

# Quick Primer on Keywords, Metadata, and Finding Your Files

Every file is code, and every file contains embedded information about the file itself.

Embedded metadata is data about data that is stored in the same file (data) that it describes.

When a digital camera takes a picture, the picture is data that the camera records as a file, or finite series of data. Along with the data that is the picture, the camera also embeds data about the camera and the data file itself. This metadata is not visible in the photo that is viewed onscreen or even in the print of the digital file. It can, however, be referenced and read intentionally by users or by search engines.

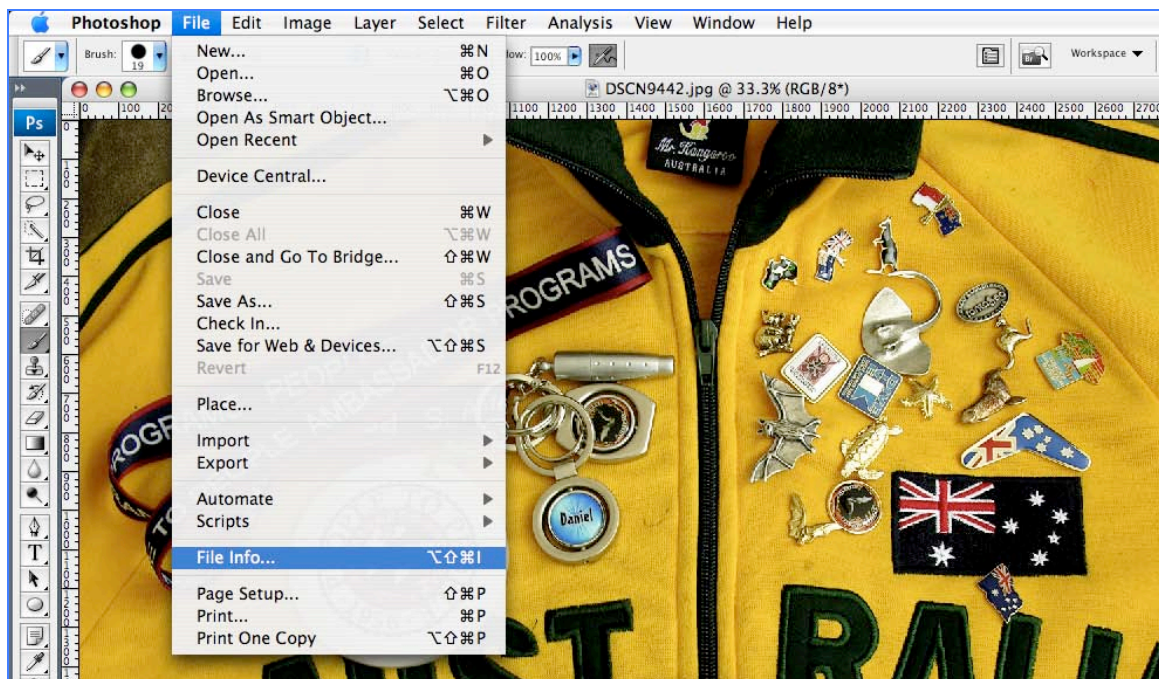


Metadata embedded in the header of a file.

The camera typically records basic information like the brand and model of camera, the camera settings, the file name, and the date and time stamp. It is this metadata that is referenced by your file browser when you review your list of files on your hard drive. Your browser is programmed to display the file name and date. Other applications like Photoshop can access this data and search engines, both online like Google and local like Spotlight, can read this data and assist users in sorting and finding files.

