PRISM
A Specification of IDEAlliance

Publishing Requirements for Industry Standard Metadata

Version 3.0

PRISM
Controlled Vocabularies Specification

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IDEAlliance

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1 STATUS

1.1 Document Status

The status of this document is:

✓	Draft	11/04/2011
✓	Released for Public Comment	12/15/2012
✓	Final Draft Released for Comment	06/12/2012
✓	Final Specification	10/04/2012

1.2 Document Location

The location of this document is:

http://www.prismstandard.org/ specifications/3.0/PRISM_CV_Spec_3.0.pdf

1.3 Version History

Version Number	Release Date	Editor	Description
3.0 Public Draft	12/15/2011	Kennedy	New; Adapted from content in the PVC namespace documentation for WG review
3.0 Final Draft	6/12/2012	Kennedy	Final Working Draft
3.0 Specification	10/04/2012	Kennedy	Final 3.0 Specification

2   PRISM DOCUMENTATION STRUCTURE

PRISM is described in a set of formal, modularized documents that, taken together, represent "the PRISM Specification." Together these documents comprise the PRISM Documentation Package.

2.1   Normative and Non-normative Sections

Documents in the PRISM Documentation Package may contain both normative and non-normative material; normative material describes element names, attributes, formats, and the contents of elements that is required in order for content or systems to comply with the PRISM Specification. Non-normative material explains, expands on, or clarifies the normative material, but it does not represent requirements for compliance. Normative material in the PRISM Documentation Package is explicitly identified as such; any material not identified as normative can be assumed to be non-normative.

2.1.1 Requirement Wording Note

The key words "MUST," "MUST NOT," "REQUIRED," "SHALL," "SHALL NOT," "SHOULD," "SHOULD NOT," "RECOMMENDED," "MAY," and "OPTIONAL" in this document are to be interpreted as described in [RFC-2119]. The PRISM Specification also uses the normative term, "STRONGLY ENCOURAGES," which should be understood as a requirement equivalent to "MUST" in all but the most extraordinary circumstances.

Capitalization is significant; lower-case uses of the key words are intended to be interpreted in their normal, informal, English language way.

2.2   The PRISM 3.0 Documentation Package

The PRISM Documentation Package consists of:

2.2.1 General Documents

This is a set of general or overview documents that apply to PRISM.

Document	Description
PRISM Introduction [PRISMINT] http://www.prismstandard.org/specifications/3.0/ PRISM_introduction_3.0.pdf or http://www.prismstandard.org/specifications/3.0/ PRISM_introduction_3.0.htm	Overview, background, purpose and scope of PRISM; examples; contains no normative material.
PRISM Compliance [PRISMCOMP] http://www.prismstandard.org/specifications/3.0/ PRISM_compliance_3.0.pdf or http://www.prismstandard.org/specifications/3.0/ PRISM_compliance_3.0.htm	Describes three profiles of PRISM compliance for content and systems; includes normative material.

2.2.2 PRISM Metadata Specifications

This is the set of documents that outline the prism metadata fields and values by PRISM metadata category.

PRISM has modularized its metadata specification by namepace so users may pick those modules that meet their unique business requirements without having to implement the entire PRISM specification.

Document	Description
The PRISM Basic Metadata Specification [PRISMBMS] http://www.prismstandard.org/specifications/3.0/ PRISM_Basic_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/ PRISM_Basic_Metadata_3.0.htm	Describes the basic metadata elements contained in the PRISM namespace to describe article content; includes normative material.
PRISM Advertising Metadata Specification [PRISMADMS] http://www.prismstandard.org/specifications/3.0/ PRISM_Advertising_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/ PRISM_Advertising_Metadata_3.0.htm	Describes advertising metadata elements including those drawn from AdsML, GWG and Ad-ID; includes normative material.
The PRISM Subset of Dublin Core Metadata Specification [PRISMDCMS] http://www.prismstandard.org/specifications/3.0/ PRISM_Dublin_Core_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/ PRISM_Dublin_Core_Metadata_3.0.htm	Describes the metadata elements from the Dublin Core namespace that are included in PRISM; includes normative material.
The PRISM Image Metadata Specification [PRISMIMS] http://www.prismstandard.org/specifications/3.0/ PRISM_Image_Metadata_Specification_3.0.pdf or http://www.prismstandard.org/specifications/3.0/ PRISM_Image_Metadata_Specification_3.0.htm	Describes the metadata elements contained in the PRISM Metadata for Images Namespace and other related image namespaces, includes normative material.
The PRISM Recipe Metadata Specification [PRISMRMS] http://www.prismstandard.org/specifications/3.0/ PRISM_Recipe_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/ PRISM_Recipe_Metadata_3.0.htm	Describes the metadata elements contained in the PRISM Recipe Metadata Namespace, includes normative material
The PRISM Usage Rights Metadata Specification [PRISMURMS] http://www.prismstandard.org/specifications/3.0/ PRISM_Usage_Rights_Metadata_3.0.pdf or http://www.prismstandard.org/specifications/3.0/ PRISM_Usage_Rights_Metadata_3.0.htm	Describes the metadata elements contained in the PRISM Usage Rights Namespace; includes normative material. This namespace will supersede elements in both the prism: and prl: namespaces in version 3.0 of the specification.

2.2.3 PRISM Aggregator Message Markup Specification

This module documents the PRISM Markup Elements and Attributes for use with the PRISM Aggregator Message. At the time of the publication of the Introduction to PRISM, the PAM Message remains at version 2.1. This set of documents includes:

Document	Description
The PRISM PAM Markup Specification [PRISMPAMMS] http://www.prismstandard.org/specifications/2.1/PRISM_PAM_Markup_2.1.pdf or http://www.prismstandard.org/specifications/2.1/PRISM_PAM_Markup_2.1.htm	Describes the XML elements and attributes used to encode the PRISM Aggregator Message from both the pam: and pim: namespaces; includes normative material.

2.2.4 PRISM Inline Markup Specification

This module documents the PRISM Inline Markup Elements and Attributes for use with the PRISM Aggregator Message. This set of documents includes:

Document	Description
The PRISM Inline Markup Specification [PRISMIMS] http://www.prismstandard.org/specifications/2.1/PRISM_PIM_Markup_Specification 3.0.pdf or http://www.prismstandard.org/specifications/2.1/PRISM_PIM_Markup_Specification 3.0.htm	Describes the XML elements used to encode the inline markup for the PRISM Aggregator Message. Includes normative material.

2.2.5 PRISM Controlled Vocabulary Specifications

These modules are new with PRISM 3.0. All controlled vocabularies and their terms are documented in this publication set.

Document	Description
The PRISM Controlled Vocabulary Markup Specification [PRISMCVMS] http://www.prismstandard.org/specifications/3.0/PRISM_Controlled_Vocabulary_Markup_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_Controlled_Vocabulary_Markup_3.0.htm	Describes the metadata fields in the PRISM Controlled Vocabulary Namespace that can be used to describe a controlled vocabulary. Actual PRISM controlled vocabularies are now placed in the PRISM Controlled Vocabularies Specification [PRISMCVS]
The PRISM Controlled Vocabularies Specification [PRISMCVS] http://www.prismstandard.org/specifications/3.0/PRISM_CV_Spec_3.0.pdf or http://www.prismstandard.org/specifications/3.0/PRISM_CV_Spec_3.0.htm	The PRISM Controlled Vocabularies are now documented in this document.

2.2.6 Additional PRISM Documentation

The Guide to the PRISM Aggregator Message [PAMGUIDE] documents the PRISM Aggregator Message (PAM), an XML-based application of PRISM.

The PRISM Cookbook [PRISMCB] documents implementation strategies for PRISM Profile 1 applications.

The Guide to PRISM Usage Rights [RIGHTSGUIDE] documents an XML-based PRISM application for the expression of PRISM Usage Rights. The Guide is accompanied by an XSD that can be used as the basis for developing a digital rights management system based on PRISM Usage Rights.

The Guide to PRISM Metadata for Images [IMAGEGUIDE] documents an XML-based PRISM Profile 1 application for the expression of the structure and use of PRISM Metadata for Images and can be used as the basis for developing an image management system based on PRISM Metadata for Images and for implementing PMI in XML.

The Guide to PRISM Recipe Metadata and XML Encoding [RECIPEGUIDE] documents the XML-based PRISM Profiles for the encoding of recipes for:

- Establish a Recipe Database
- Establish a tagging scheme to code a wide variety of recipes in XML
- Tag recipes within the PAM message
- Tag recipes in nextPub XML Content Source

2.2.7 Access to PRISM Documentation

The PRISM documentation package, the PAM guide (see above), the PAM DTD, the PAM XSD and a range of other information concerning PRISM are all publicly and freely available on the PRISM website, www.prismstandard.org.

2.2.8 Access to PAM Schemas

Standard URLs have been established to access PRISM/PAM XSDs and DTDs as well as the XSD for the new PRISM Usage Rights Model.

