

Metadata Information Sheet

In real estate, it's location, location, location. In stock photography, it's metadata, metadata, metadata. This vital tool encompasses everything from copyright status, model and property release status and key information that can make the difference between your image being licensed and someone else's: the who, what, when, where and why. Although we have experienced keywording professionals, they need the facts about the image in order to do the best possible job. We know many photographers are unsure where or how to enter metadata. Therefore, we have outlined below the standard procedure for completing the various metadata fields in Photoshop, Aperture and Lightroom.

Information entered into any fields other than those mentioned below will not translate to our website.

Photoshop CS, CS2 or CS3

- Select **File Info** from the **File** pull down menu.
- Select **Description** from the far left column of the window.
 - **Author** and **Copyright Notice** - enter photographer's name.
 - **Description** - enter a one-sentence description of the image. Include the model and/or property release status. MR=model released; PR = property released.
 - **Keyword** field - include WHO (ethnicity/gender/age), RELATIONSHIP (e.g. mother/daughter, sisters, twins), WHERE (location - be specific), WHEN (month and year), and any other details only you may know.

Aperture

Metadata can be added either during or after the import process. If you are in the import window, the metadata area automatically appears on the right. If the metadata area is not visible once working within Aperture, you should select "**Show Metadata**" from the **Window** pull down menu (or ^D will also toggle between hiding and showing the metadata).

- Select **General View** from the metadata pull down menu.
 - **Caption** - enter a one-sentence description of the image. Also include the model and/or property release status. MR=model released, PR=property released.
 - **Keyword**- include WHO (ethnicity/gender/age), RELATIONSHIP (e.g. mother/daughter, sisters, twins), WHERE (location - be specific), WHEN (month and year), and any other details only you may know.
 - **Credit** and **Copyright Notice** - enter the photographer's name.

Adobe Lightroom:

Metadata and keywords can be added during or after the import process.

NOTE: If you are importing multiple images that require different caption and keyword data, you may want to create a preset of just your copyright and creator info then add the keywords and captions individually once the images have been imported.

To add data to an image or images at the time of import:

- Simply enter keywords into the dedicated keyword field in the “**Import Photos**” dialogue box. Keywords will be applied to all images being imported at that time.
 - **Keywording** – include WHO (ethnicity/gender/age), RELATIONSHIP (e.g. mother/daughter, sisters, twins), WHERE (location - be specific), WHEN (month and year), and any other details only you may know.
- Next, select **NEW** from the Metadata pull down menu in the “**Import Photos**” dialogue box and a new window will open titled “**New Metadata Preset**”
 - **Caption** - enter a one-sentence description of the image. Also include the model and/or property release status. MR=model released, PR=property released.
 - **Copyright and Creator** – enter the photographer’s name.
- Name the Preset and Click Create. Then import the images.

To add data after an image has been imported:

- Select **LIBRARY** from the **MODULE PICKER** in the upper right corner of the Lightroom window
- Select the image or images to modify in the filmstrip along the bottom
- Use the Keywording and Metadata fields provided in the far right panel.
 - **Keywording** – include WHO (ethnicity/gender/age), RELATIONSHIP (e.g. mother/daughter, sisters, twins), WHERE (location - be specific), WHEN (month and year), and any other details only you may know.
 - **Caption** - enter a one-sentence description of the image. Also include the model and/or property release status. MR=model released, PR=property released.
 - **Copyright and Creator** - enter the photographer’s name.