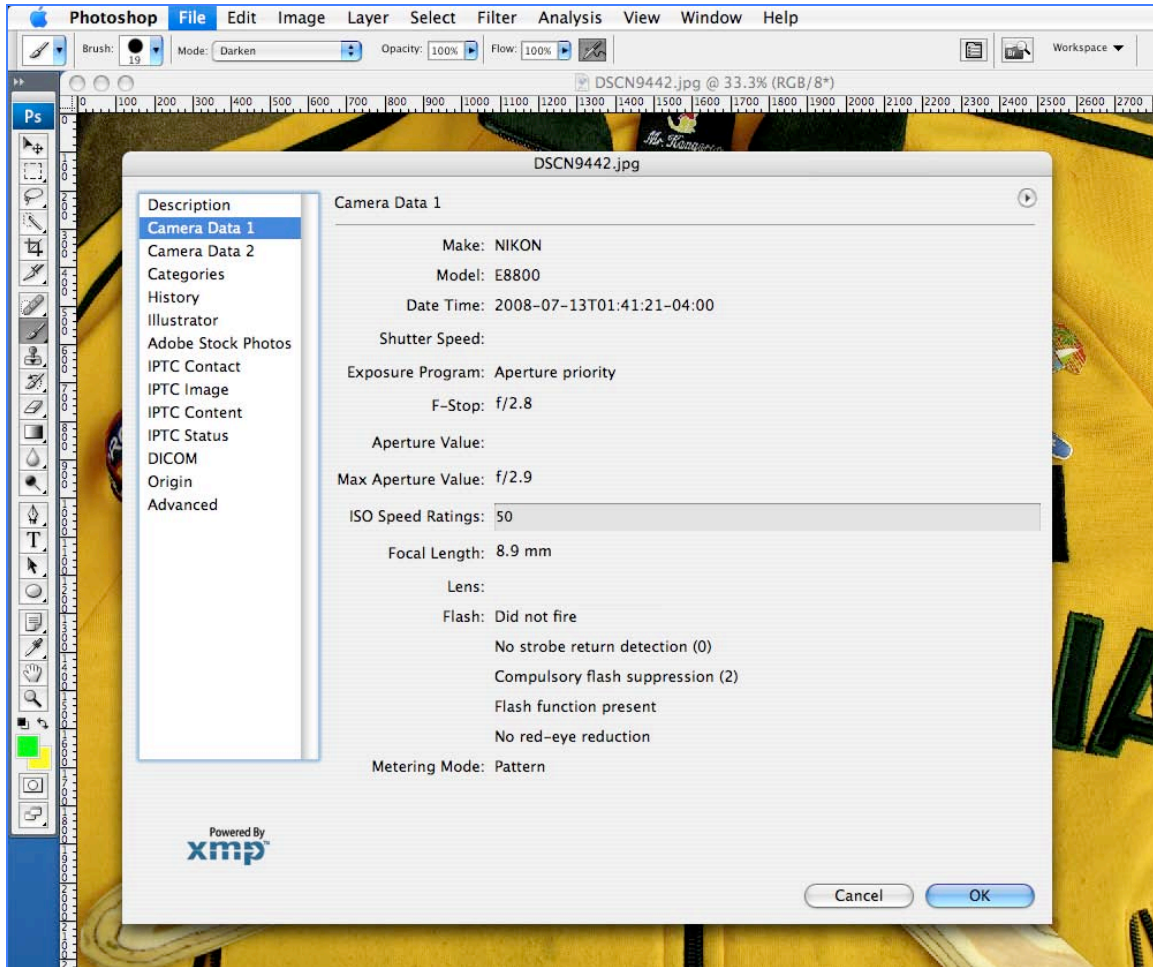
In addition to providing useful information about the creation of the file, the metadata can be edited and enhanced to optimize indexing, cataloging, and copyrighting proprietary files that need to be shared.

