

# Organize Your Photos for Today and Tomorrow: Keywords and Tags



**DPCA WEB WALK - OCTOBER 6, 2008**  
**ROBERTA MISLEVY**



# Keywords and Tags

## Digital Image Files



- **Keywords & Tags**
  - words or phrases that describe photo content
  - Often used interchangeably, sometimes together
- **Keywords**
  - Part of the meta-data of an image file
  - Embedded in the file
- **Tags**
  - Seen on blogs and other web pages
  - Photo web pages like Flickr, Picasa Web Albums, SmugMug

# Why Use Keywords and Tags



- **Makes searching quicker, easier**
  - Pull up photos with one or two words searches
- **Saves storage space**
  - File stored in one place
  - Will appear in multiple search results
- **Makes your photos more visible online**
  - Feedback, critiques, networking, locations
  - Add some copyright protection
  - Increase opportunities to publish or sell
- **Investing in the future**
  - Save time through organization
  - Preserve information that could be forgotten or confused in future

# David Marx – Computers for Photographers

<http://www.computersforphotographers.com/search/label/Organizing>



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ADVICE, ASSISTANCE, AND PERSONAL SHOPPING SERVICES FOR DIGITAL PHOTOGRAPHERS

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JUNE 10, 2008

### Adding Searchable Metadata Adds Value to Your Photographs

**Metadata** is the new term for the descriptive information that accompanies any digital file. With digital music recordings, for example, the metadata contains the name of the song, the artist, the album, and the genre of music. For photographers, metadata makes it easy to search through a huge library of images using tools like **Adobe Photoshop Lightroom**. Searching for a picture based on its metadata terms is far more efficient than scrolling along and looking at each and every picture in your computer until you find the right one.

The **UPDIG Working Group**, which was formed in 2004 and includes many professional photography organizations, has this to say about metadata:

"A good photograph of an interesting subject has value. It is the highly descriptive metadata that:

\* makes the image easy to find in image databases;

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Before you begin creating hundreds of keywords, though, I suggest that you take out a piece of scrap paper and write down a brief description of your photographic work. Strategic thinking here will help you create a meaningful system of hierarchical terms. The idea is to limit your vocabulary to keywords that are truly useful.

I believe that every image needs at least two keywords. I suggest that you give each image at least one broad category type keyword and at least one far more specific descriptive term. Broad categories are things like "landscape, macro, portrait, or sports." Specific terms are things like people's proper names or the scientific name for a plant or flower.

# Thomas Hawk – Importance of Keywording

<http://thomashawk.com/2007/11/importance-of-keywording-your-photos.html>



## THOMAS HAWK'S DIGITAL CONNECTION

TUESDAY, NOVEMBER 13, 2007

### The Importance of Keywording Your Photos



Over the course of the past few years I've become increasingly aware of the importance of keywording. By keywording I mean the act of using software to add identification words i.e. keywords to individual digital photographs. Keywording is often confused with tagging as in when you tag your photos with identifying words on photo sharing sites like Flickr or Zoomr.

When I first started out in the online photo sharing world I was not aware of the importance of keywording my images. Instead I spent hours and hours and hours tagging my photos with descriptive keywords on Flickr. That was a mistake. It was a mistake because that time should have been better spent keywording my actual image files where I could permanently control this meta data and where it would have automatically been read by the various photo sharing sites anyways.

Even more important than keywording your images for today, will be keywording them for tomorrow. As technology creates new ways to utilize photo keywords, their inclusion with your photos will become increasingly more important. I really wish I'd spent more time keywording many of my earlier archive photos when I started out.

First let's talk about how you keyword. Personally I use Adobe's Bridge software to keyword mine. With Bridge keywording is pretty simple. You can keyword two easy ways with Bridge. You can create a directory of commonly used keywords and just check the boxes that apply to an image or you can also right click on an image and under the "File Info" menu item type in keywords.



# The Photographer's Life

[http://www.thephotographerslife.com/protect\\_your\\_photos\\_with\\_these/](http://www.thephotographerslife.com/protect_your_photos_with_these/)



## The Photographer's Life

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you can get paid!

**The Right Way**

Your Email address

Your First Name

Submit

You'll see a screen offering information on your shot and a menu bar on the left. By default, it opens to the "Description" menu.

HARRY - 1 - two girls-color.jpg

Description

Adobe Stock Photos

IPTC Contact

IPTC Image

IPTC Content

IPTC Status

Camera Data 1

Camera Data 2

Categories

History

DICOM

Origin

Advanced

Description

Document Title:

Author:

Author Title:

Description:

Description Writer:

Keywords:

Commas can be used to separate keywords

Copyright Status: Unknown

Copyright Notice:

Copyright Info URL:

Go To URL...

