IMS LIBRARY
GLOSSARY OF TERMS

Access Rights
Describes the level of permission a given user has. Rights are frequently divided between upload, download, email, and editing of metadata.

Ad Run Date
Date ad runs.

Administrators
This is the owner of the DAM account. The administrator has access to everything in the account. Access unique to the admin include the ability to manage the metadata schema, create/remove users and groups, and modify permissions.

Advanced Search
Searching across the database using special filters found under search>advanced search or various operators such as "+" or "-

Approval Status
The Approval Status field indicates the level of approval of an asset. This field adds another level of filtration allowing assets to be accessible by the appropriate users.

Asset Owner
This is the user who uploaded the asset into the IMS Library. Once inside IMS Library the user assigned can be changed. Assets can only be owned by one user at a time.

Audience Scope
Audience Scope describes who has accessibility or visibility.
Audio Files
An audio file is solely audio without visuals. Its format is a file format for storing digital audio data on a computer system. Accepted formats are listed below.

Batch Import
Uploading multiple assets at once often through FTP or drag and drop.

Batch Sharing
Sharing multiple assets at once, a function of the lightbox.

Captions
The Caption field, often referred to as “Description,” should report the who, what and why of what the photograph depicts. If there is a person or people in the image, this caption should include their names, and/or their roles and any action-taking place. If the image depicts a location, that specific location should be included.

Ex.
Caption: BAC City Lab students explore the Dudley Square construction site with Shawmut Design and Construction crew. Dudley Square, Boston, Massachusetts.

Controlled Vocabulary
A predefined list of terms often used as keywords. Increases consistency and search-ability.

Contributor
This is a user that has one a more of the following permission levels: upload assets/folders, move assets/folders, delete assets/folders, and/or edit metadata.

Copyright Notice
Used to clearly identify the copyright status of assets within the IMS Library. All assets that are ingested into the IMS Library should have a copyright notice. This field has a few options to choose from. Below are the different options:

- Independent Photographer (Liz Linder) - ©2012 Liz Linder
- Staff Photographer - © Boston Architectural College. All Rights Reserved.
- Archives – Creative Commons

The Copyright Notice should include any legal language required to claim intellectual property. It should identify the photograph’s current holder(s). If the photographer differs from the copyright holder, enter the photographer’s name in the Creator field. Usually, the value for this copyright notice would be the photographer, but if an employee made the image under work-for-hire rules, then list the employing agency or company.

For the United States, you would typically follow the form of ©<date of first publication> name of copyright owner, as in “©2012 John Doe.” Note the word “copyright” or the abbreviation “copr” may be used in place of the © symbol. In some foreign countries only the copyright symbol is recognized and the abbreviation is not accepted. Note the copyright symbol must be a full circle with a “c” inside; using something such as (c), where the parentheses form a partial circle,
is not sufficient. For additional protection worldwide, it’s best to use of the phrase, “all rights reserved” following the notice, as in: ©2012 Jane Doe, all rights reserved."

**Creator**
This field should contain the name of the person who created the photograph. If it is not appropriate to add the name of the photographer (for example, the photographer’s identity needs to be protected) use a company or organization name. Once saved, this field should not be changed by anyone. This field does not support the use of a comma or semi-colon as separator.

**Credential Field**
This metadata field identifies the degree, level and track of the program depicted in the photo.

**Credit Line**
The Credit Line specifies how to acknowledge the supplying person(s) and/or organization(s) when publishing the image. Indicate more formal identifications of the image’s creator or the copyright holder in other rights-specific fields - such as Creator and Copyright Notice.

Examples:
- Independent Photographer – Liz Linder Photography
- Agency Photographer - XYZ Agency
- Staff Photographer – Boston Architectural College

**Date Created**
Date asset was created or born. Use this field to record the calendar date (and optionally, the time) when the photograph was made - not the date when you scanned or edited the image. If using a digital camera set to the correct time, you can find this information in the image’s EXIF data. If no time is given, the value should default to 00:00:00.
Departments Field
Identifies what department the asset relates to in terms of studios, people, and student work.

Digital Asset
A file that is digital.

Digital Asset Management
Digital Asset Management (DAM) is a collective term applied to the process of storing, cataloguing, searching and delivering computer files (or digital assets). These may take the form of video, audio, images; print marketing collateral, office documents, fonts or 3D models. Digital Asset Management (DAM) systems centralize assets and establish a systematic approach to ingesting assets so they can be located more easily and used appropriately.

