

Digital Asset Management  
Metadata Schema

Updated as of 5/29/2013

## Document Overview

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### Document Description

Metadata are attributes that describe or define an asset file and support content retrieval, use and management by giving context to the file and its contents. Administrative metadata are often created automatically by the DAM, and can include information such as file type, creation date, author, etc. Descriptive metadata are usually related to the file contents - such as type (categorization), definition and specific title.

### Tab Descriptions

Change Log: Tracks any change to the metadata schema.

Metadata Schema: Description of metadata fields, including data sources, examples and other elements related to particular metadata fields.



## Schema Column Definitions

Column	Definition
Element Name	Metadata element label.
Display Bucket	Overall category where field is displayed within the user experience.
Examples	Examples of the data which would be entered in a particular metadata field.
Description	Metadata element definition.
Content Examples(s)	One or more sample metadata field values.
Taxonomy Facet	Indicates which taxonomy facet is the source for the particular metadata element value(s).
Multiple/Single Entry	Defines if multiple entries, or instances, of the metadata element are allowed.
Indexed? [Yes/No]	Indicates if the metadata field will be indexed for search purposes. Certain administrative data (e.g. modified date) will often not be indexed.
Field/Controller	Indicates if the metadata value is selected from a list, or if CMS will allow open text entry.
Field Format	Format of metadata field (numeric or alphanumeric).
Product Design	Indicates if a field is exclusive to Product Design (not viewable to any other departments).
[Designer]	Indicates if a field is exclusive to [Designer] Archive (not viewable to any other departments).
Corporate Archives	Indicates if a field is exclusive to Corporate Archives (not viewable to any other departments).
Dept. Admin Only?	Indicates if a particular field is only accessible by metadata administrators (Product Design or [Designer]).
System Assigned?	Indicates if a field is automatically assigned by the DAM.
Field Dependency?	Notes (Y) if particular field is dependent on (or directly related to) data entered into a separate field. Fields may or may not be required. Dependency details are listed in the comments column. Any system assigned field is considered "dependent".
Source/Book of Record	Originating source for metadata element values. This is typically an internal or external database.
Data Currently Exists	Data source for use in migration for particular metadata field.
[Designer] FileMaker Field	Specific [Designer] Archive filemaker field which corresponds to DAM field.
Product Design FileMaker Field	Specific Product Design filemaker field which corresponds to DAM field.
Brilliant Field	Specific Brilliant field which corresponds to DAM field.
List or Open Text	Indicates if the metadata value is selected from a list, or if CMS will allow open text entry.
Comments	Contains any additional comments or issues relevant to a particular metadata element.
Open Issues	Describes any open issues that need to be addressed.



## Metadata Schema

Element Name	Display Bucket	Examples	Description	Taxonomy Facet	Multiple/ Single Entry	Indexed?	Field/ Controller (Tagging)	Field/ Controller (Search)	Field Format	Field Options	System Assigned?	Field Dependency?	Book of Record
Asset Type	General Details	Advertisement, Signage	Provides values with which to identify the nature of content, based on its purpose or presence of specific information, e.g. checklist. It should be distinguished from content format, e.g., HTML, or delivery mechanism, e.g., website.	Asset Type	S	Y	Dropdown List		alphanumeric		N	N	Taxonomy
Asset Name	General Details	PR-EP-AD-0001, PR-EP-AW-0001	Used to control placement of an Person asset in a series.		S	Y	Open Text		alphanumeric		N	N	
Presentation Board Title	General Details	Silver Charms	Title of the board itself.		S	Y	Open Text		alphanumeric		N	N	
Asset Kit Name	General Details		Title of the kit itself.		S	Y	Open Text		alphanumeric		N	Y	
Font Name	General Details	Gotham	Name of font type.		S	Y	Open Text		alphanumeric		N	N	
Logo Name	General Details	Company Name Logo	Name of brand mark.		S	Y	Open Text		alphanumeric		N	N	
Item ID #	General Details	SP-RG-19, 19/3+1DF4 (R&D)  2214e, Chain 22 (Chains) RD 20B-1, RD 21A-1 (Roller Dies)	ID number assigned to a specific Product Design asset.		S	Y	Open Text		alphanumeric		N	N	
DAM ID #	General Details		Unique identification number assigned to asset.		S	Y	System Generated		numeric		Y	Y	System
Status	General Details		Indicates public or private status of an Person asset.		S	N	Checkboxes		alphanumeric	Public, Private	N	N	DAM
Brand Center Asset	General Details		Indicates if an asset belongs to the Brand Center		S	N	Radio Buttons		alphanumeric	Y, N	N	N	DAM
Asset Owner	General Details	[First Name Last Name]	Name of person who owns an asset. Defaults to user who uploads the asset, but can be changed manually.		S	Y	Open Text		alphanumeric		N	Y	IMAP (?)
Company Name Department	General Details	Press Relations	Company Name department name or number.	User Group	S	Y	Dropdown List		alphanumeric		N	Y	Taxonomy
Asset Creation Date	General Details	[YYYY/MM/DD]	Date an asset was created.		S	N	Calendar		numeric		N	N	
Decade	General Details		Indicates the decade of an archival or Person asset.	Decade	S	Y	Dropdown List		alphanumeric		N	Y	Taxonomy
Physical Size - Width	General Details	22"	Physical size of asset's width in inches.		S	N	Open Text		alphanumeric		N	Y	
Physical Size - Height	General Details	20"	Physical size of asset's height in inches.		S	N	Open Text		alphanumeric		N	Y	
Public Figure	General Details	Anne Hathaway	Name of a public figure associated with Company Name	Public Figure	M	Y	Dropdown List		alphanumeric		N	N	Taxonomy
Artist	General Details	[First Name Last Name]	Name of non-product artwork creator - sketch artist, painter, set or event designer, etc.	Artists	M	Y	Dropdown List		alphanumeric		N	N	Taxonomy
Artwork Style	General Details	Watercolor, Ink, Pencil	Describes original artwork style.	Artwork Style	S	Y	Dropdown List		alphanumeric		N	N	Taxonomy
Design Artwork Type	General Details	3D	Indicates artwork format.	Design Artwork Type	M	Y	Dropdown List		alphanumeric		N	N	Taxonomy
Poster Type	General Details	Private Event Poster, Breakfast at Company Name Poster, Inventory Poster	Frequently used non-permanent informational posters.	Poster	S	Y	Dropdown List		alphanumeric		N	N	Taxonomy