Created: 11/15/07 11:37:49 AM

Modified: 11/15/07 11:37:49 AM

Application:

Format: image/jpeg

Cancel OK

[« Turning Goldfish into Gold | Main](#)

### Protect your photos with these quick steps.

The Right Way to Travel  
November 17, 2007

HOW -- AND WHY -- TO EMBED COPYRIGHT INFORMATION IN YOUR PHOTOS

By Rich Wagner in Farmington Valley, Connecticut

The world of digital photography has dramatically changed the way photographers submit their work for publication. Gone are the days of sending slides and hand writing little stickers to fit on the slide mounts.

Now we can upload our photos over the internet or put them on CDs. But what about all that copyright information that used to fit on the slide label?

The good news is that you can attach your information to the digital file in a process called "embedding." When you take these simple steps to embed

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- » Home
- » Get Started
- » What to Expect
- » Meet the Instructor
- » Our Next Workshop
- » Other AWAI Products
- » Testimonials
- » Contact Us
- » FAQ

### Photo Challenge

- » Challenge Home Page

Here is where you can add a title, your name as the "author," a description, and other copyright information. I generally title the photo and put a short description here. I also add my website in the "Copyright Info URL" box. That's where editors or buyers will go to contact me about usage.

# The Photographer's Life-IPTC

[http://www.thephotographerslife.com/protect\\_your\\_photos\\_with\\_these/](http://www.thephotographerslife.com/protect_your_photos_with_these/)



## The Photographer's Life

Turn Your Pictures Into Cash



Sign up  
you

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Yo

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Next, click on the "IPTC Contact" menu. IPTC stands for International Press Telecommunications Council.

HARRY - 3 - two girls-color.jpg

Description  
Adobe Stock Photos  
IPTC Contact  
IPTC Image  
IPTC Content  
IPTC Status  
Camera Data 1  
Camera Data 2  
Categories  
History  
DICOM  
Origin  
Advanced

**IPTC Contact**  
Use this panel to record the photographer's contact information.

Creator

Creator's Job Title

Address

City

State/Province

Postal Code

Country

Phone(s)

E-Mail(s)

Website(s)

Powered by xmp

Metadata templates can populate multiple fields at once.  
Access metadata templates from the upper right corner of this dialog.  
Support and updates for these IPTC panels can be found at <http://www.iptc.org/ipctxmp>

Cancel OK

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### Protect your photos with these quick steps.

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The Right Way to Travel  
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➔ Main M

» Home

» Get Sta

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» Other A

» Testimo

» Contact

» FAQ

➔ Photo C

» Challenge Home Page

This is where you can put your contact information, including your email address and website. Click on OK and this information stays with the photograph for reference by the purchaser.

# About.com What is Tagging?

<http://graphicssoft.about.com/od/glossary/a/tagging.htm>



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## What is Tagging?

Using Keyword Tags for Digital Photo Organization

By [Sue Chastain](#), About.com

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Filed In: [Graphics Glossary](#)

You may have recently heard the term "tagging" in the context of organizing digital photos. Tagging has been around for a few years. On the Web it is being used to categorize Web pages through social bookmarking sites such as [del.icio.us](http://del.icio.us), [Technorati](http://Technorati), and others. Adobe's [Photoshop Album](#) digital photo organizer software brought the tagging concept to the mainstream for digital photography, and the popular online photo sharing service [Flickr](#) also helped to spur the trend.

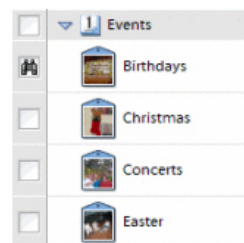
Today many photo organizing software programs are using

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[www.SynthaSite.com/free](http://www.SynthaSite.com/free)

the tag metaphor,  
including [Corel Snapfire](#), [Google's Picasa](#), [Microsoft Digital Image](#), and the [Windows Photo Gallery](#) in Windows Vista.

Tags are really nothing more than keywords used to



Tags in Photoshop Elements Organizer

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# Flickr Central Discussion

<http://www.flickr.com/groups/central/discuss/2026/>



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Latest: 27 minutes ago

**NEW** [Interview with Heather Champ in San Francisco Chronicle](#)  
Latest: 33 minutes ago

**NEW** [flickr strikes again](#)  
Latest: 2 hours ago

**NEW** [Spam profile](#)  
Latest: 2 hours ago

**NEW** [Look through the photostream of the person above you and choose your favourite](#)  
Latest: 2 hours ago

**NEW** [Why do you enjoy photography?](#)  
Latest: 4 hours ago

**NEW** [New Mobile Flickr for iPhone](#)  
Latest: 5 hours ago

**NEW** [Self introductions!](#)  
Latest: 6 hours ago

### Tagging it up ~ some suggestions for tagging your images.



 [striatic](#) [pro](#) says:

You can find some specific examples of how people are using tags in the [tagography thread](#).

a bunch of flickr users have made some suggestions for tags in this thread, and i've tried to compile a thorough list as possible here, from those suggestions ~ feel free to pick and choose from this list as you see fit:

~the 'medium' tags~

[photo](#): this one is easy .. the images that come out of your camera

[drawing](#): images that you draw, if you draw .. or if you upload a snagged drawing

[painting](#): like drawings, except with paint.