To access PAM XSDs and DTDs:

http://www.prismstandard.org/schemas/pam/2.1/
http://www.prismstandard.org/schemas/pam/2.1/pam.xsd
http://www.prismstandard.org/schemas/pam/2.1/pam-dc.xsd
http://www.prismstandard.org/schemas/pam/2.1/pam-prism.xsd

To access PRISM Rights Model XSD

http://www.prismstandard.org/schemas/rights/3.0/rightsmodel.xsd

To access PRISM Recipe Tagging and Recipe Database XSD

http://www.prismstandard.org/schemas/recipe/3.0/recipemodel.xsd

2.2.9 nextPub PRISM Source Vocabulary Documentation Set

nextPub has developed a series of specifications collectively known as the PRISM Source Vocabulary. The use case for PSV is to encode semantically rich content for transformation and delivery to any platform. This Specification is made up of a modular documentation package that builds on PRISM 3.0 and HTML5. Over time new modules may be added to the documentation package. The documentation package for the nextPub PRISM Source Vocabulary Specification Version 1.0 consists of:

Document	Description
PRISM Source Vocabulary Specification Overview [PSVSO] http://www.prismstandard.org/specifications/psv/1.0/PSV_overview.pdf or http://www.prismstandard.org/specifications/psv/1.0/PSV_overview.htm	The Introduction to the PRISM Source Vocabulary provides an introduction and a non-technical overview of the PRISM Source Vocabulary.
PRISM Source Vocabulary Specification [PSVS] http://www.prismstandard.org/specifications/psv/1.0/PSV.pdf or http://www.prismstandard.org/specifications/psv/1.0/PSV.htm	The PRISM Source Vocabulary Specification defines semantically rich for source metadata and content markup that can be transformed and served to a wide variety of output devices including eReaders, mobile tablet devices, smart phones and print.
PRISM Source Vocabulary Markup Specification [PSVMS] http://www.prismstandard.org/specifications/psv/1.0/PSV_markkup.pdf or http://www.prismstandard.org/specifications/psv/1.0/PSV_markup.htm	The PSV Markup Specification documents the XML tags in the PSV namespace that are used to encode XML Source Content.
PAM to PSV_Guide [PAMPSVGUIDE] http://www.prismstandard.org/specifications/psv/1.0/PAM_PSV.pdf or http://www.prismstandard.org/specifications/psv/1.0/PAM_PSV.htm	This Guide documents mappings from PAM XML to PSV XML. It is normative only.

2.3   PSV Content Management Schema

In order to assist implementers develop a PSV-based federated content management solution, the nextPub Working Group is providing an XML Schema (XSD) that can serve as the basis for the design of a PSV content repository.

> **Note:** The PSV CM schema is not designed for tagging content. It is provided simply to serve as a basis for the design of a content repository. Metadata building blocks from this schema can be combined with HTML5 by publishers who wish to develop a hybrid PSV metadata and content tagging schema.

2.4   Other PSV Schemas

Because PSV is a flexible framework, it supports many different use case scenarios. A different schema, using the PSV metadata fields and content encoding can be developed for each different use case. In order to assist PSV implementers, the nextPub Working Group is planning to provide a number of XML Schemas (XSDs) to support common use cases including tagging an article and transmitting articles to content aggregators. These PSV sample schemas will be available from the nextPub website (http://www.nextpub.org) and documented in the nextPub PSV Implementation Guide that will be published following the publication of this specification..

3   INTRODUCTION

3.1   Purpose and Scope

The purpose of this document is to define a number of controlled vocabularies or values with precise definitions, for key PRISM metadata fields.The PRISM Controlled Vocabularies found in this document include:

Vocabulary Name	Intent
PRISM Aggregation Type	The PRISM Aggregation Type CV provides values for prism:aggregationType. This vocabulary specifies the unit of delivery for content, not only to aggregators but to distributors and devices.
PRISM Audience Sector	The PRISM Audience Sector CV provides values to define a category of targeted audience.
PRISM Compliance Profile	The prism:complianceProfile provides values to identify the compliance of a metadata instance.
PRISM Content Type	The PRISM Content Type CV provides values to identify the type of nextPub content building block and is used with the prism:contentType field. This element can be refined by PRISM Genre metadata
PRISM Genre	The PRISM Genre CV provides values to identify the intellectual content of a resource in terms of its semantic, structural, and/or functional use and is used with the prism:genre element.
PRISM Issue Type	The PRISM Issue Type CV provides values that describes the issue type for a magazine or serial publication issue. The controlled vocabulary provides values for the prism:issueType field.
PRISM Platform	The PRISM Platform CV provides values to identify the delivery platform of a resource. PRISM Platform is more generic than dc:medium in that is used to specify the medium of the physical carrier of a resource in a much more precise way. The controlled vocabulary provides values for platform= attribute on elements that may vary depending on the delivery platform.
PRISM Presentation Type	The PRISM Presentation Type CV provides values for dc:type that specify presentation type for the resource. For nextPub implementations, this controlled vocabulary provides class= attribute values for the HTML5 figure element to express the presentation type of the figure.
PRISM Print Ad Size	The PRISM Print Ad Size CV provides values for adsml-at:FixedPrintArea field.
PRISM Publishing Frequency	The PRISM Publishing Frequency CV provides values that describes the publication frequency for a magazine or serial publication issue. The controlled vocabulary provides values for the prism:issueFrequency field.
PRISM Role	The PRISM Role CV provides values for the prism:role attribute for dc:creator and dc:contributor. While the role= attribute is optional, it provides a mechanism to provide more granular role metadata for a creator or contributor.
PRISM Tablet Ad Type	The PRISM Tablet Ad Type CV provides values for the prism:tabletAdType field.
PAM Class	The PAM Class CV provides values for elements in the PAM message that use the class= attribute to provide more precise description of elements or groups of elements. While the class attribute can be used with almost any XHTML element, it is most commonly used with p and div.
PSV Content Class	The PSV Content Class CV provides values for elements in the HTML5 body of an article or other content that use the class= attribute to provide more precise description. While the class attribute can be used with almost any HTML5 element, it is most commonly used with <p, <div and <h* heading

Vocabulary Name	Intent
	tags.
PSV Figure Class	The PSV Figure Class CV provides values for markup of content within an HTML5 <figure
PSV Inline Class	The PSV Inline Class controlled vocabulary provides values for the markup of inline content in the HTML5 body of an article or other content. These values should be used for the class= attribute should be used exclusively with the <span element.

Table 3.1 PRISM Controlled Vocabularies

3.2 Changes Made by Version 3.0

Changes in PRISM 3.0 Controlled Vocabularies include:

- Addition of the PRISM Content Type CV

- Refinement of the PRISM Genre CV

- Deprecation of the PRISM Rights CV

- Addition of the PRISM Recipe CVs

- Addition of the PRISM Image CVs

- Addition of PSV Class CV

- Addition of PSV Inline Class CV

- Addition of PSV Figure Class CV

- Addition of "smart phone" and "tablet" to the Platform CV

- Addition of CV for Tablet Advertising Types

- Addition of CV for Advertising Fixed Print Sizes

- Addition of a Publishing Frequency CV

- Addition of an Audience Sector CV

4 PRISM CONTROLLED VOCABULARIES

This section lists the controlled vocabularies and the valid terms or a lexicon for each vocabulary in the prism: namespace. When used in the form of an attribute in PAM, the attribute should bear the prism: namespace prefix. When used to provide attribute values in nextPub source <body, the value should bear the prism: namespace prefix before the vocabulary

Example:

Profile 1 (PAM)   `<div prism:class="box">`
Profile 1 (nextPub HTML5)   `<figure class="prism:slideshow">`

> **NOTE:** the controlled vocabularies have been significantly updated with the release of PRISM 3.0. New vocabularies have been added and new terms have been added. These are intended to be used in any application built on PRISM metadata including the PRISM Aggregator Message and nextPub Source tagging.

4.1 Summary of PRISM Controlled Vocabularies

The PRISM Specification defines a number of controlled vocabularies. The base URIs for those vocabularies are:

Vocabulary Name	Base URI
PRISM Aggregation Type	*http://prismstandard.org/vocabularies/3.0/aggregationtype.xml*
PRISM Audience Sector	*http://prismstandard.org/vocabularies/3.0/audiencesector.xml*
PRISM Compliance Profile	*http://prismstandard.org/vocabularies/3.0/complianceprofile.xml*
PRISM Content Type	*http://prismstandard.org/vocabularies/3.0/contenttype.xml*
PRISM Genre	*http://prismstandard.org/vocabularies/3.0/genre.xml*
PRISM Issue Type	*http://prismstandard.org/vocabularies/3.0/issuetype.xml*
PRISM Platform	*http://prismstandard.org/vocabularies/3.0/platform.xml*
PRISM Presentation Type	*http://prismstandard.org/vocabularies/3.0/presentationtype.xml*
PRISM Print Ad Size	*http://prismstandard.org/vocabularies/3.0/printadsize.xml*
PRISM Publishing Frequency	*http://prismstandard.org/vocabularies/3.0/pubfrequency.xml*
PRISM Role	*http://prismstandard.org/vocabularies/3.0/role.xml*
PRISM Tablet Ad Type	*http://prismstandard.org/vocabularies/3.0/tabletadtype.xml*
PAM Class	*http://prismstandard.org/vocabularies/3.0/pam.xml*
PSV Content Class	*http://prismstandard.org/vocabularies/3.0/psvclass.xml*
PSV Inline Class	*http://prismstandard.org/vocabularies/3.0/inlineclass.xml*
PSV Figure Content Class	*http://prismstandard.org/vocabularies/3.0/figureclass.xml*

Table 4.1 Base URIs for PRISM Controlled Vocabularies

4.2 PRISM Aggregation Type Vocabulary

The PRISM Aggregation Type defines the aggregation or delivery unit of a resource, and is used to refine prism:aggregationType. The Aggregation Type captures different information than the format of a resource (e.g. jpeg or mpeg), the resource type (e.g. table or illustration) or the intellectual content/genre (e.g. election results or interviews).

For example:

```
<prism:aggregationType>magazine</prism:aggregationType>
<dc:format>text/html</dc:format>
```

```
<prism:contentType>article</prism:contentType>
<prism:genre>feature</prism:genre>
```

> **NOTE:** PRISM recommends against the use of the #other value currently allowed in this controlled vocabulary unless no appropriate term is available. Please notify IDEAlliance if you are routinely using #other so that value can be added to future versions of the controlled vocabulary specifications.

The URI for the PRISM aggregation type vocabulary is:
http://prismstandard.org/vocabularies/3.0/aggregationtype.xml.