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Signage Type	General Details	Caseline Signage, Return Policy Signage	Semi-permanent printed informational and marketing guidance.	Signage	S	Y	Dropdown List		alphanumeric	_	N	N	Taxonomy
Display Type	General Details	Caseline, Window, Store	Describes a kind of display.	Display Type	S	Y	Dropdown List		alphanumeric	_	N	N	Taxonomy
Collateral Type	General Details	Brochure, Jewelry Care Instructions	Printed materials intended for marketing, sales or product information.	Collateral Type	S	Y	Dropdown List		alphanumeric	_	N	N	Taxonomy
Directives Type	General Details	Brand Guidelines, Event Guidelines	Type of guideline or directive document.	Directives Type	S	Y	Dropdown List		alphanumeric	_	N	N	Taxonomy
EP Admin Notes	General Details		Administrative notes for Person assets.		M	Y	Open Text		alphanumeric	_	N	N	
Product Design Admin Notes	General Details		Notes field specifically for the use of Product Design DAM administrators.		M	Y	Open Text		alphanumeric	_	N	N	
Filename	File Information	Det_68_1_594928466_L.jpg			S	Y	System Generated		alphanumeric	_	Y	Y	System
File Format	File Information	.jpg	File format of content or content asset.		S	N	System Generated		alphanumeric	_	Y	Y	System
File Size	File Information	500k			S	N	System Generated		alphanumeric	_	Y	Y	System
Date Uploaded	File Information	[YYYY/MM/DD]			S	N	System Generated		numeric	_	Y	Y	System
Project Type	Project Details	Assigned	Project type as designated by Project Design department.		S	Y	Dropdown List		alphanumeric	Assigned, Initiative, Independent Study	N	Y	DAM
Project Name	Project Details	Company Name Meadows Silver	Internal Company Name project identification.	Project Name	S	Y	Dropdown List		alphanumeric	_	N	Y	
Business Type	Project Details	Custom Retail	Specific business focus of product design asset.		S	Y	Dropdown List		alphanumeric	Retail, Custom Retail, Custom Business Sales	N	N	DAM
Project Initiated Date	Project Details	[YYYY/MM/DD]	Date project was opened.		S	N	Calendar		numeric	_	N	Y	
Due Date	Project Details	[YYYY/MM/DD]	Date project is due.		S	N	Calendar		numeric	_	N	Y	
Date Received	Project Details	[YYYY/MM/DD]	Date vendor sample was received.		S	N	Calendar		numeric	_	N	N	
FileMaker #	Project Details	53, 675, 4499	Identification number which was used within Product Design Filemaker database.		S	Y			numeric	_	N	N	
Project Status	Project Details	Active	Status of Product Design project.		S	Y	Dropdown List		alphanumeric	Active, Hold, Cancelled, Completed, Transitioned, Archived	N	Y	DAM
Design Archive ID	Project Details	RJ2013.1952	Archive identification number which was used within Product Design Filemaker database.		S	Y	Open Text		alphanumeric	_	N	N	DAM
Event Type	Event Details	Press Preview, Bridal, Statement Selling	Type of event, which is typically planned and executed by Company Name.	Event Type	S	Y	Dropdown List		alphanumeric	_	N	Y	Taxonomy
Event Name	Event Details	Harper's Bazaar Women of the Year Awards	Notable event, such as awards ceremony, where a photo was taken.		M	Y	Open Text		alphanumeric	_	N	Y	
Event Country	Event Details	United Kingdom	Country in which a notable event occurred.	Country_Region	S	Y	Dropdown List		alphanumeric	_	N	Y	Taxonomy
Event Region	Event Details	Europe	Region in which a notable event occurred.	Country_Region	S	Y	Dropdown List		alphanumeric	_	N	Y	Taxonomy
Event Date	Event Details	[YYYY/MM/DD]	Date of a notable event.		S	N	Calendar		numeric	_	N	N	
Event Location	Event Details	Claridge's	Specific event venue.		S	Y	Open Text		alphanumeric	_	N	N	
EP Event	Event Details		Name of Person events.	EP Event	S	Y	Dropdown List		alphanumeric	_	N	Y	Taxonomy