[cg](#): computer generated. these come out of photoshopish and 3d programs.

~ the 'genre' tags ~

[cameraphone](#): images taken with {and possibly uploaded from} a cameraphone.

[montage](#): multiple images juxtaposed

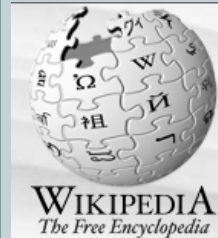
[portrait](#): an image of a person or group of people.

[group](#): include on a portrait of a group of people.

[landscape](#): an outdoor image, focuses on the environment.

# Wikipedia Geotagging

<http://en.wikipedia.org/wiki/Geotagging>



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## Geotagging

From Wikipedia, the free encyclopedia

For Wikipedia's geotagging template, see [Template:coord](#)

**Geotagging** is the process of adding geographical identification [metadata](#) to various media such as photographs, video, websites, or [RSS](#) feeds and is a form of geospatial metadata. This data usually consists of [latitude](#) and [longitude coordinates](#), though it can also include [altitude](#), [bearing](#), accuracy data, and place names.

Geotagging can help users find a wide variety of location-specific information. For instance, one can find images taken near a given location by entering latitude and longitude coordinates into a Geotagging-enabled image [search engine](#). Geotagging-enabled information services can also potentially be used to find location-based news, websites, or other resources. <sup>[1]</sup>

Less commonly this process has been called [geotagging](#) or [geotagging](#), such as a street address.

### Contents [hide]

- 1 Geotagging techniques
  - 1.1 GPS-formats
- 2 Using geotagging
  - 2.1 JPEG-photos
  - 2.2 HTML-pages
    - 2.2.1 ICBM-method
    - 2.2.2 RDF-method
    - 2.2.3 Microformat
    - 2.2.4 Wikipedia
  - 2.3 Geotagging in tag-based systems
  - 2.4 Geoblogging
- 3 See also
- 4 References

## Geotagging techniques

### Geotagging in tag-based systems

No industry standards exist, however there are a variety of techniques for adding geographical identification metadata to an information resource. One convention, established by the website [Geobloggers](#) and used by more and more sites, e.g. photo sharing sites [Panoramio](#) and [Flickr](#), and the social bookmarking site [del.icio.us](#), enables content to be found via a location search. All sites allow users to add metadata to an information resource via a set of so-called machine-tags (see [folksonomy](#)).

```
geotagged
geo:lat=57.64911
geo:lon=10.40744
```

where [latitude](#) and [longitude](#) are the geographic coordinates of a particular location. These are expressed in decimal degrees in the [WGS84 datum](#), which has become something of a default geodetic datum with the advent of [GPS](#). <sup>[*citation needed*]</sup>

Using three tags works within the constraint of having tags that can only be single 'words'. Identifying geotagged information resources on sites like Flickr and del.icio.us is done by searching for the 'geotagged' tag, since the tags beginning 'geo:lat=' and 'geo:lon=' are necessarily very variable.

A further convention proposed by [FlickrFly](#) adds tags to specify the suggested viewing angle and range when the geotagged location is viewed in [Google Earth](#):

```
ge:head=225.00
ge:tilt=45.00
ge:range=560.00
```

These three tags would indicate that the camera is pointed heading 225° (south west), has a 45° tilt and is 560 [metre](#) from the subject. Both [Panoramio](#) (which is focused on showing geotagged pictures of the world) and [Flickr](#), has the generated and place a picture from JPEG-metadata coordinates (as described above).



Showing geotag information in a JPEG-photo using the software IrfanView

[\[edit\]](#)

# Web Walk Resources



Visit these web sites to learn more about keywords and tags:

- David Marx – Computers for Photographers  
<http://www.computersforphotographers.com/search/label/Organizing>
- Thomas Hawk – Importance of Keywording  
<http://thomashawk.com/2007/11/importance-of-keywording-your-photos.html>
- About.com What is Tagging?  
<http://graphicssoft.about.com/od/glossary/a/tagging.htm>
- The Photographer's Life-IPTC  
[http://www.thephotographerslife.com/protect\\_your\\_photos\\_with\\_these/](http://www.thephotographerslife.com/protect_your_photos_with_these/)
- Flickr Central Discussion  
<http://www.flickr.com/groups/central/discuss/2026/>
- Wikipedia Geotagging  
<http://en.wikipedia.org/wiki/Geotagging>