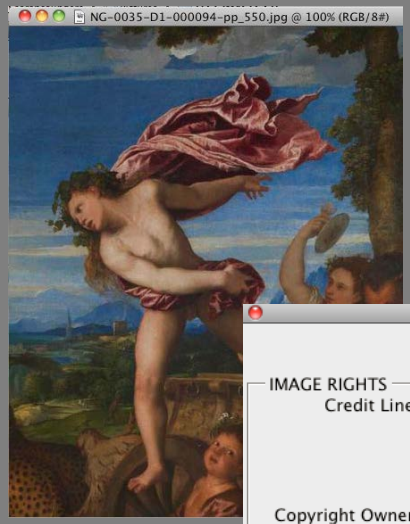


Image Rights

Admin

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

GO TO ➜ ARTWORK/OBJECT IMAGE

IMAGE RIGHTS

Credit Line: (c) The National Gallery

Copyright Owner: Name; ID

Copyright Notice: (c) The National Gallery

Rights Usage Terms: Contact The National Gallery Image Library to license the image.

Licensor: Name; ID; Telphone 1; Telephone 2; Email; Web Address

Property Release: Status; ID

IMAGE ADMIN

Instructions

Digital Source Type: Original digital capture of a real life scene

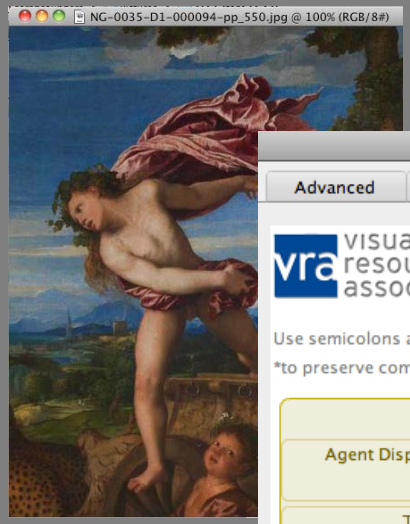
Maximum Width; Height

Supplier: Name: The National Gallery; Supplier ID; Image ID

Registry Entry: Organization ID; Image 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

vra visual resources association — panel version 2.0

Compatability 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 — IPTC Artwork Data Available

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

Image

- View (Title) — – type –
- Original
- Creator: Titian

Describes the specific view of the depicted work.

- Image Source
- Rights
  - Copyright Status: Unknown
  - Creative Commons: Not a Creative Commons License
  - CC license URL
  - Copyright URL
  - Usage Terms: Contact The National Gallery Image Library to license the image.
  - Copyright Notice: (c) The National Gallery — insert ©
- Custom 3 Label / Data
- Custom 4 Label / Data

Administration

- Collection
- Job Identifier
- Cataloger

Powered By xmp

Preferences | Export... | Cancel | OK

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

Compatability 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

IPTC Artwork Data Available

Agent Display
add indexed entry

Title

Date
add indexed entry

Style/Period
add indexed entry

Culture
add indexed entry

Work Type
add indexed entry

Material
add indexed entry

Technique
add indexed entry

Measurements
add indexed entry

Location
Repository
Site
Creation
Discovery
Exhibition
Installation

Image

View (Title)

– type –

Original

Describes the specific view of the depicted work.

Creator: Titian

Image Source

Rights
Copyright Status: Unknown
Creative Commons: Not a Creative Commons License
CC license URL
Copyright URL
Usage Terms: Contact The National Gallery Image Library to license the image.
Copyright Notice: (c) The National Gallery
insert ©

Custom 3 Label | Data

Custom 4 Label | Data

Administration

Collection

Job Identifier

Powered By xmp

Preferences | Export... | Cancel | OK

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.

