

Metadata

What is it?

In simple terms, its data about data

Its Descriptive elements that define and describe assets

Metadata describes, administrates and structuralizes data

It helps manage and organize past,present and future assets within a system

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Three Types of Metadata

Descriptive Metadata	Structural (Technical) Metadata	Administrative Metadata
<p>Describes an asset for discovery and identification</p> <ul style="list-style-type: none">a. Keywords used to find the assetb. Location of the assetc. Name of the creatord. Title of the asset	<p>Indicates how compound objects are put together</p> <ul style="list-style-type: none">a. File formatb. Dimensions of the assetc. Asset sized. File dimensions	<p>Provides information that helps manage assets</p> <ul style="list-style-type: none">a. Intellectual property rightsb. copyright agreements
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Metadata requires consideration of



Metadata Standard

The Dublin Core, also known as the Dublin Core Metadata Element Set, is a set of fifteen "core" elements for describing resources.

- Type - nature or genre of the resource
- Title - name of resource
- Subject - topic of resource
- Source - resource from which the asset is derived
- Rights - information about the rights of the resource
- Relation - a related resource
- Publisher - entity responsible for making resource available
- Language - the language of the resource
- Identifier - ambiguous reference to the resource within a given context
- Format - the file format
- Description - an account of the resource
- Date - a point or period of time associated with an event in the lifecycle of the resource
- Creator - an entity primarily responsible for making the resource
- Coverage - the special/temporal topic of the resource, the spatial applicability of the resource, or the jurisdiction under which the resource is relevant
- Contributor - an entity responsible for making contribution to the resource

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Metadata Storage

- Inside the content file
- In a seperate metadata database
- In a DAM or CMS system

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Value and Benefits

- Easily access data base on relevant criteria
- Easily identify assets
- Organise assets based on similarities
- Recognise dissimilar assets
- Provide Information about the rights, locations, and type of asset

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