Term	Definition
#blog	An online commentary, organized in a chronological fashion.
#book	A literary work, or a main division of such a work. A book is a monograph while magazines or journals are serial periodicals.
#bookazine	A book containing ad materials
#catalog	Enumerations of items, usually arranged systematically, with descriptive details; may be in book or pamphlet form, on cards, or online. [AAT]
#feed	Digital delivery through a mechanism such as aggregators, RSS, email, newswire, etc.
#journal	A periodical containing scholarly articles or otherwise disseminating information on developments in scholarly fields. [AAT]
#magazine	A periodical containing articles, essays, poems, or other writings by different authors, usually on a variety of topics and intended for a general reading public or treating a particular area of interest for a popular audience. [AAT] Magazines contain advertising.
#manual	Work containing concise information, often rules or instructions needed to perform tasks or processes. [AAT]
#newsletter	A regularly distributed publication generally about one main topic that is of interest to its subscribers.
#newspaper	A scheduled publication containing news of current events, informative articles, diverse features and advertising.
#other	Any other publication. Use is not recommended.
#report	A publication prepared by an analyst or strategist focusing on a specific topic such as a stock, industry sector, or geographic region.
#pamphlet	An unbound booklet.
#vook	A vook blends a book with high-quality video
#whitepaper	A white paper is an authoritative report or guide that helps to educate readers or helps them to make a decision.

Table 4.2 Controlled Vocabulary of Aggregation Type

4.3   PRISM Audience Sector Vocabulary

The PRISM Audience Sector CV provides values to define a category of targeted audience.   The values from this field provide meaning for the prism-ad:targetedAudience field

For example:

```
<prism-ad:audienceSector>gender</prism-ad:audienceSector>
<prism-ad:targetedAudience>male</prism-ad:targetedAudience>
```

> **NOTE:** PRISM recommends against the use of the #other value currently allowed in this controlled vocabulary unless no appropriate term is available. Please notify IDEAlliance if you are routinely using #other so that value can be added to future versions of the controlled vocabulary specifications.

The URI for the PRISM Audience Sector vocabulary is:
http://prismstandard.org/vocabularies/3.0/audiencesector.xml.

Term	Definition
#ageGroup	Audience sector divided by age groups such as infant, child, teenager, adult, etc.
#ageRange	Audience sector divided by age ranges such as 0-6 months, 1-3 years, 13-19 years
#countryRegion	Audience sector divided by country or region where a person resides
#educationalLevel	Audience sector divided by educational level such as high school or graduate school
#employmentStatus	Audience sector divided by employment status such as unemployed, part-time, etc.
#gender	Audience sector divided by whether a subject is male or female
#incomeRange	Audience sector divided by an income range such as $14,000 to $24,000, etc.
#maritalStatus	Audience sector divided by marital status such as single, married, separated, widowed
#raceEthnicity	Audience sector divided by significant biological and sociological factors.
#other	Any other audience sector.

Table 4.3 Controlled Vocabulary of Audience Sector

4.4   PRISM Compliance Profile Vocabulary

The Compliance Profile controlled vocabulary is used to express the PRISM compliance profile for the prism:compliance element.

The URI for the PRISM resource type vocabulary is:
http://prismstandard.org/vocabularies/3.0/complianceprofile.xml.

Term	Definition
#one	PRISM Profile One (XML).
#two	PRISM Profile Two (RDF/XML)
#three	PRISM Profile Three (XMP)

Table 4.4 PRISM Compliance Profile Vocabulary

4.5   PRISM Content Type Vocabulary

The PRISM Content Type controlled vocabulary describes the content type of the resource. A content type identifies the highest-level indicator of the nature of the asset that is tagged. Sample content types include article, advertisement and bookChapter. Use a value from the Content Type CV with the prism:contentType metadata field. Content Type is refined with values from the PRISM Genere CV.

The URI for the PRISM Content Type Vocabulary is: http://prismstandard.org/vocabularies/3.0/contentType.xml.

Term	Definition
#advertisement	Piece of material promoting a product, service, or event whose presence is paid for.
#article	A generic genre for an article from a magazine, magazine supplement, newsletter or journal. Recommended best practice is to refine further using more specific genre terms.
#blogEntry	A editorial unit of an online commentary, organized in a chronological fashion. Recommended best practice is to refine further using more specific genre terms.

Term	Definition
#bookChapter	A main division of a book. These divisions may be grouped into units or sections in some books.
#classifiedAdSection	An section containing brief advertisements often organized by subject matter such as automobiles, home appliances, jewelry, pets, etc.
#contentBlock	A block of content that can stand alone, be stored in a content management system as an independent unit and that may have its own metadata.
#frontCover	The text and images that appear on the physical front cover of a magazine, journal, book, etc. Not to be confused with the cover story.
#index	A detailed list, usually arranged alphabetically, of the specific information contained within an issue. There are many kinds of indices including a recipe index, an index of advertisers or an index of destinations for a travel magazine.
#introduction	Editorial content that provides a summary of content contained within a division of a publication. This may be the introduction to a section of a magazine, a part of a book or a unit of study within a text book.
#masthead	Editorial content that provides the publication name and credits for the publication such as the owner, the publication staff and other contributors.
#navigationalAid	A structure that provides navigational links to other content within the publication.
#otherCover	A generic term for a cover, other than a front cover for a magazine, magazine supplement, journal or book. Recommended bet practice is to refine further using more specific genre terms.

Table 4.5 Content Type Controlled Vocabulary

> **NOTE:** A #other value is not allowed in this controlled vocabulary. The best practice is to use #contentBlock for additional types of content and to refine that value using prism:genre.

4.6 PRISM Genre Vocabulary

The PRISM Genre controlled vocabulary describes the genre, or the *intellectual* content of the resource. Values from this CV can be used to refine the prism:contentType metadata field in a semantic, structural, and/or functional respect. Sample genres include obituaries, biographies and reviews. PRISM Genre refines the content type. We recommend indicating all applicable genres with the prism:genre metadata field.

The URI for the PRISM Genre vocabulary is: http://prismstandard.org/vocabularies/3.0/genre.xml.

> **Note:** Best Practice is to list genre from most inclusive to most specific in sequential order. So, an article may have the genre "Cover Story" and then "Biography".

Term	Definition
#abstract	A section featuring the most important points of a work.
#acknowledgement	Written recognition of acts or achievements.
#adaptation	Articles whose content, in whole or in part, is adapted from another work. There will be text in the article stating that it is an adaptation and indicating the source.
#advertorial	Editorial content promoting a product, service, or event that is paid for by an advertiser.
#analysis	Articles which cover a topic in depth by dividing it into parts for detailed examination.
#answers	The answers to a quiz or text presented in the publications
#appendix	A division of supplementary materials found at the end of a book. Refines book chapter.
#authorBio	Brief text about the author of a work.
#autobiography	Biography of an individual written by himself or herself. [AAT]
#backCover	The text and images that appear on the outside of the physical back cover of a magazine, journal, book, etc

Term	Definition
#bibliography	A section describing lists of books or other textual materials arranged in some logical order giving brief information about the works, such as author, date, publisher, and place of publication; may be works by a particular author, or on a particular topic. [AAT]
#biography	A complete written account of the life of an individual. This is not to be confused with Profile, which documents noteworthy characteristics and achievements.
#box	Ancillary content that cannot standalone and is presented with an article.
#calendar	A calendar such as "upcoming events"
#cartoon	A pictorial image, typically a line drawing, using wit.
#chapter	A division of main material of a book. Refines book chapter.
#chart	Content represented by a graphical representation of any sort of data by means of dots, lines, or bars; usually to illustrate relationships. This includes graphs.
#chronology	A record of events in the order of their occurrence.
#clarification	A brief statement used to make ambiguous content or a statement in a published story clear.
#classifiedAd	An advertisement, usually brief, that appears in a publication under headings with others of the same category.
#column	Articles that appear in a "Columns" section on the table of contents or that are recurring, opinionated pieces. A column will normally have a title and be written by the same person every issue.
#correction	A new version of an item, replacing what was wrong in the previous version. May be referenced to previous version using prism:isCorrectionOf.
#coverStory	Cover story for a magazine, normally the single story most closely associated with the main cover description. The cover story may also be identified by the magazine in the table of contents. Rarely, there may be more than one cover story, as in the case of a "split" cover. Occasionally, a magazine may not have a cover story, because the cover image or text is not closely associated with a particular story.
#coverPackageArticle	An article relating to the Cover Story of an issue. Best practice is to relate these articles back to the cover using dcterms:isPartOf.
#dedication	Editorial content that provides a formal statement of respect or affection to one who has inspired the work.
#department	A short, regularly occurring non-feature article.
#diagram	Content represented by cross-sections and drawings that break down the various parts or features of what is pictured.
#electionResults	The results of an election.
#essay	Non-fiction article expressing an author's personal point of view about a subject.
#excerpt	An article in which the primary text or images have been excerpted from other sources, usually books.
#faq	A set of frequently asked questions with answers
#fashionShoot	A fashion-based photo essay.
#feature	A prominent or special article.
#featurePackageArticle	An article relating to a feature section in an issue. Best practice is to relate these back to the feature using dcterms:isPartOf.
#fiction	An article which is the creative expression of the author comprising works of imaginative narration, especially in the form of prose.
#financialStatement	Reports summarizing the financial condition of an organization on any date or for any period. [AAT]
#foreward	Editorial content that provides an introduction to a book.
#glossary	An alphabetical list of terms or words found in or relating to a specific subject, text, or dialect, with explanations.
#horoscope	A chart or diagram of the heavens, used in calculating births to foretell events in a person's life