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EP Event Type	Event Details	Atmosphere	General ambiance of Person related event.		S	Y	Dropdown List		alphanumeric	Atmosphere, Visual Display, Party	N	Y	DAM
Image Color	Image Details	Black & White	Describes overall visual style or effect.		S	N	Dropdown List		alphanumeric	Color, Black & White, Sepia	N	N	DAM
CMYK/RGB	Image Details		Design color guidelines.		S	N	Open Text		alphanumeric		N	Y	XMP
dpi-horizontal	Image Details	300	Resolution in dots per inch (horizontal).		S	N	Open Text		numeric		N	Y	XMP
dpi-vertical	Image Details	300	Resolution in dots per inch (vertical).		S	N	Open Text		numeric		N	Y	XMP
Resolution-Pixel Width	Image Details	874	Pixel width of image.		S	N	Open Text		alphanumeric		N	Y	XMP
Resolution-Pixel Height	Image Details	1240	Pixel height of image.		S	N	Open Text		alphanumeric		N	Y	XMP
Background Color	Image Details	Company Name Blue	Indicates the background color of an illustration or product image.	Background Color	S	Y	Dropdown List		alphanumeric		N	N	Taxonomy
Retouched	Image Details	Y/N	Indicates whether or not a file has been retouched.		S	N	Radio Button		alphanumeric	Y, N	N	Y	DAM
Date Retouched	Image Details	[YYYY/MM/DD]	Retouching date of a retouched file.		S	N	Calendar		numeric		N	Y	
Campaign Name	Media Information	Valentine's Day 2012	Name of a campaign, such as a season or holiday.		S	Y	Open Text		alphanumeric		N	Y	
Campaign Year	Media Information	[YYYY]	Year a campaign ran.		S	Y	Calendar		numeric		N	Y	
Media Type	Media Information	Magazine, Newspaper, Billboard	Intended media type outlet of an advertising, marketing or public relations initiative.	Media Type	S	Y	Dropdown List		alphanumeric		N	Y	Taxonomy
Unit Size	Media Information	Full page	Size of media placement in an outlet.	Unit Size	S	N	Dropdown List		alphanumeric		N	Y	Taxonomy
Ad Name	Media Information	Red Ribbon/Company Name Setting	Name of final ad designed for commercial placement.		S	Y	Open Text		alphanumeric		N	N	
Publication	Media Information	Wall Street Journal	Name of a printed publication in which an advertisement or article appeared.	Publication	M	Y	Dropdown List		alphanumeric		N	Y	
Publication Date	Media Information	[YYYY/MM/DD]	Publication date associated with an advertisement or article.		M	N	Calendar		numeric		N	Y	
Publication Page #	Media Information	34	Page number on which an advertisement or article appeared.		M	Y	Open Text		alphanumeric		N	Y	
Catalog Type	Media Information	Blue Book	Indicates Company Name catalog type.	Catalog Type	M	Y	Dropdown List		alphanumeric		N	Y	Taxonomy