## Viewing and changing metadata in Photoshop

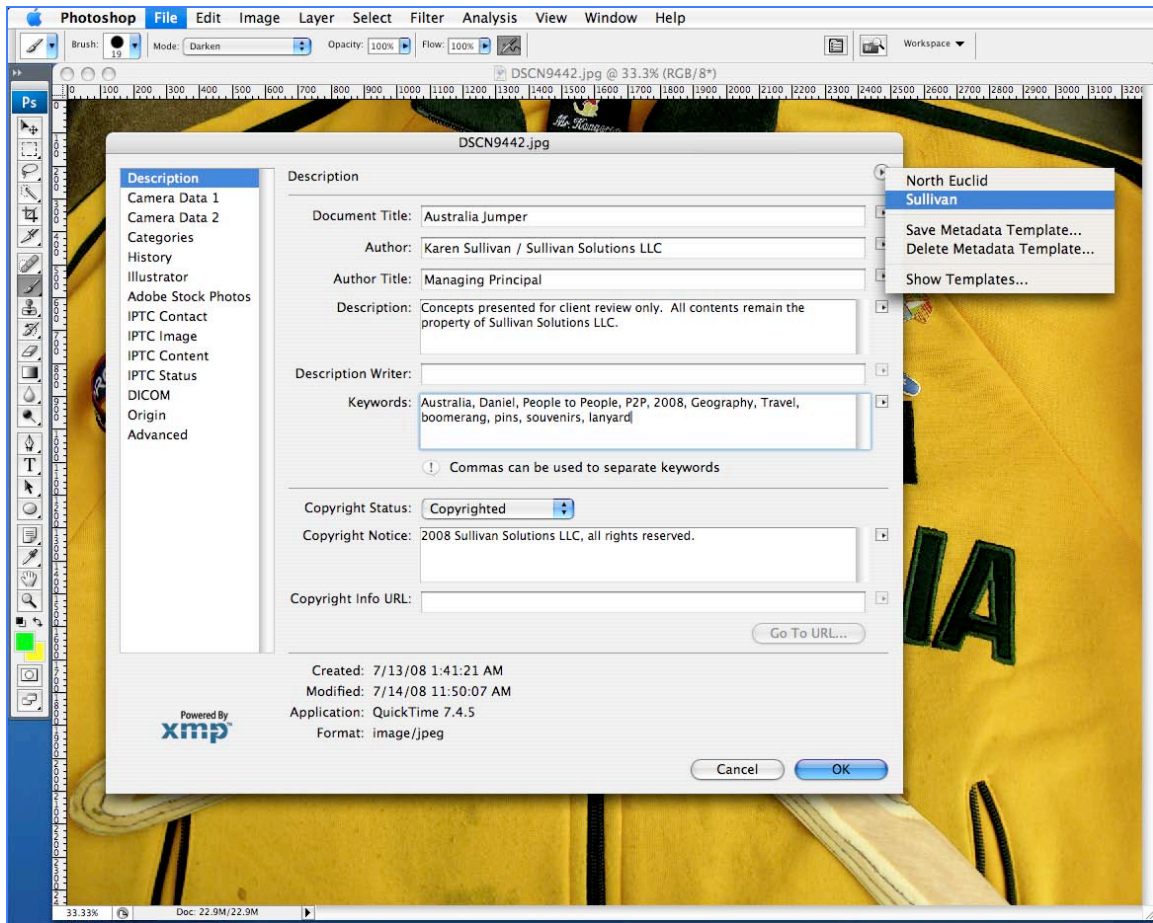


Access the metadata for a single file in Photoshop by selecting "File / File info..."

Basic information is recorded by the camera in an un-edited file.



The dialog box that appears indicates a wide variety of pre-formatted common metadata fields. Each field is blank unless intentionally populated either by the camera, the photographer, or by the application in a post-shoot process.



Description metadata is typed in individual files by the user.