Term	Definition
#insideBackCover	The text and images that appear on the insside of the physical back cover of a magazine, journal, book, etc.
#insideFrontCover	The text and images that appear on the reverse side of the physical front cover of a magazine, journal, book, etc.
#interactiveContent	Content that invites a person to do something other than read or view the material and changes in response to user interaction.
#interview	Statements, transcripts, or recordings of conversations presented in Q and A format in which one person obtains information from another.
#jumpPage	A content block with the sole purpose of providing interactive links to other resources. Often the jump page is highly designed and includes teasers, graphics, etc. Should not be confused with #resources that simply presents a list of referenced resources.
#legalDocument	Documents having legal relevance. [AAT]
#letters	A specifically addressed and signed written communication. A letter sent to the editors of a publication expressing an opinion is an example.
#list	A list of items such as a "top ten" list of "best dressed" list
#map	A unit of content containing a representation of a geographical physical space or area with associated text, such as "locations in this week's news".
#newsBulletin	Brief summary of breaking news.
#notice	Announcements given for a specific purpose.
#obituary	Published notices of a death, usually with a brief biography of the deceased. [AAT]
#opinion	An article in a publication expressing the opinion of its author. Do not confuse with a column, which provides recurring opinions.
#photoEssay	Articles in which the photographic content is given greater emphasis or significance than the text, and is thematic in nature.
#poem	A writing in which language is used for its aesthetic and evocative qualities in addition to, or in lieu of, its ostensible meaning.
#poll	An inquiry into opinion conducted by interviewing a sample of people. [WORDNET]
#postscript	A note or series of notes appended to a completed letter, article, or book
#preface	A preliminary statement in a book by the author or editor that sets forth its purpose and scope, expresses acknowledgment of assistance from others, or explains how the work came to be.
#pressRelease	Official or authoritative statements giving information for publication in newspapers or periodicals. [AAT]
#productDescription	A description of a product with no editorial evaluation. (See "review")
#profile	An essay presenting noteworthy characteristics and achievements for a place, organization or person.
#puzzle	A problem or contrivance designed to a to be solved by ingenuity or logic.
#qAndA	A set of questions and answers. Similar to an interview but in the QA format.
#quiz	A set of quiz questions, possibly including the set of answers.
#quotation	A single quote or compilation of quotations presented as a single article.
#ranking	Contains a ranking, by number or from best to worst. Do not use for lists which do not have a ranked order.
#recipe	Sets of directions with a list of ingredients for making or preparing something, especially food. [AAT]
#references	A unit of content listing materials referenced by a book or other publication; possibly containing links to those materials.
#reprint	Use for articles whose content, in whole or in part, is reprinted. There will be text in the article stating that it is a reprint and indicating the issue in which it was originally published.
#resources	A unit of content describing related materials arranged in some logical order and possibly containing links to those materials.
#response	An answer or reply to a letter or a blog.

Term	Definition
#review	Critical assessments of any type of media or product. The most common items reviewed are movies, shows, books, music albums, consumer products, and cars.
#schedule	Plans of procedure, showing the sequence of items or operations and the time allotted for each. (e.g. an agenda) Do not confuse with eventsCalendar. [AAT]
#scrubber	A navigation aid made up of thumbnails of each page or page set within a magazine. In interactive editions each scrubber page view links the reader directly to that page.
#sectionList	A navigation aid made up of a sequential list of the editorial sections within a magazine. In interactive editions each section displayed links the reader directly to the first page of that section.
#sectionTableOfContents	A navigation aid made up of a sequential list of the parts of an editorial section within a magazine.
#sidebar	Information placed adjacent to an article in a printed or web publication. It is graphically separate from the main text but is contextually related.
#stockQuote	Information on a company's stock price, too brief to be considered a financial statement.
#supplementArticle	An article of a supplement to a publication, such as an article within a magazine supplement.
#supplementBackCover	The back cover of a supplement to a publication.
#supplementFrontCover	The front cover of a supplement to a publication
#tableOfContents	A navigation aid made up of a sequential list of the parts of a work, with a page number link to where each part begins.
#transcript	Written record of words originally spoken, such as of court proceedings, broadcasts, or oral histories. [AAT]
#userComments	Comments provided by users or readers.
#userGeneratedContent	Content generated by users. Also known as UGC.
#userReview	A review provided by users or readers
#wireStory	An article obtained through a news wire service.

Table 4.6 Genre Controlled Vocabulary

4.7   PRISM Issue Type Vocabulary

The PRISM Issue Type Vocabulary identifies the type of periodical issue.

The URI for the PRISM Issue Type Controlled Vocabulary is:
http://prismstandard.org/vocabularies/3.0/issuetype.xml.

Term	Definition
#regularIssue	A regular issue is an issue of a periodical that would be included as a part of a subscription. This applies even if a single issue is purchased from a newsstand.
#specialIssue	A special issue is an issue of a periodical that is of special interest and is not included as part of a subscription. A special issue must be purchased individually, typically from a newsstand.

Table 4.7 Controlled Vocabulary for Issue Type

4.8   PRISM Platform Vocabulary

The PRISM Platform vocabulary identifies the publication platform of a resource. The controlled vocabulary provides values for prism:originPlatform, prism:alternateTitle, and prism:teaser among others for PAM XML tagging. The vocabulary is also recommended for use in combination with the distribution channel open vocabulary for PRISM Usage Rights namespace elements.

For example:

Profile 1 (XML)   <prism:originPlatform platform="web">

Profile 2 (RDF/XML)   <prism:originPlatform rdf:resource="platform.xml#print"/>

> **Note:** PRISM recommends against the use of the 'other' value allowed in the PRISM Platform controlled vocabulary unless no appropriate term is available. Please notify IDEAlliance if you are routinely using other so that value can be added to future versions of the controlled vocabulary specifications.

The URI for the PRISM Platform Controlled Vocabulary is:
http://prismstandard.org/vocabularies/3.0/platform.xml.

Term	Definition
#broadcast	TV, Radio, PodCast (streaming audio and video).
#email	Text and images delivered by internet email, such as a newsletter.
#eReader	Content delivered to an eReader device
#mobile	Text and images delivered to a mobile device, such as a cell phone.
#other	A type not listed in this controlled vocabulary. Use is not recommended.
#print	Text and static images delivered as print on paper or other printable substrate.
#recordableMedia	Delivered on a recordable media such as CD or DVD.
#smartPhone	Content delivered to a smart phone mobile device.
#tablet	Content delivered to a tablet mobile device
#web	Viewable on a website with a browser.

Table 4.8 Controlled Vocabulary for Platform

4.9   PRISM Presentation Type Vocabulary

The Presentation Type defines the way that a resource *presents* information or the stereotypical form of the resource. PRISM Presentation Type separates the style of content presentation from the nature of the intellectual content.

The PRISM Presentation Type captures different information than the format of a resource, as specified using MIME types for dc:format. It also differs from the prism:platform= which specifies the intended generic delivery platform for the resource. For example a resource with a dc:format of a JPEG could be a photo, line drawing, or chart. PRISM Presentation Type specifies whether the JPEG is a photo, line drawing or chart. The PRISM Presentation Type is also not specific to its intellectual content (e.g. election results vs. death rates can both be rendered as JPEG charts, but not as photographs).

> **Note:** The rendering software does not care about the presentation type, but potential users of the content do.

The Presentation Type values form a controlled vocabulary for the **dc:type** element. For nextPub application, this controlled vocabulary provides **class=** values for the HTML5 <figure element.

Example:
Profile 1 (XML):   <dc:type>map</dc:type>
Profile 1 (nextPub HTML5)   `<figure class="prism:slideshow">`
Profile 2 (RDF/XML):   <dc:type rdf:resource="resourcetype.xml#map"/>
Multiple values for the resource type within an article can be expressed with multiple dc:type statements.

The URI for the PRISM Presentation Type vocabulary is:
http://prismstandard.org/vocabularies/3.0/presentationtype.xml.

Term	Definition
#animation	A media block or figure that contains a sequence of images of 2-D or 3-D artwork that are displayed rapidly in sequence in order to create an illusion of movement.
#audio	A media block or figure that contains sound-based content.
#cartoon	A media block or figure that contains pictorial images using wit.
#chart	A media block or figure that contains representations of any sort of data by means of dots, lines, or bars; usually to illustrate relationships. This includes graphs.
#clip	A short segment of a work, typically in audio and/or visual presentation.
#codeBlock	A media block or figure, that contains computer code
#complexBlock	A media block or figure, that contains other figures
#diagram	A media block or figure that contains cross-sections and drawings that break down the various parts or features of what is pictured.
#gallery	A media block or figure that contains an array of text, images or other rich media.
#illustration	A media block or figure that contains drawings and paintings, but not photos of works of art. For example, do not use for a photo of The Last Supper by Leonardo da Vinci, or for a still from an animated movie or show like The Simpsons. These should be considered photos.
#infoGraphic	A media block or figure that contains a graphic that is heavily text-oriented. May contain text superimposed over a photo, illustration, a map or a chart.
#interactive	A media block or figure that contains interactive content
#logo	Graphic images that are designed for ready recognition to identify a product, company, or organization and sometimes used as trademarks, and that are symbol- or picture-based. [AAT]
#map	A media block or figure that contains a representation of a geographical physical space or area.
#other	Another, non-defined presentation type.
#photo	A media block or figure that contains any and all photographs, except those which are significantly modified for some artistic purpose, or those which are part of a larger montage of photos and/or images.
#photoIllustration	A media block, or figure that contains photos which have been altered "artistically", and which are primarily used as decoration rather than as a photograph. This includes digitally altered or enhanced photos, etc.
#photoMontage	A media block or figure that contains collage of many different photos.
#slideshow	A media block or figure that contains a display of a series of chosen images.
#spreadsheet	A media block or figure that contains a worksheet that is arranged as a mathematical matrix and contains a multicolumn analysis of related entries.
#table	A media block or figure that contains condensed, orderly arrangements of data, especially those in which the data are arranged in columns and rows. [AAT]
#video	A media block or figure that contains a format that captures moving visual images.

Table 4.9 Controlled Vocabulary for Presentation Types

4.10 PRISM Print Ad Size Vocabulary

The PRISM Print Ad Size Vocabulary identifies some standard print ad sizes. The controlled vocabulary provides values for prism-ad:FixedAdSize and was derived from both AdsML and Ad-ID values.

> **Note:** That if the ad size is not a fraction of a page, but rather a number of lines by columns, the "ColumnByLine" value should be used and the number of lines and columns can be expressed using the fields for height and width measurements.
>
> **Note:** If an ad is a freeform size, such as BarnDoor or DoubleTruck, the term "FreeFormOther" should be used.

The URI for the PRISM Print Ad Type Controlled Vocabulary is:

http://prismstandard.org/vocabularies/3.0/printadsize.xml.