Linked Open data
GETTY VOCABULARIES

- 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

indexed entries

+ Modern Style | AAT | 300375743 x

Search Getty AAT

Culture:

indexed entries

+ Indian painting styles | AAT | x

Search Getty AAT

Work Type:

add indexed entry

+

Search Getty AAT

Material:

add indexed entry

+

Search Getty AAT

Technique:

add indexed entry

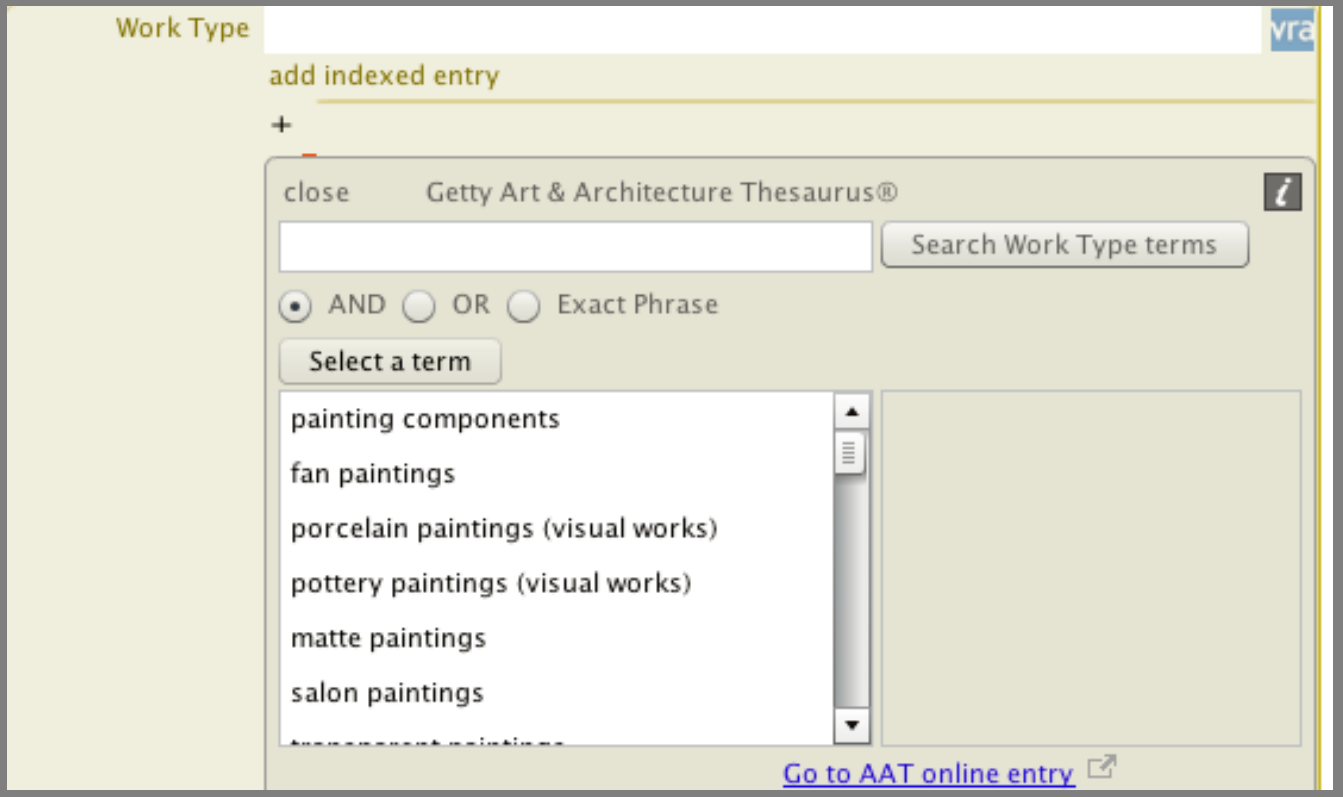
+

Search Getty AAT

Measurements:

see indexed entries

Linked Open Data



Linked Open Data

Work Type

add indexed entry

+

close Getty Art & Architecture Thesaurus®

Search Work Type terms

AND OR Exact Phrase

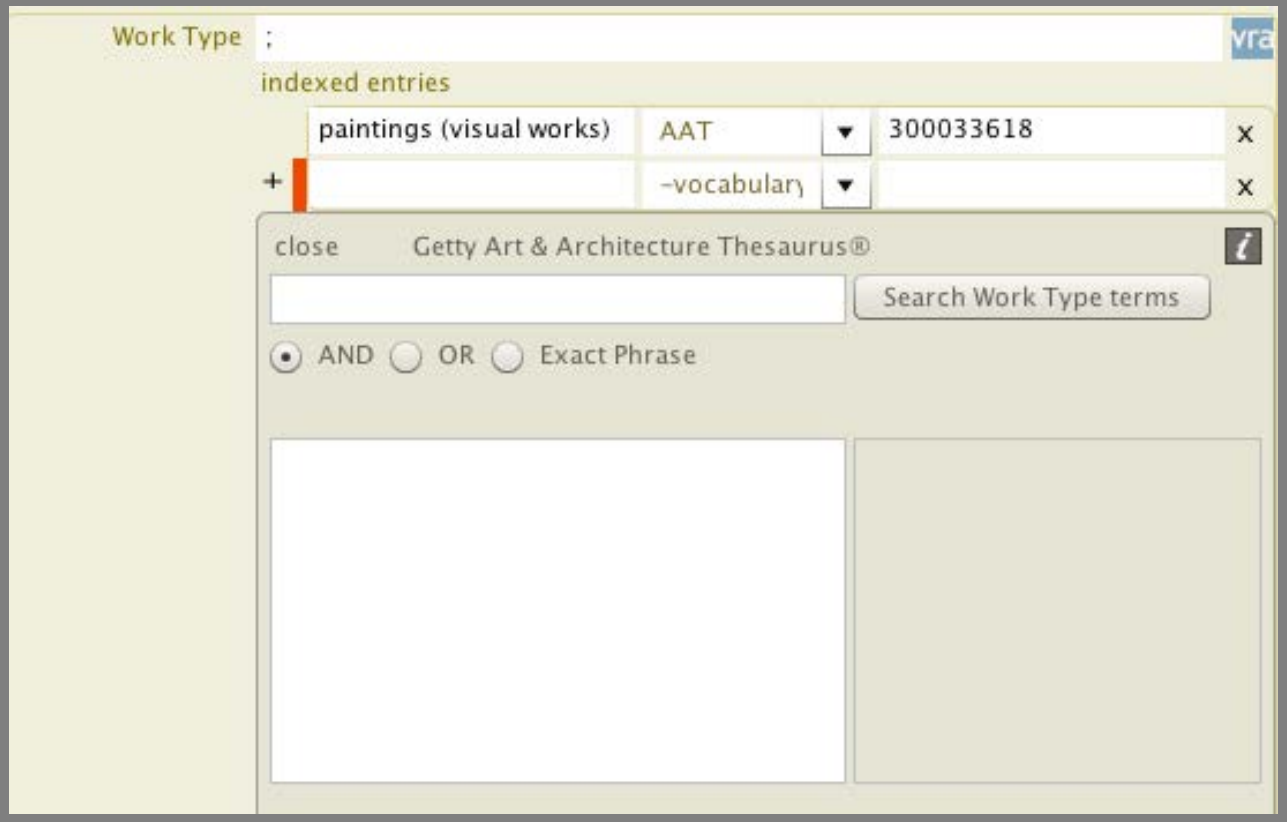
Use selected Term

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