Element Name	Display Bucket	Examples	Description	Taxonomy Facet	Multiple/ Single Entry	Indexed?	Field/ Controller (Tagging)	Field/ Controller (Search)	Field Format	Field Options	System Assigned?	Field Dependency?	Book of Record
Catalog Title	Media Information	Legacy Company Name	Specific Company Name catalog title.		M	Y	Open Text		alphanumeric		N	Y	
Catalog Code	Media Information		Specific Company Name catalog code.		M	Y	Open Text		alphanumeric		N	Y	
Catalog Page #	Media Information		Catalog page number.		M	Y	Open Text		alphanumeric		N	Y	
Blue Book	Media Information	Y, N	Indicates if a particular Product Design project is associated with a Blue Book.		S	N	Radio Buttons		alphanumeric	Y, N	N	N	DAM
Language	Media Information	Japanese	Indicates language of an asset.	Language	S	Y	Dropdown List		alphanumeric		N	N	Taxonomy
State	Media Information			Region_Country_State	M	Y	Dropdown List		alphanumeric				
Country	Media Information	Japan	Country associated with an asset, such as media placement of an advertisement.	Region_Country_State	M	Y	Dropdown List		alphanumeric		N	Y	Taxonomy
Region	Media Information	Asia-Pacific	Company Name marketing or operations region.	Region_Country_State	M	Y	Dropdown List		alphanumeric		N	Y	Taxonomy
Social Media Channel	Media Information	Facebook	Digital social media outlet on which a post appeared.		M	Y	Dropdown List		alphanumeric	Facebook Pinterest Twitter Tumblr YouTube	N	Y	DAM
Social Media Post Name	Media Information		Name of social media posting.		S	Y	Open Text		alphanumeric		N	Y	
Social Media Post Date	Media Information	[YYYY/MM/DD]	Date of a social media posting.		M	N	Calendar		numeric		N	Y	
EP Media Type	Media Information		Indicates media type specific to [Designer] Archive assets.	EP Media Type	M	Y	Dropdown List		alphanumeric		N	N	Taxonomy
Publication Notes	Media Information		Open text field for notes regarding an Person article.		M	Y	Open Text		alphanumeric		N	Y	
Article Title	Media Information		Title of article that mentions Person appearing in a publication.		M	Y	Open Text		alphanumeric		N	Y	
Product Name	Product Information	Interlocking Circles Necklace	Official product name.		M	Y	Open Text		alphanumeric		N	Y	PMA, Open Entry
Product Type	Product Information	Necklaces	Describes the general characterization of a Company Name product.	Product Type	M	Y	Dropdown List		alphanumeric		N	Y	PMA, Taxonomy
Product Designer	Product Information	Person	Name of a Company Name product designer.	Product Designer	M	Y	Dropdown List		alphanumeric		N	Y	PMA
Staff Designer	Product Information	[First Name Last Name]	Name of Company Name staff product designer.	Product Designer > Staff Product Designers	M	Y	Dropdown List		alphanumeric		N	Y	Taxonomy
Collection Name	Product Information	Diamonds by the Yard	Name of a Company Name design collection.	Collection	M	Y	Dropdown List		alphanumeric		N	Y	PMA, Taxonomy
Product Description	Product Information	Our Rubedo metal celebrates the 175th anniversary of Company Name's founding.	Description of a Company Name product used on public website.		M	Y	Open Text		alphanumeric		N	Y	PMA, Open Entry
Material	Product Information	Gold	Name of the primary material of a product.	Material	M	Y	Dropdown List		alphanumeric		N	Y	PMA, Taxonomy
Gem	Product Information	Diamond	Name of the primary gem(s) in a product.	Gem	M	Y	Dropdown List		alphanumeric		N	Y	PMA, Taxonomy

