METADATA & TAXONOMY
IN DIGITAL ASSET MANAGEMENT

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WHAT IS METADATA? TAXONOMY?

METADATA is the information that a digital file has. This information includes context to describe different details of the file. Keywords, file type, dates and usage rights are some common examples of metadata recognized in a DAM system.

What is Metadata?

TAXONOMY refers to the system of classification, which in this case, refers to the structure of organization in a DAM system. File naming conventions and categories are some keys to having good taxonomy in a DAM system.

What is Taxonomy?

WHAT MAKES METADATA IMPORTANT IN DAM?

Having metadata available allows users to find the assets they need more efficiently, which helps reduce the time spent manually searching.

(Aham-adi, 2024)

Searchability

With metadata, the DAM system can have a good base for an organization structure and categorize assets using the user's taxonomy.

(Aham-adi, 2024)

Organization

Metadata helps with collaboration between different teams, ensuring everyone has the same information, especially for aspects like usage rights.

(Widerberg, 2024)

Accessibility

CREATING EFFECTIVE TAXONOMY IN DAM

PLAN

Before creating your taxonomy, it's important to look at what assets you currently have and consider who might be using your DAM. Understanding these things will help you plan the type of structure you want for your taxonomy.

(Clark, 2022)

CREATE

When creating taxonomy, consider the structure that best suits your assets (ex. parent folders, sub categories). Keep in mind creating too many sub categories will make navigating harder. Start with the basics, then update.

(Keyshot, 2023)

ORGANIZE

Once you have your taxonomy set up, the organization should be straight-forward. Use metadata and follow naming conventions to organize assets with your taxonomy. Some assets can apply to more than one category.

(Anna, 2023)

UPDATE

Keep your taxonomy updated as your assets grow. Try to consider the language you choose when growing your taxonomy; using *inclusive language** ensures assets are well organized and considerate of those in the community.

(Mizota, 2023)

*WHAT IS INCLUSIVE LANGUAGE IN TAXONOMY AND IS IT IMPORTANT?

Inclusive language refers to terminology that acknowledges diversity and attempts to avoid negative implications of communities and people. In creating taxonomy, sometimes the terms chosen can exclude certain groups of people represented in assets. Effective taxonomy not only means mechanically efficient, but also ensuring your DAM system users in the community feel seen and included (Mizota, 2023).