Digital Rights Management (DRM)
Digital Rights Management (DRM) refers to technology and practices used to protect digital intellectual property from being used in a way that breaches the terms of its license. This generally means preventing assets from being illegally copied. The term can have multiple meanings depending on whether asset consumers or asset suppliers are using it. In the latter case it will often imply the use of some kind of technology to prevent media from being copied from one device to another (MP3 files is particularly common), however, it can also mean controls established by media users to prevent intellectual property from being accidentally used without permission.

Digital Source Type
The Digital Source Type field is a controlled value list that can be used to indicate from what type of source the digital image was created. The corresponding vocabulary, provided by the IPTC, includes these values:
• Original digital capture of a real life scene: The digital image is the original and only instance and was taken by a digital camera. Should be used for all shots of real-life, including photos taken at photo studios.

• Digitized from a negative on film: The digital image was digitized from a negative on film on any other transparent medium. Should be used with b&w or color negatives from film scanners.

• Digitized from a positive on film: The digital image was digitized from a positive on a transparency or any other transparent medium. Should be used with slides or transparencies from film scanners.

• Digitized from a print on non-transparent medium: The digital image was digitized from an image printed on a non-transparent medium. Should be used with flat-bed scanners or any special document capturing cameras.

• Created by software: The digital image was created by computer software. Should be used for all kinds of computer-generated images (CGI), such as images composited from several different photos and/or graphic elements, or images created entirely in the computer.

**Digitization**

Digitization is the conversion of analogue or physical assets into digital equivalents. The methods for doing this are as varied as the media that a Digital Asset Management system can support. The scanning of images and conversion of film or video tends to be the most common form of digitization activity. The need to digitize assets is gradually diminishing as more media is recorded directly in digital formats.

**Documents**

A document file is piece of written, printed, or electronic matter that provides information or evidence or that serves as an official record. Specifically encompasses the Microsoft Office suite of desktop applications, such as word, excel,
and PowerPoint. Even if these files are reformatted and uploaded as pdfs, they are still considered documents. The native file dictates how the file is classified.

**Download Categories**
Download sizes can be grouped according to their purpose – you might specify several different download sizes for the Internet, for example, and group them together as ‘Websites’. A grouping of download sizes is called a download category.

**Download Wizard**
The Download Wizard enables you to re-size, re-format and crop files as part of the downloading process. It is often useful to resize media according to the intended use and it may also shorten the time it takes to download. Parts of the downloading process can also be automated by pre-defining format settings.

**Embedded Metadata**
Data that is written onto a given asset/file. This type of metadata stays with the file.

**End-User**
Term used to describe the people who will ultimately download and use assets.

**EXIF Data**
Exchangeable Image File Format, metadata that is added to an image by the camera such as date and time, camera model, lens used, etc.

**Embargo Date**
Function that allows a date to be set that prohibits access to specific asset until specified date. Used in PR and Marketing.

**File Console**
The File Console provides a central point of information about a File and is one of the primary ways to edit metadata.
Filename
The identifying name given to a computer file. Before uploading images into IMS Library, users must rename files to match the BAC filename standard.

Film Strip
Located in the File Console, the filmstrip displays thumbnails for each of the files in the same folder as the open file.

Folder
A container for digital assets.

FTP (File Transfer Protocol)
A tool used to transfer files over the internet. Common software used to facilitate this include Fetch, Filezilla, SmartFTP, and Cyber Duck.

Graphic Design
Graphic design is a creative process, one most often involving a client and a designer, and traditionally completed in conjunction with producers of form (printers, sign makers, etc.). Graphic design may also be applied directly to websites, eliminating the need for an intermediary. Graphic design is undertaken to convey a specific message (or messages) to a targeted audience, usually from the client, known as the 'brief'. All media produced by SPD is considered “Graphic Design” and should be classified as such.

Illustrations
An illustration is a depiction or image, such as a drawing, painting, or computer generated graphic. We have separated the category of illustration into three categories.

IMS Library
Centralized digital database containing assets of different types that are managed, accessed and shared with IMS software from Third Light.
IMS Software
Software developed by Third Light. IMS stands for Intelligent Media Service.

IMS Reference Number
The IMS reference number is a unique number assigned to every asset uploaded into the IMS Library. This is automatically generated by the IMS Library and listed with asset.

Ingestion
Ingestion is an umbrella term that covers the process of supplying media to a Digital Asset Management (DAM) system (often called uploading) and cataloguing it by adding descriptive information or, metadata to enable it to be located by users when searching for digital assets.

Interoperability
Interoperability means the ability of systems or processes to work together and is the conceptual basis of systems integration. Achieving interoperability involves two or more systems agreeing a common protocol to exchange information. In more modern systems, this tends to be using technologies such as XML. The degree to which applications can easily integrate with each other depends on how detailed the protocol for communication is. There are a wide range of interoperability protocols used in Digital Asset Management, particularly in the area of exchanging metadata. A more common interoperability standard that has been widely adopted in the past is the Dublin Core Metadata Initiative (DCMI) schema.