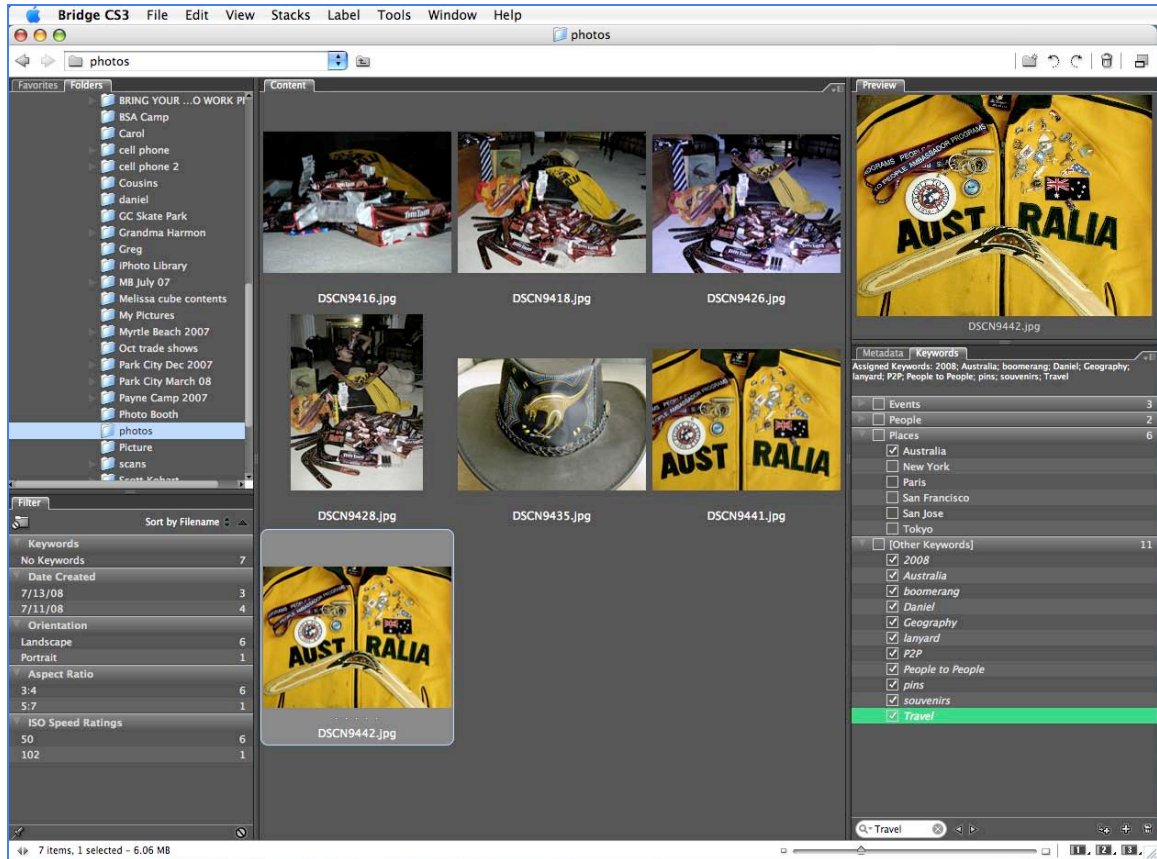
Adobe applications make it easy to create metadata templates that can be accessed in any CS3 program. This helps create consistent formats and minimizes re-typing.

Metadata allows the user to title the file without changing the actual file name. It also allows for a long description that can be useful as reference.

Keywords are one of the most useful aspects of metadata, because these allow for infinite organization. Keywords can be any words or phrases that the user may want to associate with the file. For photos, using keywords can simplify the file system because it won't matter whether the files are organized by date, or file name or photographer. Files can be search by all of these and more if the keywords are assigned.

Using the example above, this same file can be located and sorted with others like in Adobe Bridge or Spotlight using the keywords. Other keywords could be color, clothing, sports, athletics, student, etc.