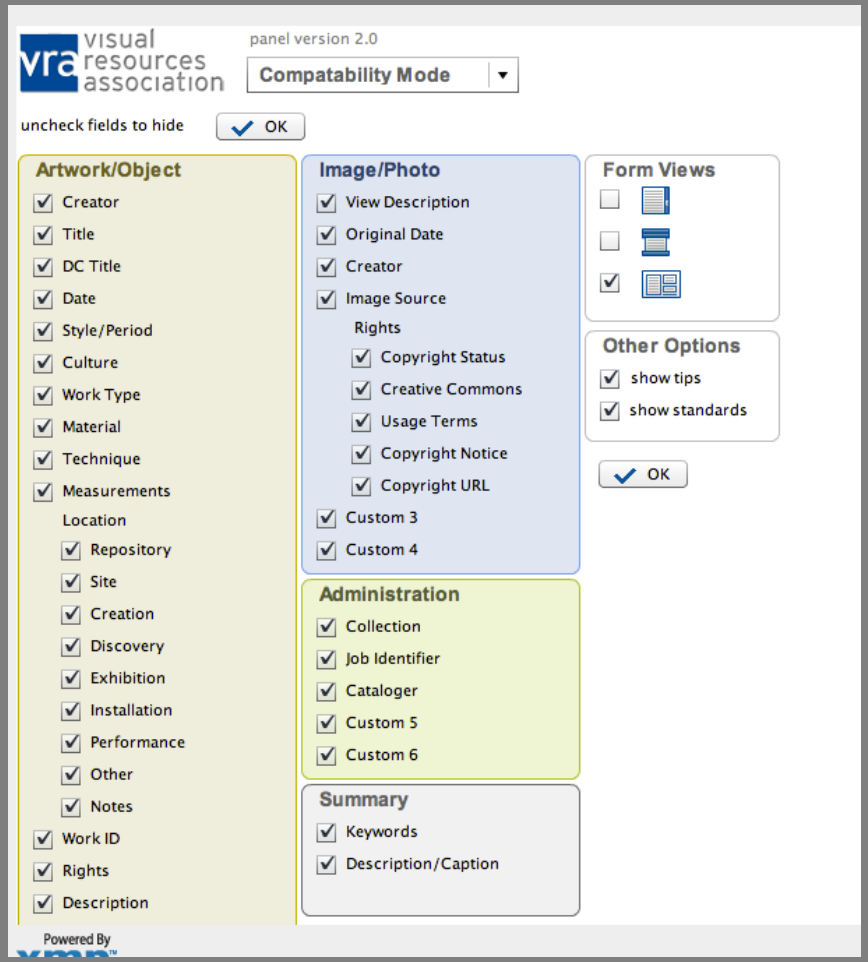
Note: Unique works in which images are formed primarily by the direct application of pigments suspended in oil, water, egg yolk, molten wax, or other liquid, arranged in masses of color, onto a generally two-dimensional surface.