IPTC (International Press Telecommunications Council)
This is informational metadata, data added to describe a variety of items such as subject matter or product details.

Keywording
Keywording is a colloquial term applied to a specific asset cataloguing activity where words, phrases or terminology (or 'keywords') are attributed to assets as
metadata. Keywording is particularly relevant for photographs and images as these types of assets lack any integral descriptive information to help users identify whether they are suitable for their needs.

**Keywords Field**
This field uses a controlled vocabulary list titled, keywords, to describe the content in the asset. See the controlled vocabulary list keywords. This type of metadata is also act as clickable links that will automatically bring back all assets with the same keyword.

**Keyword Search**
Keyword search is probably the most commonly understood form of search interface and is usually provided in all DAM systems. The user enters a term or phrase and metadata fields are checked for matches.

**Library**
*This is being tested. An option to identify what library an asset belongs to.*
Currently we have a Marketing & Communication Library, Archives Library, and potentially down the road an Education Library that would be designated for classroom and studio use (similar to dropbox).

**Lightbox**
A non-destructive temporary grouping of assets, used frequently for collaboration of distributing assets in batch.

**Locations Field**
A controlled vocabulary list that records the location where the photo was created. This is a custom list specific to the BAC. Specific locations not listed in location list should be listed in Caption field.
**Media Type**
Use this field to identify the type of asset being uploaded into IMS Library. For examples and definitions please see the IMS Library: Media Guide.

**Metadata**
Data about data. It provides information about an item’s content. In a Digital Asset Management context it refers to descriptive information applied to assets to support a task or activity. The most common example is to help users to locate assets in searches. To help find suitable media, assets will generally have short descriptions or titles added to them as a basic minimum, although it is more common to add much more descriptive detail to help users to locate what they are looking for. As well as search metadata, workflow and business process information may also be added to determine what procedures are followed when users want to download assets. See Tagging and Keywording also.

**Metadata Fields**
Fields of metadata that support controlled vocabularies. Provides different input types such as text, drop-down menus, checkboxes and tree. Customizable.

**People Field**
Use this field when people are depicted in asset. For detailed instructions see “How to Tag Assets”.

**Photos**
Photos are photographic images created by using a camera, in which an image is focused onto light-sensitive material, such as film or a digital sensor, and then made visible and permanent by chemical treatment, or stored digitally. We have separated this category into four photographic categories.

**Programs Field**
Controlled Vocabulary lists that is used to describe what program the asset pertain to.
Projects Field
This field is used for assets that fall under Marketing & Communications. It identifies the Client, Project, Medium and Placement

Publish to URL
When a file is published it can be accessed directly as a URL, without the need to create a copy of the file or log into IMS to view it.

Refine Search
A type of controlled vocabulary with facets used for segmentation. For instance, if you search for "car," a faceted list may allow for segmentation by "color."

Rights Usage Terms
The Rights Usage Terms field includes instructions on how the photograph can be legally used. A standardized set of terms (controlled vocabulary) are used according to the type of asset. For example specific terms in regards to contract photography, staff photography and archives.

Slideshow
An on-screen viewing of assets that automatically rotate at specific time intervals.

Smart Folder
Smart Folders provide a way to save the results of a search and make it available to other users. The content of a Smart Folder is refreshed each time it is opened with files found to match the search query stored in its settings. By default, a Smart Folder will search your entire IMS Library for files matching this search query, but you can exclude selected folders. Smart Folders can be made available on a web news feed.
**Tagging**
Adding keywords or other metadata to assets that will aid in later retrieval or organization of assets.

**Title**
Name of shoot. Media Requests should list a title.

**Upload Date**
Date asset was uploaded or ingested into IMS Library.

**Users**
This term describes the individual user account used to access the IMS Library.

**User Groups**
User groups are predefined groups that individual user accounts can be placed into. This reduces the time and effort involved in managing the user community, or for each individual that requires an account.

**Used In**
Identifies where the asset has been used, i.e., website or marketing projects.

**Watermark**
An imprint on a digital asset, used as added protection for material that is copyrighted.

**Workflow**
A logical sequence of steps taken or tasks performed that define the paths taken to complete a task with a specified outcome, subject to certain approvals or tests. It may be illustrated with a flowchart to define specific actions, results, decisions, or desired outcomes. In photography, refers to the sequence of actions from capture to output that produce a final image.
Video

Video is an electronic medium for the recording, copying and broadcasting of moving visual images. The BAC has two forms of video – marketing and educational.