



# Meta Data

## WHAT IS METADATA

Metadata refers to information that describes your digital photos—information such as the exposure, shutter speed and other settings that you used when you took the picture.

Metadata information is embedded inside an image file and is becoming increasingly important for photographers as they look for a way to store information with their pictures, that is portable and stays with the file, both now and into the future.

There are different types of metadata including EXIF, IPTC, and XMP. One of the most common types of metadata used in almost all digital cameras to store extra information is called EXIF data, which stands for Exchangeable Image File Format. Most digital photo software can display EXIF information to the user, but it is usually not editable.

## WHAT IS EXIF?

EXIF, is the standard format for metadata in your digital photos, a standard invented and made popular by Japan Electronics and the Information Technologies Industries Association. All digital cameras and major image processing programs nowadays work with EXIF.

Your digital camera remembers the settings you used to take your picture, such as shutter speed, focal length, ISO, white balance, the date and time and then stores it into EXIF format in the header portion of each image and then saves it to your cameras storage card with your image file.

Metadata is very useful during the editing stage as it allows you to identify important aspects of your photography, use it to catalogue your work and with some software you are also able to add additional information including notations and copyright details.

Tagging pictures with subjects, related emotions, and other descriptive phrases helps Internet users find pictures easily rather than having to search through entire image collections. A prime example of an image tagging service is Flickr, where users upload images and then describe the contents. Other patrons of the site can then search for those tags.

Users can also tag photos for organization purposes using Adobe's Extensible Metadata Platform (XMP) language, for example.

## HOW WILL WE USE METADATA

We will use 'Adobe Bridge' to view the metadata of the images that you capture and use this as a learning tool to identify the *Shutter Speed*, *Aperture Setting*, *lens Focal Length*, the *White Balance* setting and camera *ISO* setting.