Go to AAT online entry

Linked Open Data

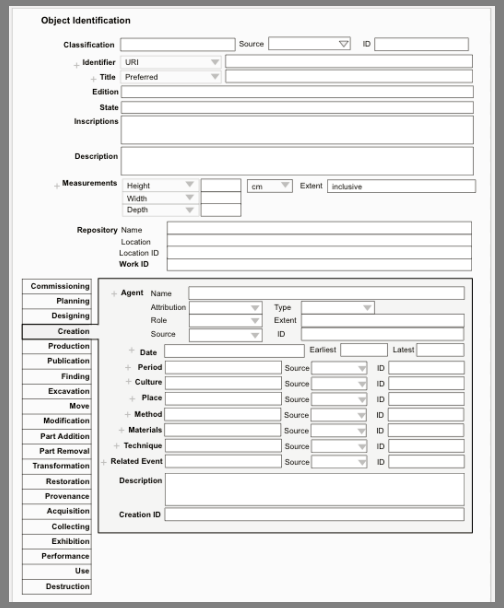


The compatibility question



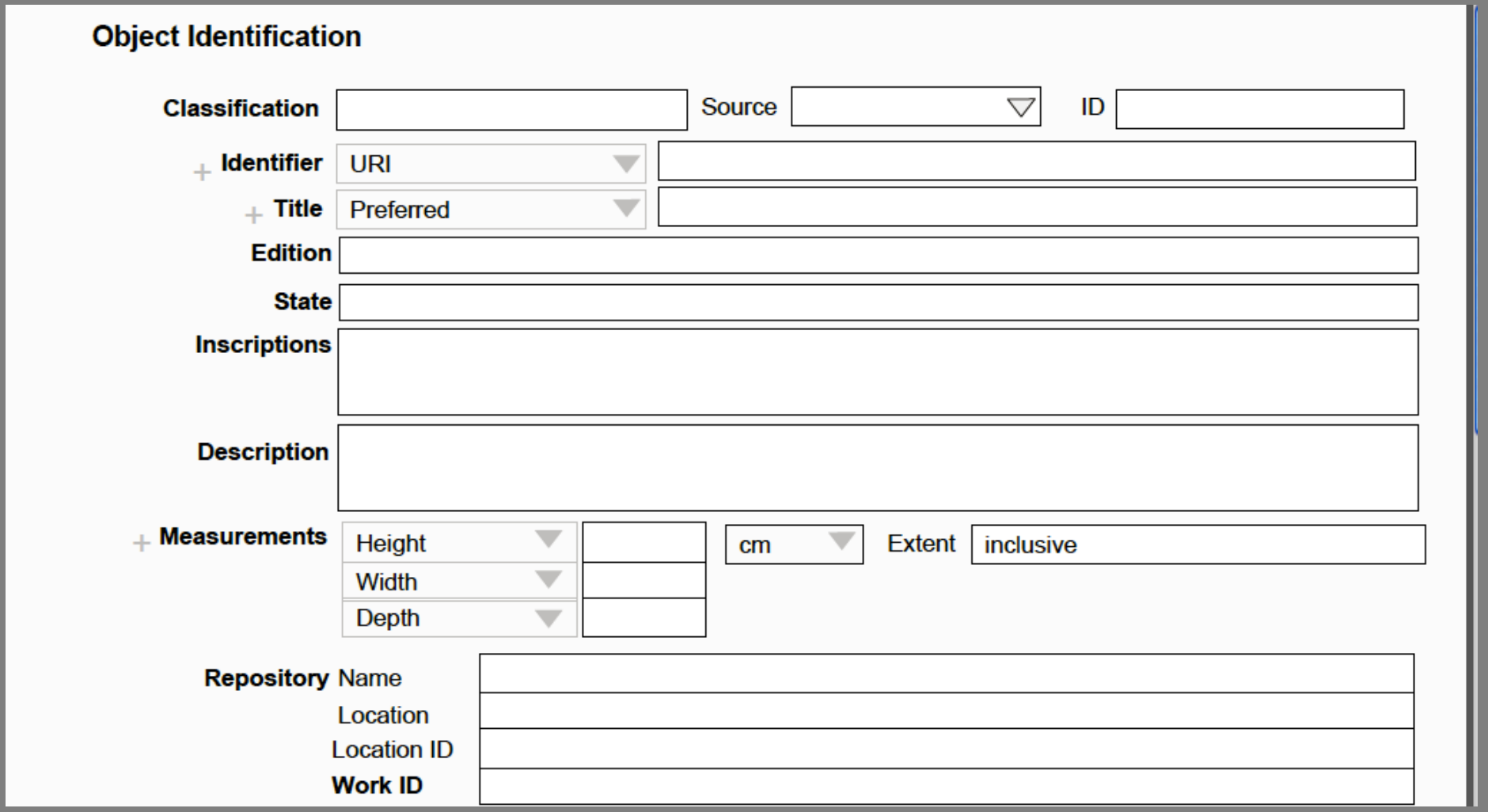
- Infinite multiple values don't work with spreadsheet data exchange
- Compatibility mode has limited number of values (eg up to 3 Creators)
- Note that you can hide fields you don't want to see!