Element Name	Display Bucket	Examples	Description	Taxonomy Facet	Multiple/ Single Entry	Indexed?	Field/ Controller (Tagging)	Field/ Controller (Search)	Field Format	Field Options	System Assigned?	Field Dependency?	Book of Record
Gem Shape	Product Information	Princess Cut	The face-up girdle outline of a polished diamond or gemstone; also known as stone cuts.	Gem Shape	M	Y	Dropdown List		alphanumeric		N	Y	PMA, Taxonomy
Gem Source	Product Information	Brazil Madagascar Pala District, California Arizona New Mexico	Source of a gemstone.		M	Y	Open Text		alphanumeric		N	N	
Motif	Product Information	Butterfly	Design pattern or theme of a product.	Motif	M	Y	Dropdown List		alphanumeric		N	N	PMA, Taxonomy
SKU	Product Information	12345678	SKU (stock keeping unit) of Company Name product.		M	Y	Open Text		numeric		N	Y	PMA
Design Presentation Board Collection	Product Information	RTT, Charms, Black Sapphire, Art Deco	Presentation board collection name falling within a product family and related to a Product Design project.	Design Presentation Board Collections	M	Y	Dropdown List		alphanumeric		N	N	Taxonomy
Design Product Type	Product Information	Jewelry	Product type (jewelry or non-jewelry) specific to Product Design projects.		S	Y	Checkboxes		alphanumeric	Jewelry, Non-Jewelry	N	Y	DAM
Design Product Name	Product Information	1837 Bangle, Titanium Ring	Product name related to a particular Product Design project.		S	Y	Open Text		alphanumeric		N	N	Taxonomy
Length	Product Information	16", 20", N/A	Pertains to Chain length.		S	Y	Open Text		alphanumeric		N	N	
Date Range	Product Information	[YYYY-YYYY]	Year or date range for item fabrication; estimated date range for object design.		S	N	Calendar		numeric		N	N	DAM
Era	Product Information		Distinct visual design style associated with a period or movement.	Era	M	Y	Dropdown List		alphanumeric		N	N	Taxonomy
Board ID #	Physical Location	GC200601-01	Number assigned to a Presentation Board by Product Design and used to track physical location.		S	Y	Open Text		alphanumeric		N	N	
Borrower	Physical Location	James Stonebraker	Name of person who borrowed a Product Design physical asset.		S	N	Open Text		alphanumeric		N	Y	
Date In	Physical Location	[YYYY/MM/DD]	Date that individual returned a Product Design physical asset.		S	N	Calendar		numeric		N	Y	
Date Out	Physical Location	[YYYY/MM/DD]	Date that individual borrowed a Product Design physical asset.		S	N	Calendar		numeric		N	Y	
Box ID	Physical Location		Specific box that contains an Person related asset.		S	Y	Open Text		alphanumeric		N	N	
Catalog #	Physical Location		Catalog number associated with an Person related asset.		S	Y	Open Text		alphanumeric		N	N	
EP Asset Source	Physical Location	Fairchild Archives, Vogue Archives	Indicates source of Person asset.	EP Source	S	Y	Dropdown List		alphanumeric		N	N	Taxonomy
Repository	Physical Location	NG10V-85	Code assigned to location within [Designer] or Corporate Archives vault.		S	Y	Open Text		alphanumeric		N	N	
Accession #	Physical Location		Company Name accession number for a particular corporate archives, or [Designer] archive asset.		S	Y	Open Text		alphanumeric		N	N	
Item Location	Physical Location	Book 2, page 1; Board 27; Schofer Box 1	Physical location of Product Design asset.		S	Y	Open Text		alphanumeric		N	N	
Museum Bequest	Physical Location		Name of the museum hosting an Person or Corporate Archives exhibit or event, or holding a physical asset.	Museum	M	Y	Dropdown List		alphanumeric		N	Y	Taxonomy

Element Name	Display Bucket	Examples	Description	Taxonomy Facet	Multiple/ Single Entry	Indexed?	Field/ Controller (Tagging)	Field/ Controller (Search)	Field Format	Field Options	System Assigned?	Field Dependency?	Book of Record
Museum Accession #	Physical Location		Catalog number assigned to an asset by a particular museum.		S	Y	Open Text		alphanumeric		N	Y	
Book Notes	Book Information		Notes on particular book which mentions or highlights Person.		M	Y	Open Text		alphanumeric		N	Y	
Author	Book Information		Author of book which mentions or highlights Person.		M	Y	Open Text		alphanumeric		N	Y	
Book Publisher	Book Information		Publisher of book which mentions or highlights Person.		S	Y	Open Text		alphanumeric		N	Y	
Book Title	Book Information		Title of book which mentions or highlights Person.		S	Y	Open Text		alphanumeric		N	Y	
ISBN	Book Information		ISBN of book which mentions or highlights Person.		S	Y	Open Text		alphanumeric		N	Y	
Page #	Book Information		Book page number that specifically mentions Person or one of her designs.		M	N	Open Text		alphanumeric		N	Y	
Photographer	Shoot Details	Michael Thompson	Photographer who is contracted to create works for purposes of Company Name advertising or marketing.	Photographer	S	Y	Dropdown List		alphanumeric		N	N	Taxonomy
Model	Shoot Details	Karen Nelson	Name of a model contracted for purposes of Company Name advertising or marketing.	Talent > Models	M	Y	Dropdown List		alphanumeric		N	N	Taxonomy
Shoot Date	Shoot Details	[YYYY/MM/DD]	Date a photography shoot took place.		S	Y	Calendar		numeric		N	Y	
Shoot Location	Shoot Details	Paris	Location of a photography shoot.		S	Y	Open Text		alphanumeric		N	Y	
Wardrobe	Shoot Details	Halston	Clothing or prop designer of items other than Company Name merchandise appearing in a photographic image.		M	Y	Open Text		alphanumeric		N	N	
Spot Title	Audio/Video Information		Title of audio or video spot.		S	Y	Open Text		alphanumeric		N	N	
Run Time	Audio/Video Information		Total run time of audio or video spot.		S	N	System Generated		numeric		Y	N	
Video Color	Audio/Video Information	Color	Color of video produced for or by Company Name.		S	N	Dropdown List		alphanumeric	Color, Black & White	N	N	DAM
Director	Audio/Video Information		Director of video or audio created for or by Company Name.	Artists > Directors	S	Y	Dropdown List		alphanumeric		N	N	Taxonomy
Producer	Audio/Video Information		Producer of video or audio created for or by Company Name.		S	Y	Open Text		alphanumeric		N	N	
Actor	Audio/Video Information		Actor or narrator who contributed to an audio or video production created for or by Company Name.	Talent > Actors	M	Y	Dropdown List		alphanumeric		N	N	Taxonomy
Image Credit	Usage	Getty Images	Image credit associated with a photographer, typically that which belongs to a stock photo agency.		S	Y	Open Text		alphanumeric		N	Y	