Term	Definition
#doublePageSpread	A two page spread
#fullPage	A full page ad.
#twoThirdPageVert	A 2/3 page vertical ad
#twoThirdPageHoriz	A 2/3 page horizontal ad
#twoThirdPageSpread	A horizontal ad that runs 2/3 of page across a spread
#oneThirdPageHoriz	A 1/3 page horizontal ad
#oneThirdPageVert	A 1/3 page vertical ad
#oneHalfPageVert	A 1/2 page vertical ad
#oneHalfPageHoriz	A 1/3 page horizontal ad
#oneHalfPageSpread	A horizontal ad that runs 1/2 of page across a spread
#oneThirdPageSq	A 1/3 page square ad
#columnByLine	An ad that is measured as columns by lines; typically used for newspapers or classified ads in periodicals.
#freeFormOther	An ad that is free form; other than one of the above choices. Examples may include StairStep, BarnDoor, U. L, or DoubleTruck.

Table 4.10 Controlled Vocabulary for Print Ad Size

4.11 PRISM Publishing Frequency Vocabulary

The PRISM Publishing Frequency Vocabulary identifies standard publishing frequencies for a serial or periodical publication. . The controlled vocabulary provides values for prism:publishingFrequency.

> **Note:** PRISM recommends against the use of the 'other' value allowed in the PRISM Publishing Frequency controlled vocabulary unless no appropriate term is available. Please notify IDEAlliance if you are routinely using other so that value can be added to future versions of the controlled vocabulary specifications.

The URI for the PRISM Print Ad Type Controlled Vocabulary is:
http://prismstandard.org/vocabularies/3.0/pubfrequency.xml.

Term	Definition
#annually	Published once a year
#semiannually	Published twice a year
#quarterly	Published every 3 months, or once a quarter
#bimonthly	Published twice a month
#monthly	Published once a month
#biweekly	Published twice a week
#weekly	Published once a week
#daily	Published every day
#continually	Published continually as new content is added; typical of websites and blogs, typically several times a day
#irregularly	Published on an irregular schedule, such as every month except July and August
#other	Published on another schedule not enumerated in this CV

Table 4.11 Controlled Vocabulary for Publishing Frequency

4.12 PRISM Role Vocabulary

The PRISM Role Vocabulary provides values to describe specific roles for creators of and contributors to media resources. This controlled vocabulary provides values for the prism:role= attribute on dc:contributor and

dc:creator elements. The roles will be used with dc:creator and dc:contributor in the PAM <head and for nextPub <metadata block. They will also be available for use with XMP to embed PRISM metadata into any media object including video clips, audio, digital images and PDF.

The URI for the PRISM Contributor Role Controlled Vocabulary is:
http://prismstandard.org/vocabularies/3.0/role.xml.

> **Note:** In PRISM 3.0, the terms in the Role CV have been expanded due to the new metadata fields defined in the PRISM Image Metadata and PRISM Recipe Metadata namespaces. New terms will be added over time as new PRISM Metadata Specifications are developed.

Term	Definition
#amateur	An inexperienced person or organization that creates or contributes to content development.
#animator	A person or organization that draws two-dimensional figures, manipulates three dimensional objects and/or also programs the computer to move objects and images for the purpose of animated film processing.
#architect	A person or organization that designs structures or oversees their construction.
#artist	A person (e.g., a painter) or organization that conceives, and perhaps also implements, an original graphic design or work of art.
#author	A person or organization that conceives and implements a written work.
#cartographer	A person or organization responsible for the creation of maps and other cartographic materials.
#chef	The person who creates recipes and prepares food.
#choreographer	A person or organization that composes or arranges dances or other movements for a musical or dramatic presentation or entertainment.
#cinematographer	A person or organization that is in charge of the images captured for a video production.
#commentator	A person or organization that provides interpretation, analysis, or discussion of a subject matter.
#composer	A person or organization that creates a musical work.
#correspondant	A person or organization that was either the writer or recipient of a letter or other communication.
#costumeDesigner	A person or organization responsible for costume design.
#director	A person or organization that is responsible for the general management of a multimedia work.
#draftsman	A person or organization that prepares technical drawings.
#editor	A person or organization that prepares a work not primarily his/her own for publication by adding introductory or other critical material or technically directing an editorial staff.
#fashionCoordinator	A person responsible for coordinating all fashions pictured together.
#fashionDesigner	A person or organization who designs fashions.
#foodStylist	A person who styles the presentation of food to be photographed.
#foodTester	A person who tests recipes.
#graphicDesigner	A person or organization responsible for graphic design.
#hairStylist	A person who creates hairstyles.
#host	A person who is invited or regularly leads a program (often broadcast TV, radio or podcast) that includes other guests, performers, etc. (e.g., talk show host).
#illustrator	A person or organization that creates a design or illustration.
#interviewee	A person who is interviewed.
#interviewer	A person who conducts interviews.
#interpreter	A person or organization that provides an oral translation between speakers who speak different languages
#layoutDesigner	A person or organization responsible for the layout design of a publication.
#makeupArtist	A person who creates a makeup design.
#musician	A person or organization that performs music or contributes to the musical content of a work.
#narrator	A person who is a speaker relating the particulars of an act, occurrence, or course of events.

Term	Definition
#nutritionist	A person specialized in nutrition.
#other	Another, non-defined role.
#panelist	A person who takes part in an interactive panel presentation.
#performer	A person or organization that performs in a dramatic presentation or entertainment.
#photographer	A person or organization responsible for taking photographs, whether they are used in their original form or as reproductions.
#producer	A person or organization responsible for the making of a multimedia work, including management of the production and the commercial success of the work.
#programmer	A person or organization responsible for the creation of computer programs or scripts.
#recipeDeveloper	A person or organization that specializes in developing recipes.
#reporter	A person or organization that writes or presents reports of news or current events.
#researcher	A person or organization that played a primary role in a research project.
#researchAssistant	A person or organization that assisted in a research project.
#speaker	A person who participates in a program (often broadcast) and makes a formalized contribution or presentation.
#translator	A person or organization that renders a text from one language into another, or from an older form of a language into the modern form.
#tvHost	The host of a television show.
#writer	A person or organization chiefly responsible for the intellectual or artistic content of a written work, usually printed text.

Table 4.12 Controlled Vocabulary for Roles

4.13 PRISM Tablet Ad Type Vocabulary

The PRISM Tablet Ad Vocabulary provides values to describe the types of tablet advertising..

The URI for the PRISM Contributor Role Controlled Vocabulary is:
http://prismstandard.org/vocabularies/3.0/tabletadtype.xml.

Term	Definition
#SFP	(Straight From Print) Advertising content where the page on the screen looks exactly like (or is a replica of) the print page, with no interactive enhancements except for a single Web URL link
#SFPplus	(Straight From Print Enhanced) Editorial or advertising content where the page on the screen looks exactly like the print page with some interactive enhancements (beyond activation of a single Web URL link).
#DFT	(Designed For Tablet) Editorial or advertising content where the page on the screen has been re-designed specifically for reading on the tablet and is meant to be displayed at 100% (that is, there is no need to tap and zoom). (With no interactive enhancements except for a single Web URL link).
#EFT	(Enhanced For Tablet) Adding enhancements and bonus content to DFT editorial or advertising content to more fully utilize the tablet medium (e.g., hotspots, photo slide shows, video, audio, in-app browser).

4.14 PAM Content Class Vocabulary

The PAM Content Class Vocabulary provides values to describe body content components for PAM tagging. Currently this vocabulary addresses magazine and journal content. The URI for the PAM Content Class Vocabulary is:http://prismstandard.org/vocabularies/3.0/pam.xml.

Term	Definition
#box	Ancillary content that cannot standalone and is presented with an article.
#caption	Text identifying or explaining, and printed in close proximity to, illustrations or other images. [AAT]
#credit	An acknowledgement, appearing in the style of a caption.
#byline	The byline (author) of the story.
#dateline	The geographical location where the story was filed, e.g., city, state, and/or country where the story originated.
#deck	A sub-head or secondary headline that generally is preceded by the article headline and precedes the body of the story.
#footnotes	Note above the footer of the page made up of the note and the reference to the note.
#lead-in	Eye-catching beginning to a caption.
#pullQuote	Eye-catching quote pulled from the text of the body of an article.
#recipe	A set of directions with a list of ingredients for making or preparing food.
#sidebar	A substantive piece of content that can stand alone and is presented as part of an article.
#teaser	A short description of the resource.

Table 4.12 Controlled Vocabulary for Content Classes

4.15 PSV Content Class Vocabulary

The PRISM Content Class Vocabulary provides values to describe body content components of PSV content. This class vocabulary is very similar to the PAM Content Class Vocabulary. Only the values #layer, #subtitle and #title have been added.

The URI for the nextPub Content Class Vocabulary is: http://prismstandard.org/vocabularies/3.0/prismclass.xml.

Term	Definition
#box	Ancillary content that cannot standalone and is presented with an article.
#caption	Text identifying or explaining, and printed in close proximity to, illustrations or other images. [AAT]
#credit	An acknowledgement, appearing in the style of a caption.
#byline	The byline (author) of the story.
#dateline	The geographical location where the story was filed, e.g., city, state, and/or country where the story originated.
#deck	A sub-head or secondary headline that generally is preceded by the article headline and precedes the body of the story.
#footnotes	Note above the footer of the page made up of the note and the reference to the note.
#layer	Marks a layer of content, typically within a box, to be presented in interactive displays on digital devices or browsers.
#lead-in	Eye catching beginning to a paragraph or caption.
#pullQuote	Eye catching quote pulled from the text of the body of an article.
#recipe	A set of directions with a list of ingredients for making or preparing food.
#sidebar	A substantive piece of content that can standalone and is presented as part of an article.
#subtitle	The subtitle of the resource
#teaser	A short description of the resource.
#title	The title of the unit of content.

Table 4.13 Controlled Vocabulary for Content Classes

4.16 PSV Inline Class Vocabulary

The Inline Class Vocabulary describes classes of inline content markup.   The terms included in this CV map directly to the elements from the pim: namespace that are used in PAM XML. In PSV this mechanism replaces the use of <pim: elements which are not HTML5 compatible.

