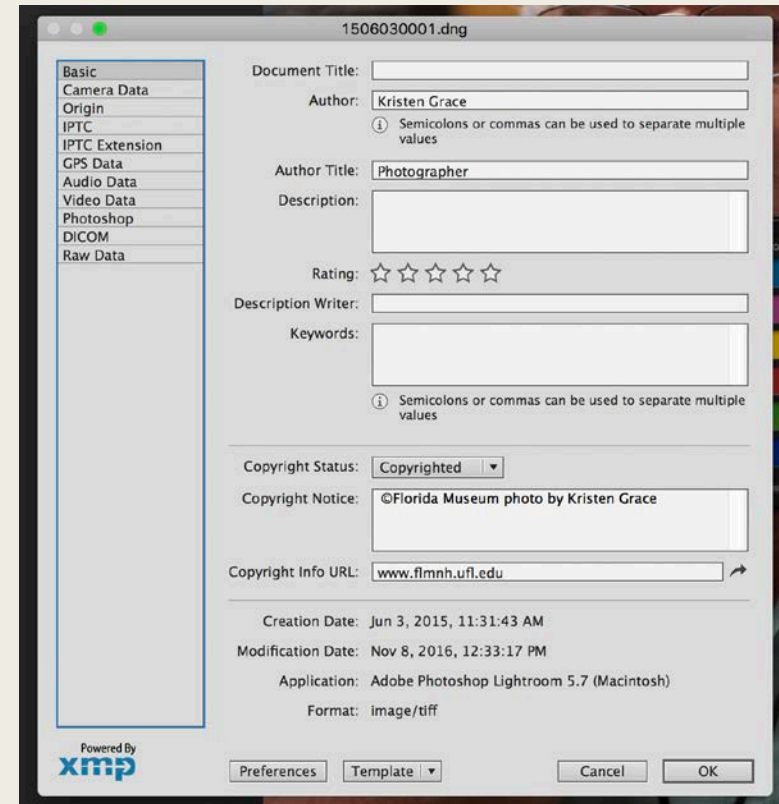# METADATA

And Adobe Lightroom

What is Metadata and why is it important?

- According to Merriam-Webster, metadata is data that provides information about other data.

- Did you know? **The first known use of the word Metadata was in 1983.**

- Applying metadata to your images is extremely important to preserve data content, identification, fact-checking, etc. as well as improving trackability.

- Perhaps more importantly than applying metadata is applying CONSISTENT metadata.

How can we be consistent? Where do we begin?

■ There are many platforms in which metadata can be applied to your images such as handwritten, spreadsheets, Adobe products and other photo-editing software, etc.

■ But the best place to start is with your camera's Time/Date stamp. Photo editing software will pull this information from your camera and embed it with your image.

Using Adobe Lightroom to add metadata and organize

- Adobe Lightroom is a photo-editing software, which also allows you to catalog your images in a variety of ways.

- Within Lightroom you can also add metadata, captions and keywords to your images. When you add all of these components together, you have a powerful, searchable database.

- It is important to note that when you are working within the Adobe Lightroom software, you are working in a virtual space. Everything you do to and add to your images is virtual until you export that image (create a copy). Your raw (original) file remains unedited.

Create a plan!

- Before diving into Lightroom as a workflow, it is critical that you and/or your team create an action plan for consistency.

- The plan has to work for your area and can and will be different than plans others create.

- I will outline the photo office plan – please note this is just an example, and our plan may not work for your department needs.

Example plan - Filenaming

- Determine if it is beneficial to have a file renaming schemata. Having a unique but searchable filename. Here is ours: **Yymmdd0001** example: **1608120001**

- Just by looking at this filename, I can see that the image was taken in 2016, on August 12 and it is the first photo in the series.

- If I know nothing else about this image, I can at least look into my folder structure, which is done by year and month, and find the folder with the shoot date of the 12th.

- This will allow me to find this particular image as well as others that were shot at the same time.

Example plan – Folder filing

- All individual photo shoots are filed in separate folders, which are named with the month and the day of the photo shoot. These individual folders will be filed in a folder labeled the respective year of the shoot:

- Example: Parent folder:

             2016

             Sub-folders:

             8-12_Nature_photography_camp

*remember our unique filename: 1608120001

Example plan – Keyword hierarchy

- Simple is better – general keywords Opportunities are endless, but being too specific will not help you search – for example – a keyword man in blue shirt

- Watch out for Butterfly vs. Butterflies or Flower vs. Flowers... etc.

- Lightroom provides ability to export a document for everyone to review

- Apply as many keywords as you can upon image import, add more after import – several ways to do this.

- Keywords cluster similar images taken at different times in virtual collections

Example plan – Metadata preset for each individual photographer

■ Create a Metadata preset for each photographer – this will live with any image it is applies to and can be helpful if there are questions about a set of images. If you know who the photographer is, you can go directly to that person for answers.

Let's look at some of these things in Lightroom...

- Import to export: applying metadata and keywords and exporting specific file sizes
- Discuss collections