Element Name	Display Bucket	Examples	Description	Taxonomy Facet	Multiple/ Single Entry	Indexed?	Field/ Controller (Tagging)	Field/ Controller (Search)	Field Format	Field Options	System Assigned?	Field Dependency?	Book of Record
Stock Photo Agency	Usage	Getty	Agency which provided a stock photography image for use in Company Name assets.	Photographer > Stock Photo Agency	S	Y	Dropdown List		alphanumeric	_	N	Y	_
Stock Photo ID	Usage	169531893	Specific identification number associated with a stock photo.		S	Y	Open Text		alphanumeric	_	N	Y	_
Usage Contact Department	Usage	Creative Services	Department of contact for image usage information.	User Group	S	Y	Dropdown List		alphanumeric	_	N	Y	Taxonomy
Usage Contact Name	Usage	Annamarie Sandecki	Contact name for image usage information.		S	Y	Open Text		alphanumeric	_	N	Y	_
Usage Contact Phone	Usage	123-456-7890	Phone number for image usage contact.		S	Y	Open Text		alphanumeric	_	N	Y	_
Usage Contact Fax	Usage	123-456-7890	Fax number for image usage contact.		S	Y	Open Text		alphanumeric	_	N	Y	_
Usage Contact Email	Usage	name@company.com	Email for image usage contact.		S	Y	Open Text		alphanumeric	_	N	Y	_
Usage Contact Address	Usage	123 Main Street, City, ST 12345-1234	Physical address of image usage contact.		S	Y	Open Text		alphanumeric	_	N	Y	_
EP Approved Photo Credit	Usage		Photo credit associated with Person photographer. Links to actual copyright verbiage.		S	N			alphanumeric	_	N	Y	_
Image Buyout	Usage	N	Indicates if all rights to a particular image have been purchased.		S	N	Radio Buttons		alphanumeric	Y, N	N	N	DAM
EP Approved	[Designer] Information	Y	Indicates whether or not an asset is approved by Person.		S	N	Radio Buttons		alphanumeric	Y, N	N	N	DAM
EP Craftsmen	[Designer] Information	Japanese Craftsmen	Describes subject matter of EP Craftsman Photos.	EP Craftsmen	S	Y	Dropdown List		alphanumeric	_	N	N	Taxonomy
EP Favorite	[Designer] Information	Y	Indicates if an asset is an Person favorite.		S	N	Radio Buttons		alphanumeric	Y, N	N	N	DAM
EP Location	[Designer] Information	Montauk, NY; NY, NY: Person's Apartment	Location of an event or period in Person's life.	EP Location	M	Y	Dropdown List		alphanumeric	_	N	N	Taxonomy
EP People	[Designer] Information	D'Or, Jonas Chu	Name of person with a connection to Person.	EP People	M	Y	Dropdown List		alphanumeric	_	N	N	Taxonomy
EP Personal	[Designer] Information		Theme of personal importance to Person.	EP Personal	M	Y	Dropdown List		alphanumeric	_	N	N	Taxonomy
EP Award	[Designer] Information	1978 Cultured Pearl Industry, 2001 FIT Doctorate	Item related to an Person award, such as photos of the physical award or awards ceremony, invitations to the awards ceremony and press clippings.	EP Award	S	Y	Dropdown List		alphanumeric	_	N	N	Taxonomy
EP Portrait	[Designer] Information	Person: Model, Person: Runway > Designer: Stephen Burrows	Categorizes images of Person.	EP Portrait	S	Y	Dropdown List		alphanumeric	_	N	N	Taxonomy
Print Production Technique	Invitation Information	Offset, Engraved, Evite	Specific print technique used for invitations, including digital formats (e.g. Evite).		S	Y	Dropdown List		alphanumeric	Offset Engraved Evite	N	N	DAM
Print Production Notes	Invitation Information		Specific notes and instructions for electronic or print production of invitations.		S	Y	Open Text		alphanumeric	_	N	N	_
Evite Code	Invitation Information		Code for specific Evite invitation.		S	Y	Open Text		alphanumeric	_	N	N	_
Invitation Code	Invitation Information		Code for specific invitation (non-Evite).		S	Y	Open Text		alphanumeric	_	N	N	_
Invitation Ink Color	Invitation Information		Color(s) used on print invitation.		M	Y	Open Text		alphanumeric	_	N	N	_
Invitation Paper Stock	Invitation Information		Recommended paper stock for print invitations.		S	Y	Open Text		alphanumeric	_	N	N	_
Invitation Size	Invitation Information		Physical size of invitation.		S	N	Open Text		alphanumeric	_	N	Y	_
Invitation Size Name	Invitation Information		Name associated with specific physical size of invitation.		S	Y	Open Text		alphanumeric	_	N	Y	_
Envelope Size	Invitation Information		Physical envelope size.		S	N	Open Text		alphanumeric	_	N	Y	_
Envelope Size Name	Invitation Information		Name associated with physical envelope size.		S	Y	Open Text		alphanumeric	_	N	Y	_
Envelope Ink Color	Invitation Information		Color of ink used on invitation envelopes.		M	Y	Open Text		alphanumeric	_	N	N	_
Envelope Liner Color	Invitation Information		Color of paper which lines the inside of invitation envelopes.		S	Y	Open Text		alphanumeric	_	N	N	_