Reference the *PRISM Controlled Vocabularies Specification V3.0* for complete documentation about the nextPub Inline Class Controlled Vocabulary.

The URI for the Inline Class Vocabulary is:http://prismstandard.org/vocabularies/3.0/inlineclass.xml.

Term	Definition
#event	A significant occurrence, happening, gathering or activity.
#academicField	An area of academic specialization
#industry	A specific branch of manufacture or trade.
#keyword	A word used as a reference point for finding other words or information.
#link	A link to other information such as a URL, email or twitter hash tag.
#location	A geographic place such as "New York City," "Georgetown," or "Canada."
#object	A material thing; either living or nonliving
#organization	A social unit, systematically structured and managed to meet a need or to pursue collective goals on a continuing basis.
#person	The name of a human individual, real or imaginary.
#profession	The name of a profession
#quote	The words attributed to a specific person or organization.
#sport	An athletic or intellectual sport
#ticker	The appearance of a stock symbol.
#timeframe	A mention of a temporal time frame such as "Dark Ages," "Roaring Twenties," or "Golden Age."

Table 4.13 Controlled Vocabulary for Inline Content Classes

4.17 PRISM Figure Content Class Vocabulary

The PRISM Figure Content Class Vocabulary describes classes of PSV content markup inside a figure.   The terms included in this CV map directly to PAM content elements. In PSV this mechanism replaces the use of <pam: elements which are not HTML5 compatible.

Reference the *PRISM Controlled Vocabularies Specification V3.0* for complete documentation about the PSV Figure Content Class Controlled Vocabulary.

The URI for the Inline Class Vocabulary is:http://prismstandard.org/vocabularies/3.0/figureclass.xml.

Term	Definition
#credit	An acknowledgement, appearing in the style of a caption.
#mediaTitle	The title of the media block or figure.

Table 4.14 Controlled Vocabulary for Figure Content Classes

5   PRISM RECIPE CONTROLLED VOCABULARIES

The PRISM Recipe Namespace defines a number of metadata fields for which controlled vocabularies have been defined. Those controlled vocabularies are specific to recipe content and will bear the prm: (PRISM Recipe Metadata) namespace instead of the prism: namespace. The recipe CVs are defined in this section.

5.1   Summary of PRISM Recipe Controlled Vocabularies

The PRISM Recipe Specification defines a number of controlled vocabularies. The base URIs for those vocabularies are:

Vocabulary Name	Base URI
PRM Cooking Equipment	*http://prismstandard.org/vocabularies/3.0/cookingequipment.xml*
PRM Cooking Method	*http://prismstandard.org/vocabularies/3.0/cookingmethod.xml*
PRM Course	*http://prismstandard.org/vocabularies/3.0/course.xml*
PRM Cuisine	*http://prismstandard.org/vocabularies/3.0/cuisine.xml*
PRM Dietary Needs	*http://prismstandard.org/vocabularies/3.0/dietary.xml*
PRM Dish Type	*http://prismstandard.org/vocabularies/3.0/dishtype.xml*
PRM Ingredient Exclusion	*http://prismstandard.org/vocabularies/3.0/exclusion.xml*
PRM Meal	*http://prismstandard.org/vocabularies/3.0/meal.xml*
PRM Recipe Class	*http://prismstandard.org/vocabularies/3.0/recipeclass.xml*
PRM Recipe Source	*http://prismstandard.org/vocabularies/3.0/recipesource.xml*
PRM Skill Level	*http://prismstandard.org/vocabularies/3.0/skilllevel.xml*
PRM Special Occasion	*http://prismstandard.org/vocabularies/3.0/specialoccasion.xml*
PRM Time	*http://prismstandard.org/vocabularies/3.0/time.xml*

Table 5.1 Base URIs for PRISM Controlled Vocabularies

5.2   PRISM Cooking Equipment Vocabulary

The Cooking Equipment Vocabulary provides values to describe equipment that must be used to prepare a recipe.

The URI for the Cooking Equipment Vocabulary is *http://prismstandard.org/vocabularies/3.0/cookingequipment.xml*.

Term	Definition
#barbecueGrill	A device for cooking food by applying heat from charcoal or gas directly from below.
#blender	A kitchen appliance with whirling blades that blends ingredients.
#bread Machine	A kitchen appliance for baking bread by processing ingredients through a series of cycles including mixing, raising, kneading, and baking.
#broiler	A kitchen appliance that cooks foods by flaming them from the top.
#convectionOven	A home appliance that bakes food by moving fast hot air past the food rather than relying solely on heating elements.
#deepFryer	An electrical appliance or pan that enables the deep frying of food.
#fonduePot	A communal pot that can be filled with hot liquid to cook or coat food.
#foodProcessor	An electrical appliance with whirling blades that chops foods

#freezer	An electrical appliance that lowers temperatures to freeze foods.
#fryPan	A pan with a flat bottom designed for frying food.
#griddle	A large flat cooking surface that provides for a shallow frying.
#grillPan	A pan with raised ridges to mimic the wires of an open grill when frying food.
#iceCreamMaker	A machine that freezes ice cream by stirring and freezing the ice cream mixture.
#microwaveOven	A kitchen appliance that heats food by dielectric heating. This is accomplished by using microwave radiation to heat polarize molecules within the food.
#oven	A kitchen appliance that bakes using heating elements.
#pressureCooker	A cooking vessel that does not permit air or liquids to escape below a preset pressure, thus increasing the cooking temperature and lessening the amount of time to cook food.
#riceCooker	A kitchen appliance specifically designed to cook rice.
#sandwichOrPaniniPres Press	A kitchen appliance used to make paninis or warm sandwiches, usually consisting of two hinged heated metal plates.
#slowCooker	A kitchen appliance that cooks foods slowly with low, constant temperature.
#waffleMaker	A kitchen appliance used to make waffles, usually consisting of two hinged metal plates, molded to create the honeycomb pattern found on waffles.
#wok	A cooking vessel with a distinctive flared shape that enables a variety of Asian cooking methods.

Table 5.2 PRISM Recipe Cooking Equipment Vocabulary

5.3 PRISM Cooking Method Vocabulary

The Cooking Method Vocabulary provides values to describe a method that must be used to prepare a recipe.

The URI for the Cooking Method Vocabulary is
http://prismstandard.org/vocabularies/3.0/cookingmethod.xml.

Term	Definition
#bake	Prepare a recipe by baking.
#blend	Prepare a recipe by blending the ingredients.
#boil	Prepare a recipe by boiling the ingredients.
#braise	Prepare a recipe by braising the ingredients.
#broil	Prepare a recipe by broiling the ingredients.
#can	Prepare a recipe by preserving the ingredients by canning.
#deepFry	Prepare a recipe by deep frying the ingredients.
#fondue	Prepare a recipe by using the fondue technique.
#freeze	Prepare a recipe by freezing the ingredients.
#fry	Prepare a recipe by frying the ingredients.
#grillOrBarbecue	Prepare a recipe by grilling the ingredients.
#marinate	Prepare a recipe by marinating the ingredients.
#microwave	Prepare a recipe using a microwave cooking technique
#noCook	Recipe requires no cooking during preparation.
#press	Prepare a recipe by using a panini or sandwich press.
#roast	Prepare a recipe by roasting the ingredients.
#saute	Prepare a recipe by sauteing the ingredients.
#slowCook	Prepare a recipe by slow cooking the ingredients.
#steam	Prepare a recipe by steaming the ingredients.
#stirFry	Prepare a recipe by stir-frying the ingredients.

Table 5.3 PRISM Recipe Cooking Method Vocabulary

5.4   PRISM Course Vocabulary

The course controlled vocabulary provides a set of values to describe the sequential division of a meal. Used with the prm:course metadata field.

The URI for the Course Vocabulary is *http://prismstandard.org/vocabularies/3.0/course.xml*.

Term	Definition
#appetizer	A small first serving of a meal. Often called an entrée or antipasto.
#beverage	A liquid accompaniment for the meal.
#dessert	The course at the end of a meal usually consisting of a "sweet," cheese or fruit.
#mainCourse	The course containing the principle dish of the meal.
#saladCourse	A course consisting of cold salad.
#side	An additional dish served with the main course such as a vegetable or starch.

Table 5.4 PRISM Recipe Course Vocabulary

5.5   PRISM Cuisine Vocabulary

The cuisine controlled vocabulary provides a set of values to describe a characteristic way of cooking often based on a culture or geographic area. Used with the prm:cuisine metadata field.

The URI for the Cuisine Vocabulary is *http://prismstandard.org/vocabularies/3.0/cuisine.xml*.

Term	Definition
#african	Food typical in the African region.
#american	Food typical of America.
#asian	Food typical of Asian regions.
#austrian	Food typical of Austria.
#brazilian	Food typical of Brazil.
#britishOrIrish	Food typical of the British Isles.
#cajunOrCreole	Food typical of Cajun or Creole cultures
#california	Food typical of California.
#caribbean	Food typical of the Carribbean.
#centralOrSouthAmerican	Food typical of Central or South America.
#chinese	Food typical of China.
#cuban	Food typical of Cuba.
#easternEuropean	Food typical of Eastern Europe.
#french	Food typical of France.
#german	Food typical of Germany.
#greek	Food typical of Greece.
#hungarian	Food typical of Hungary.
#halal	Food permissible according to Islamic law.
#indian	Food typical of India.
#italian	Food typical of of Italy.
#japanese	Food typical of Japan.
#jewishOrKosher	Food permissible according to Jewish law.
#korean	Food typical of Korea.
#lebanese	Food typical of Lebanon.
#mediterranean	Food typical of the Mediterranean.
#mexican	Food typical of Mexico.
#middleEastern	Food typical of the Middle East.