## File Management in Adobe Bridge

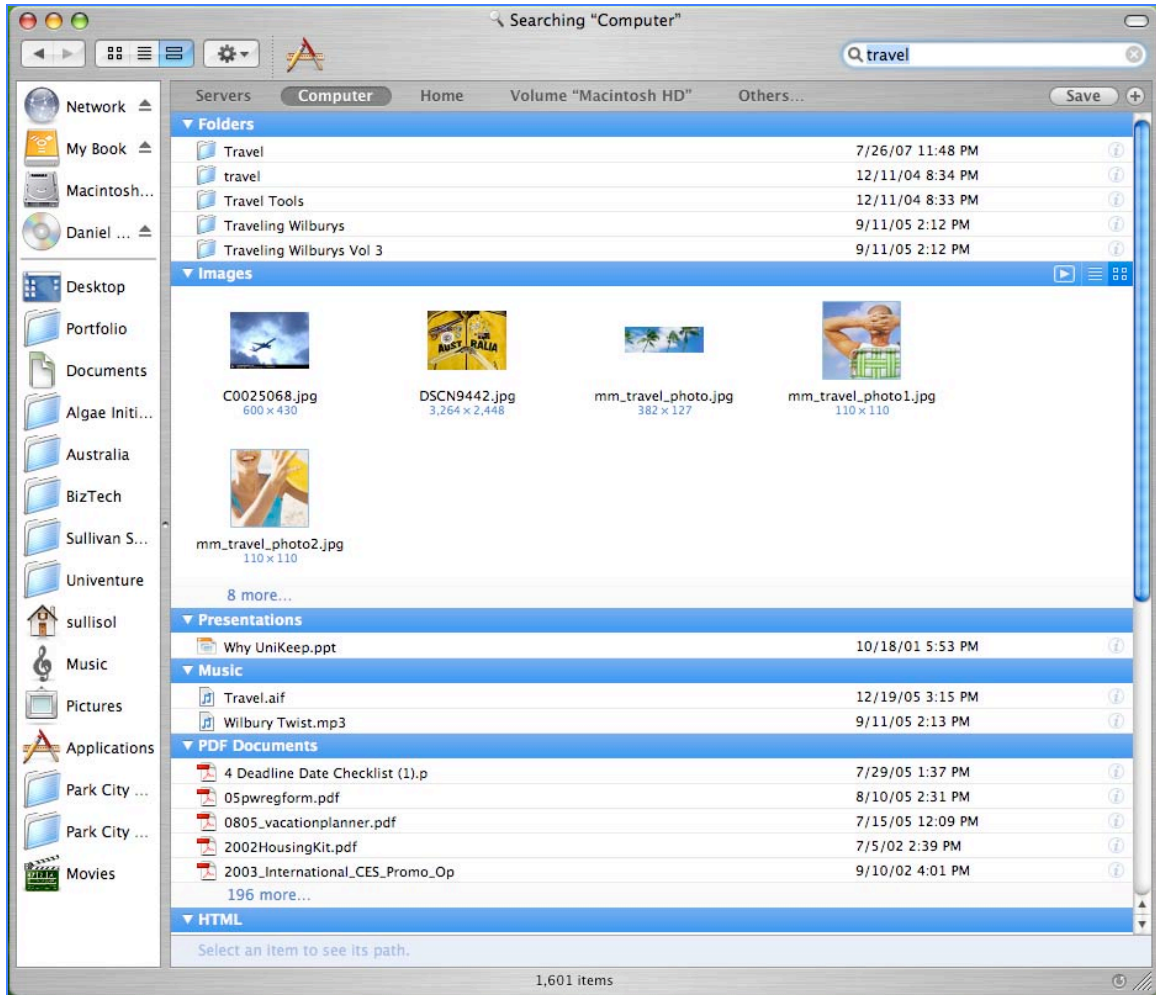


Adobe Bridge uses metadata collected and added in other Adobe programs to provide a robust image management component for CS3.

For more information on using keywords and metadata with Adobe Bridge, visit [http://livedocs.adobe.com/en\\_US/Bridge/2.0/help.html?content=WSBCB2D1F5-98B8-45cc-950A-58E8347FD2F8.html](http://livedocs.adobe.com/en_US/Bridge/2.0/help.html?content=WSBCB2D1F5-98B8-45cc-950A-58E8347FD2F8.html)

Adobe has a great introductory video at [http://www.adobe.com/designcenter/video\\_workshop/?id=vid0094](http://www.adobe.com/designcenter/video_workshop/?id=vid0094)

## Spotlight uses metadata for local searches



Even though the file name doesn't reference "travel", this photo appears in Spotlight search results for "travel" because of its keyword.

For more information on metadata and its uses, visit <http://en.wikipedia.org/wiki/Metadata>