Element Name	Display Bucket	Examples	Description	Taxonomy Facet	Multiple/ Single Entry	Indexed?	Field/ Controller (Tagging)	Field/ Controller (Search)	Field Format	Field Options	System Assigned?	Field Dependency?	Book of Record
Envelope Paper Stock	Invitation Information		Recommended paper stock for invitation envelopes.		S	Y	Open Text		alphanumeric		N	N	
Keywords	Keywords & Notes		Manually entered search keyword or keywords.		M	Y	Open Text		alphanumeric		N	N	
Working Notes	Keywords & Notes		Date stamped open notes field to be used by teams as desired.		M	Y	Open Text		alphanumeric		N	N	
Vendor	Vendor Information	Spectore	Manufacturer of a product.	Vendor	S	Y	Dropdown List		alphanumeric		N	N	Taxonomy
Invoice #	Vendor Information	120137, IO710030, 234	Invoice number associated with acquisition of a particular vendor product.		S	Y	Open Text		alphanumeric		N	Y	
Printer	Vendor Information		Print house that printed a catalog or collateral piece.		S	Y	Open Text		alphanumeric		N	N	
Cost Center	Vendor Information		Internal reference for Global Marketing that indicates the division responsible for catalog or collateral production.		S	Y	Open Text		alphanumeric		N	N	