Term	Definition
#moroccan	Food typical of Moracco.
#nativeAmerican	Food typical of Native Americans.
#newEngland	Food typical of United States New England region.
#pacificNorthwest	Food typical of the United States Pacific North West.
#pacificRim	Food typical of the Pacific Rim countries.
#peruvian	Food typical of Peru.
#polish	Food typical of Poland.
#scandinavian	Food typical of Scandinavia.
#southern	Food typical of the Southern United States.
#southwest	Food typical of the Southwest United States.
#spanish	Food typical of Spain.
#swiss	Food typical of Switzerland.
#thai	Food typical of Thailand.
#vegan	Food free of animal products.
#vegetarian	Food based on plant products, with or without the inclusion of dairy products or eggs, and with the exclusion of meat.
#vietnamese	Food typical of Vietnam.

Table 5.5 PRISM Recipe Cuisine Vocabulary

5.6   PRISM Dietary Needs Vocabulary

The dietary needs controlled vocabulary provides a set of values to describe food prescribed by a particular health or personal preference. Used with the prm:dietaryNeeds metadata field.

The URI for the Recipe Class Vocabulary is *http://prismstandard.org/vocabularies/3.0/dietaryneeds.xml*.

Term	Definition
#brainBoosting	Foods that improve the ability to concentrate, learn and think.
#boneBuilding	Foods that help build strong bones.
#diabetic	Foods that are low in sugar and carbohydrates.
#glutenFree	Foods that are free of gluten from wheat an related grain products.
#healthy	Foods that promote good health.
#heartHealthy	Foods that promote heart health.
#highFiber	Foods high in fiber.
#lactoseIntolerant	Foods that are dairy free.
#lowCalorie	Foods that are low calorie.
#lowCarbohydrate	Foods that are low carbohydrate.
#lowCholesterol	Foods that are low cholesterol.
#lowFat	Foods that are low fat.
#lowSaturatedFat	Foods low in saturated fat.
#lowSodium	Foods low in sodium
#sugarFree	Foods free or low in sugar.
#vegan	Foods free of animal products.
#vegetarian	Foods free of meat products.
#weightLoss	Foods that promote weight loss.

Table 5.6 PRISM Recipe Cooking Equipment Vocabulary

5.7 PRISM Dish Type Vocabulary

The dish type controlled vocabulary provides a set of values to describe a category of dish or recipe based on food categories. Used with the prm:dishType metadata field.

The URI for the Dish Type Vocabulary is *http://prismstandard.org/vocabularies/3.0/dishtype.xml*.

Term	Definition
#appetizer	A starter, small plate or first course
#babyfood	A food made specifically for infants.
#beanPeaLegume	A food based on legumes.
#beverageAlcoholic	A drink with alcoholic ingredients.
#beverageNonalcoholic	A drink without alcoholic ingredients.
#bread	A food made of yeast raised dough that is baked or cooked.
#cakeOrCupcakes	A sweet, breadlike baked desert.
#candy	A sweet confection.
#casserole	A dish of meat and vegetables often baked in an oven
#cheese	A diverse group of milk-based foods.
#cookie	A small, baked treat, most often sweet.
#dairy	A food made from milk.
#dipOrSpread	A thick sauce to enhance flavor of a vegetable or cracker.
#egg	A food based on eggs.
#fishShellfish	A food based on fish or any shell fish.
#foodGift	Food that is given as a gift.
#frosting	A sweet spread for the top of a cake or cookie.
#fruit	A fleshy seed-associated structure of certain plants that are sweet and edible in the raw state such as an apple or banana.
#gravy	A sauce made often from the juices that run naturally from meat
#grill	A class of foods cooked by grilling.
#iceCreamOrSherbet	A whipped frozen desert.
#jellyJamPreserves	A fruit preserve, with or without pulp and seed.
#marinadeOrRub	A liquid or dry seasoning used to flavor or tenderize meat before cooking.
#meatOrGame	A food based on meat or wild game.
#muffinQuickBread	A bread not based on yeast raised dough.
#nuts	A large, usually oily seed of a plant such as a pecan or chestnut.
#pasta	A staple food of Italian cuisine based on unlevened dough.
#pizza	An oven-baked flat bread topped with sauces and cheese.
#picklesOrRelishes	A vegetable soaked in brine, vinegar and spices.
#piesTartsPastries	A baked dish which is usually made of a pastry dough casing that covers or completely contains a filling of various sweet or savoury ingredients.
#poultry	Food based on a bird such as a chicken, duck or turkey.
#puddingsOrCustards	A rich, fairly homogeneous starch- or dairy-based dessert.
#saladOrSaladDressing	A dish, usually cold, of raw or sometimes cooked vegetables or fruits in various combinations, served with a dressing or sauce.
#sandwich	A food typically consisting of two or more slices of bread with one or more fillings between them.
#sauceOrCondiment	A viscous seasoning added to a dish to enhance or impart flavor.
#seafood	Food based on fish or shell fish. See fish/shellfish.
#smoothie	A blended beverage made of fresh fruit.
#spiceHerbsSeasonings	A flavoring ingredient added to dishes to enhance or impart flavor.
#soupOrStew	Typically a warm food that is made by combining ingredients such as meat and

Term	Definition
	vegetables with stock, water, or another liquid.
#stirFry	A combination of ingredients cooked together in a Wok at a high temperature for a short amount of time.
#stuffingOrDressing	A mixture of ingredients, often based on a starch, that is used to fill the cavity of another food item such as a turkey or roasted pepper.
#vegetable	An edible part of a plant other than the fruit or seed.

Table 5.7 PRISM Recipe Dish Type Vocabulary

5.8 PRISM Ingredient Exclusions Vocabulary

The ingredient exclusions controlled vocabulary provides values to describe foods which lack or exclude a particular ingredient due to dietary, personal or religious preferences. Used with the prm:ingredientExclusion metadata field.

The URI for the Ingredient Exclusions Vocabulary is *http://prismstandard.org/vocabularies/3.0/ingredientexclusion.xml*.

Term	Definition
#alcohol	Foods or beverages that do not contain alcohol.
#dairy	Foods or beverages that do not contain dairy products.
#eggs	Foods or beverages that do not contain eggs.
#fish	Foods or beverages that do not contain fish.
#meat	Foods or beverages that do not contain meat.
#nutsOrPeanuts	Foods or beverages that do not contain nuts or peanuts.
#pork	Foods or beverages that do not contain pork.
#salt	Foods or beverages that do not contain salt.
#shellfish	Foods or beverages that do not contain shellfish.
#soy	Foods or beverages that do not contain soy.
#sugar	Foods or beverages that do not contain sugar.
#wheatOrGluten	Foods or beverages that do not contain wheat or other grains containing gluten.

Table 5.8 PRISM Recipe Ingredient Exclusion Vocabulary

5.9 PRISM Meal Vocabulary

The meal controlled vocabulary provides values to describe the meal type of any food or recipe. Used with the prm:meal metadata field.

The URI for the Recipe Class Vocabulary is *http://prismstandard.org/vocabularies/3.0/meal.xml*.

Term	Definition
#breakfast	The first meal of the day.
#brunch	A combination of breakfast and lunch.
#buffet	A meal in which food is placed in a public area where the diners generally serve themselves.
#dinner	The main meal of the day.
#hors_d'Oeuvres	Appetizers or small plates.
#lunch	A light midday meal.
#supper	A light end-of-day meal.
#snack	A portion of food that is served any time between meals.

5.10 PRISM Recipe Content Class Vocabulary

The PRISM Recipe Content Class Vocabulary provides values to capture the semantics of recipe content when marked up with PAM or nextPub.

The URI for the PRISM Recipe Class Vocabulary is
http://prismstandard.org/vocabularies/3.0/recipeclass.xml.

Term	Definition
#cookTime	The time it takes to cook a recipe.
#duration	The total time to prepare the recipe.
#ingredient	A single ingredient.
#ingredientIntro	An introduction to a list of ingredients.
#ingredients	The ingredient list for the recipe.
#instructions	Step-by-step instructions for the preparation of the recipe.
#instructionsIntro	An introduction to a set of instructions.
#itemName	The name of an ingredient.
#ingredientHead	A heading within a list of ingredients.
#nutrition	Nutritional information for the recipe.
#nutrient	Information about an individual nutrient.
#nutrientName	The name of an individual nutrient.
#nutritionIntro	An introduction to the nutrition section of a recipe.
#otherTime	Other times to be specified about a recipe.
#prepTime	The time it takes to prepare a recipe.
#quantity	The number or amount.
#recipeDescription	Description of the recipe, like a teaser.
#recipeNote	Recipe notes such as "serving suggestions" or "Tips."
#recipeTitle	Title of a recipe.
#servingSize	The size of a recipe serving.
#step	An individual instruction or step to prepare a recipe.
#stepHead	A heading over a number of steps to prepare a recipe.
#stepNote	A note about an individual step to prepare a recipe.
#totalTime	The total time it takes complete a recipe.
#unit	The unit of measure.
#yield	Yield of the recipe based on serving size or measurement.

Table 5.10 PRISM Recipe Content Class Vocabulary

5.11 PRISM Recipe Source Vocabulary

The recipe source controlled vocabulary provides values to describe the source of the recipe. Used with the prm:recipeSource metadata field.

The URI for the Recipe Class Vocabulary is *http://prismstandard.org/vocabularies/3.0/recipesource.xml*.

Term	Definition
#amateur	The recipe source was an amateur chef.
#book	The recipe source was a cookbook.
#celebrity	The recipe source was a named celebrity.

#chef	The recipe source was a named chef.
#client	The recipe source was a client (or brand).
#contest	The recipe source was a named contest.
#magazine	The recipe source was a magazine.
#onlineWebsite	The recipe source was a website.
#readerSubmitted	The recipe was submitted by a reader.
#restaurant	The recipe source was a restaurant.
#sponsors	The recipe source was a sponsor for the recipe. Often a brand.
#testKitchen	The recipe source was a named test kitchen.
#tvShow	The recipe source was a television show.

Table 5.11 PRISM Recipe Source Vocabulary

5.12 PRISM Skill Level Vocabulary

The skill level controlled vocabulary provides terms to describe the skill level required to prepare the recipe. Used with the prm:skillLevel metadata field.