SCREM panel

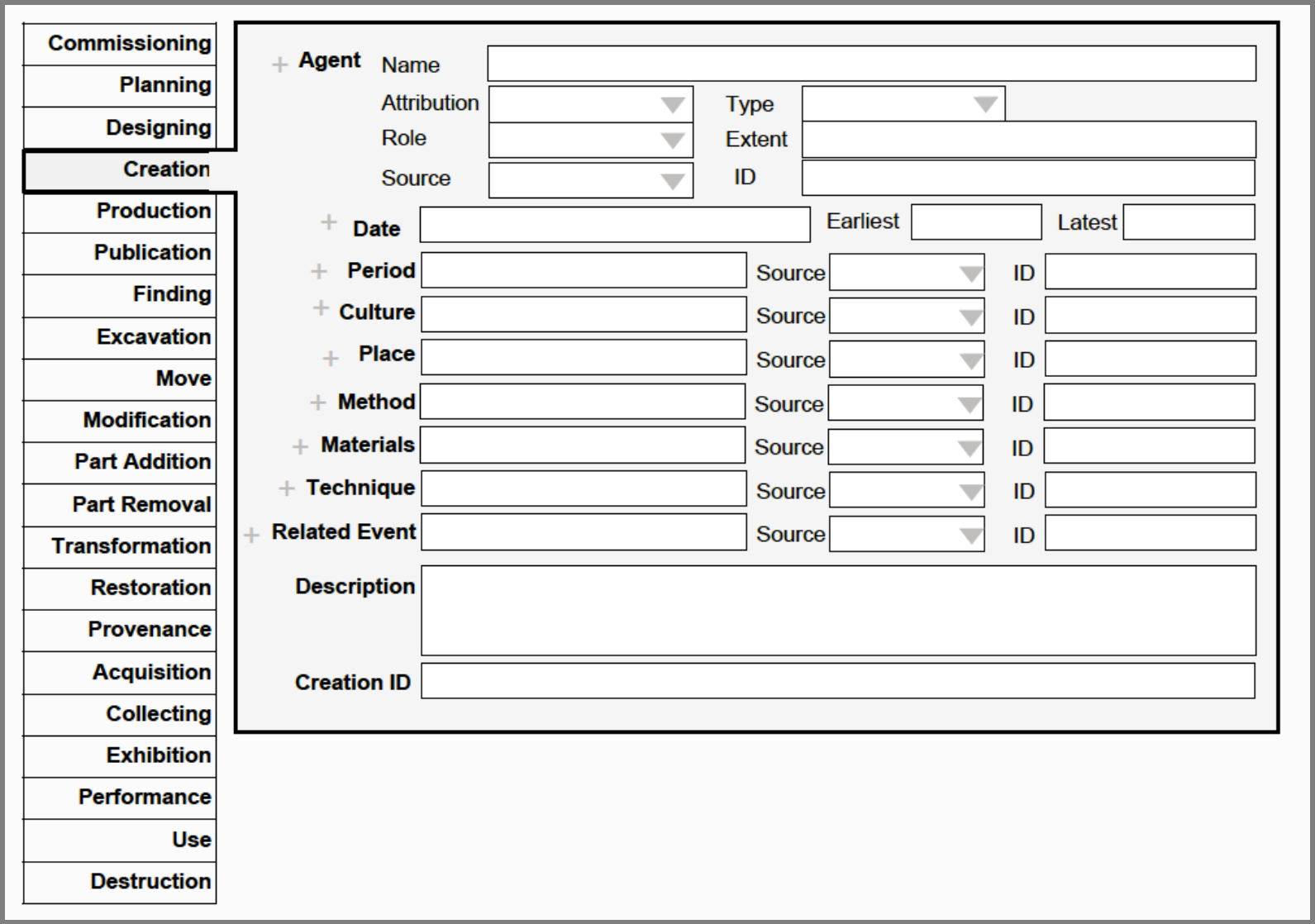


- More data fields than IPTC
- Uses IPTC AO fields
- LIDO style event based schema
- Has fields useful to photographers eg inscription
- Aims to be user friendly

SCREM panel blueprint



SCREM panel – event based



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

- Transfering 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!

www.electriclane.co.uk

www.electriclane.blogspot.co.uk

www.metadatadeluxe.pbworks.com