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## Change Log

Worksheet	Change Type*	Detail	Date	Name
Metadata Structure	Label Change - Display Buckets	Combined Asset Info into General Details (removed Asset Info bucket).	9-May	
Metadata Structure	Display by Group - Change	Project Name field exclusively available for Product Design and [Designer] groups	10-May	
Metadata Structure	Change field to a new group	Moved Artwork Style to General Details display bucket	13-May	
Metadata Structure	Deleted field	Deleted Shot Type - no longer applicable	14-May	
Metadata Structure	Bucket label change	Changed Video Info to Audio Video Info; changes in field titles	14-May	
Metadata Structure	Exclusivity	Date Range - made exclusive to 2 groups	14-May	
Metadata Structure	Region	Changed to Multiple entry	14-May	
Metadata Structure	Form Type	Added field	14-May	
Metadata Structure	Brand Center	Added field	14-May	
Metadata Structure	Edits	Reformatted to current project template.	15-May	
Metadata Structure	Edits	Added data to "Indexed?" Field.	15-May	
Schema Column Definitions	Edits/Additions	Added and/or updated column definitions.	15-May	
Metadata Structure	Edits/Additions	Added data to "Book of Record" field.	15-May	
Metadata Structure	Edits/Additions	Added data to "Data Currently Exists" Field	15-May	
Metadata Structure	Edits	Changed Publication to a controlled field using taxonomy facet.	16-May	
Metadata Structure	Edits	Changed Language to a controlled field using taxonomy facet.	16-May	
Metadata Structure	Edits	Display Bucket - Change "Info" to "Information"	16-May	
Metadata Structure	Edits	Removed "Available" options from [Designer], Corporate Archives, Product Design. This information is available in the Metadata by Asset Type document.	16-May	
Metadata Structure	Addition	Added column for field dependency. Details are in comments column.	16-May	
Metadata Structure	Addition	Added Field/Controller column for search controllers (separate from tagging). Will be updated with values after input from UX.	22-May	
Metadata Structure	Edit	Physical Size - Width; split out width and height for physical size.	22-May	
Metadata Structure	Addition	Physical Size - Width; split out width and height for physical size.	22-May	
Metadata Structure	Addition	Added or updated data to Data Currently Exists, [Designer] Filemaker Field, Product Design (PD) Filemaker Field, Brilliant Field and Comments Field (specifically relating to migration/mapping).	22-May	
Metadata Structure	Edit, Label Change	Change Image Resolution to Resolution-Pixel Width	22-May	
Metadata Structure	Addition	Created field for Resolution-Pixel Height	22-May	
Metadata Structure	Edit, Label Change	Change dpi to dpi-horizontal.	22-May	
Metadata Structure	Addition	Create field for dpi-vertical.	22-May	
Metadata Structure	Edits	Updated M/S Entry column for Product Information	22-May	
Metadata Structure	Edit	Updated values, controller field for Invitation - Print Production Technique	22-May	
Metadata Structure	Edit	Updated values, controller field for Unit Type	23-May	
Metadata Structure	Edit	Updated Comments, Open Issues	24-May	
Metadata Structure	Edit	Updated field controllers for date range.	25-May	
Metadata Structure	Edit	EP Archive ID changed to Archive ID and is exclusive to Product Design	25-May	
Metadata Structure	Deletion	Removed Licensed (Usage) field.	25-May	
Metadata Structure	Edit	Updated definition of Repository.	27-May	
Metadata Structure	Edit	Changed Author ([Designer] exclusive) to Multiple entry.	27-May	
Metadata Structure	Addition	Added descriptions from taxonomy document.	28-May	
Metadata Structure	Edit, Addition	Added descriptions and examples based on Tagging Guidelines document.	28-May	
Metadata Structure	Addition	Added field: DAM ID #	28-May	
Schema Column Definitions	Edit	Updated definition of "Dependency" column.	28-May	
Metadata Structure	Edits	Updated data in "Dependency" and comments column (related to dependency indicator).	28-May	
Metadata Structure	Edits	Updated definition for Date Range, Event Type	29-May	
Metadata Structure	Edits	Updated definition for Museum Catalog #	5-Jun	
Metadata Structure	Edits	Updated element name Item ID Number to Item ID #	6-Jun	
Metadata Structure	Edits	Updated element name Bluebook to Blue Book	6-Jun	
Metadata Structure	Addition	Added element Font Name	6-Jun	
Metadata Structure	Addition	Added element Logo Name	6-Jun	
Metadata Structure	Addition	Added Pinterest as Social Media Channel	6-Jun	
Metadata Structure	Addition	Added Fields to Usage bucket	6-Jun	
Metadata Structure	Addition	Added Catalog Title field in Media Information bucket	11-Jun	
Metadata Structure	Addition	Added Printer in Vendor Information bucket	11-Jun	
Metadata Structure	Addition	Added Cost Center in Vendor Information bucket	11-Jun	
Metadata Structure	Addition	Confirmed with PD to map existing Notes and Project Description fields to PD Admin Notes	12-Jun	
Metadata Structure	Addition	Commented on Status field re: public/private	12-Jun	
Metadata Structure	Edit	Publication Date - made MM/DD optional	13-Jun	
Metadata Structure	Edit	Closed open issues around Publication List and Social Media Channel	13-Jun	
Metadata Structure	Edit	Changed name to PD Presentation Board Collection & updated description.	16-Jun	
Metadata Structure	Deletion	Deleted PD Product Family field	16-Jun	
Metadata Structure	Addition	Added Asset Kit Name field	17-Jun	
Metadata Structure				
Metadata Structure				
Metadata Structure				
Metadata Structure		Updated EP Photo Credit field to EP Approved Photo Credit. Updated Comments, removed Open Issue	28-Jun	
	Edits	Changed references to PD to "Design" or "Product Design" (ie PD Presentation Board Collection to Design Presentation Board Collection)	1-Jul	
		Changed Guidelines Type to Directives Type		
		Changed Museum and Museum Catalog # to Museum Bequest and Museum Accession # respectively		
		Changed Unit Type to Unit Size (facet name changed)		
		Deleted Form type		

\* Change Types Include:

- Addition
- Deletion
- Label Change
- Move
- Structural Change
- Scope Note Change

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