The URI for the Skill Level Vocabulary is *http://prismstandard.org/vocabularies/3.0/skilllevel.xml*.

Term	Definition
#children	Children can prepare this recipe.
#easy	This is an easy recipe to prepare. A beginner can prepare the recipe.
#expert	This is a difficult recipe to prepare. An expert cook is required to prepare the recipe.
#moderate	This is a moderately easy recipe to prepare. An amateur cook can prepare the recipe.

Table 5.12 PRISM Recipe Skill Level Vocabulary

5.13 PRISM Special Occasion Vocabulary

The special occasion controlled vocabulary provides terms to describe a special occasion where the recipe is appropriate to serve.

The URI for the Special Occasion Vocabulary is *http://prismstandard.org/vocabularies/3.0/specialoccasion.xml*.

Term	Definition
#anniversary	Serve this recipe at an anniversary, especially a wedding anniversary.
#babyShower	Serve this recipe at a baby shower.
#barbeque	Serve this recipe at a barbeque.
#barBasMitzvah	Serve this recipe at a Bar/Bas Mitzvah.
#birthdayAdult	Serve this recipe at an adult birthday party.
#birthdayChild	Serve this recipe at a child's birthday party
#bridalShower	Serve this recipe at a bridal shower.
#chineseNewYear	Serve this recipe on Chinese New Year.
#christmasDay	Serve this recipe on Christmas Day.
#christmasEve	Serve this recipe on Christmas Eve.
#cincoDeMayo	Serve this recipe on Cinco de Mayo.
#cocktailparty	Serve this recipe at a cocktail party.
#cookieSwap	This is a recipe for a cookie trading party.
#dinnerParty	Serve this recipe at a dinner party.
#easter	Serve this recipe at Easter.

Term	Definition
#fathersDay	Serve this recipe on Father's Day.
#fondueParty	Serve this recipe at a Fondue Party
#fourthOfJuly	Serve this recipe on Fourth of July.
#funeralOrWake	Serve this recipe at a funeral or wake.
#graduation	Serve this recipe at a graduation party.
#halloween	Serve this recipe on Halloween.
#hanukkah	Serve this recipe on Hanukkah.
#kwanzaa	Serve this recipe on Kwanzaa.
#laborDay	Serve this recipe on Labor Day.
#mardiGras	Serve this recipe on Mardi Gras.
#memorialDay	Serve this recipe on Memorial Day.
#newYearsDay	Serve this recipe on New Years' Day.
#newYearsEve	Serve this recipe on New Years' Eve.
#oscars	Serve this recipe at an Oscars party
#passover	Serve this recipe on Passover.
#picnicOrCookout	Serve this recipe at a picnic.
#potLuck	Serve this recipe at a potluck dinner.
#ramadan	Serve this recipe on Ramadan.
#roshHashanah	Serve this recipe on Rosh Hashanah.
#stPatricksDay	Serve this recipe on St. Patrick's Day.
#superBowl	Serve this recipe at a Super Bowl party
#tailgating	Serve this recipe for tailgating.
#thanksgiving	Serve this recipe for Thanksgiving.
#valentinesDay	Serve this recipe on Valentines Day.
#yomKippur	Serve this recipe on Yom Kippur.
#wedding	Serve this recipe at a Wedding
#winterHolidayParty	Serve this recipe at a Winter Holiday party.\

Table 5.13 PRISM Recipe Special Occasion Vocabulary

5.14 PRISM Time Vocabulary

The recipe time controlled vocabulary provides values to describe times associated with food preparation and recipes. Used with the prm:otherTime metadata field.

The URI for the Time Vocabulary is *http://prismstandard.org/vocabularies/3.0/time.xml*.

Term	Definition
#bake	The time it takes to bake.
#broil	The time it takes to broil.
#chill	The time it takes to chill.
#cool	The time it takes to cool.
#decorate	The time it takes to decorate.
#grill	The time it takes to grill.
#freeze	The time it takes to freeze.
#handsOn	The hands-on time it takes to prepare a recipe. Includes time to chop, mix, and decorate. Does not include time to marinate, freeze, bake, etc.
#marinate	The time it takes to marinate
#microwave	The time it takes to microwave.
#process	The time it takes in the food processor.
#rise	The time it takes a dough to rise.

#roast	The time it takes to roast
#slowCook	The time it takes to slow cook.
#stand	The time it takes for a food to stand.
#startTofinish	The time it takes from start to finish. Should be equal to total time.

Table 5.14 PRISM Recipe Time Vocabulary

6   PRISM IMAGE CONTROLLED VOCABULARIES

The PRISM Image Namespace defines a number of metadata fields for which controlled vocabularies have been defined. Those controlled vocabularies are specific to image content and will bear the pmi: (PRISM Metadata for Images) namespace.

6.1   Summary of PRISM Image Controlled Vocabularies

The PRISM Image Specification defines a number of controlled vocabularies in the pmi: namespace. The base URIs for those vocabularies are:

Vocabulary Name	Base URI
PMI Image Color	*http://prismstandard.org/vocabularies/3.0/imagecolor.xml*
PMI Image Orientation	*http://prismstandard.org/vocabularies/3.0/imageorientation.xml*
PMI Season	*http://prismstandard.org/vocabularies/3.0/season.xml*
PMI Setting	*http://prismstandard.org/vocabularies/3.0/setting.xml*
PMI Viewpoint	*http://prismstandard.org/vocabularies/3.0/viewpoint. xml*
PMI Visual Technique	*http://prismstandard.org/vocabularies/3.0/visualtechnique.xml*

Table 6.1 PRISM Metadata for Images Controlled Vocabulary URIs

6.2   PRISM Image Color Vocabulary

The color controlled vocabulary provides terms to describe the color of an image. Used with the metadata field pmi:color.

The URI for the Image Color Vocabulary is *http://prismstandard.org/vocabularies/3.0/imagecolor.xml*.

Term	Definition
#bw	A black and white image.
#color	A full color image. (RGB or CMYK)
#duotone	A halftone image using the superimposition of one contrasting color halftone (traditionally black) over another color halftone.
#quadtone	A halftone image using the superimposition of three contrasting color halftones over another color halftone.
#sepia	A black and white image given a specialized treatment to add warmer tones.
#tritone	A halftone image using the superimposition of two contrasting color halftones over another color halftone.

Table 6.2 PRISM Image Color Controlled Vocabulary

6.3   PRISM Image Orientation Vocabulary

The orientation controlled vocabulary provides terms to describe the orientation of an image. Used with the metadata field pmi:orientation.

The URI for the Image Orientation Vocabulary is
http://prismstandard.org/vocabularies/3.0/imageorientation.xml.

Term	Definition
#horizontal	The image width exceeds the image height.
#vertical	The image height exceeds the image width.

Table 6.3 PRISM Image Orientation Vocabulary

6.4 PRISM Season Vocabulary

The season controlled vocabulary provides terms to describe the time of year. Used with the metadata field pmi:season.

The URI for the Season Vocabulary is *http://prismstandard.org/vocabularies/3.0/season.xml*.

Term	Definition
#fall	The third season of the year, or autumn. The season following summer.
#spring	The first season of the year. The season following winter.
#summer	The second season of the year. The season following spring.
#winter	The last season of the year. The season following fall.

Table 6.4 PRISM Image Season Vocabulary

6.5 PRISM Setting Vocabulary

The setting controlled vocabulary provides terms to describe the environment where an image was captured. Used with the metadata field pmi:setting.

The URI for the Setting Vocabulary is *http://prismstandard.org/vocabularies/3.0/setting.xml*.

Term	Definition
#indoor	The image was captured inside a building.
#outdoor	The image was captured outside.
#studio	The image was captured in a special workroom designed for photography.

Table 6.5 PRISM Image Setting Vocabulary

6.6 PRISM Viewpoint Vocabulary

The viewpoint controlled vocabulary provides terms to describe the viewpoint of a camera. Used with the metadata field pmi:viewpoint.

The URI for the Viewpoint Vocabulary is *http://prismstandard.org/vocabularies/3.0/viewpoint.xml*.

Term	Definition
#above	The camera is directly over the subject, aiming down.
#aerial	The camera is very high such as in an airplane or satellite.
#below	The camera is directly under the subject, aiming up.
#center	The camera is directly centered on the front of the subject.
#closeup	The camera is close to the subject.
#detail	The camera is so close to the subject that details can be seen.
#distant	The camera is far away from the subject.
#front	The camera is in front of the subject
#offCenter	The camera is aiming at the subject, but off to the left or right of center.

#panoramic	The camera provides a wide angle view of the subject.
#profile	The camera is aiming at the side of the subject
#rear	The camera is directly behind the subject.

Table 6.6 PRISM Image Viewpoint Vocabulary

6.7   PRISM Visual Technique Vocabulary

The visual technique controlled vocabulary provides terms to describe the technique used to create an image. Used with the metadata field pmi:visualTechnique.

The URI for the Visual Technique Vocabulary is
http://prismstandard.org/vocabularies/3.0/visualtechnique.xml.

Term	Definition
#backlit	The subject is lit from the back.
#candid	The subject is captured in a natural situation, not posed.
#cool	The image has cool color tones (grey, blue, green).
#doubleExposure	The superimposition of two or more individual exposures to create a single photograph.
#flash	A flash was used to light the image.
#hdr	(High Dynamic Range) The image was created using an enhanced set of digital imaging techniques that allows a greater dynamic range between the lightest and darkest areas of an image than current standard digital imaging techniques or photographic methods
#motionBlur	The subject was captured visibly in motion.
#negative	The luminescence of the image is inverted.
#silhouette	An image consisting of an outline with a basically featureless interior.
#soft	An image created so there is a low degree of visual sharpness, slightly blurring or softening the edges of the subject.
#spotlit	A spot light was used to light the image.
#warm	The image has warm color tones (gold, brown, orange)
#wideAngle	The image was created with a lens that provides a wider angle view, often magnifying distance between objects while allowing greater depth of field.

Table 6.7 PRISM Image Visual Technique Vocabulary