



**PRISM:
Publishing Requirements for Industry Standard Metadata**

Version 3.0

The PRISM Metadata for Images Specification

October 4, 2012



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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_Image_Metadata_3.0.pdf

or

http://www.prismstandard.org/specifications/3.0/PRISM_Image_Metadata_3.0.htm

1.3 Version History

Version Number	Release Date	Editor	Description
1.0 Release	04/21/2011	Kennedy	Release
3.0 Draft	12/15/2011	Kennedy	Draft for Public Comment
3.0 Release	06/12/2012	Kennedy	Comments Resolved, Final Draft
3.0 Specification	10/04/2012	Kennedy	Final 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.

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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 namespace 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:

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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.

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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/recipe.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:

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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 <u>PRISM Source Vocabulary Specification</u> 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_markup.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 describe the basic metadata elements that the PRISM Working Group has defined and included in the PRISM Metadata for Images namespace. All of Section 5 and 6 of this document are normative.

3.2 New in this Version

Version 3.0 of this specification has no substantive changes.

3.3 Image Encoding in the PRISM Aggregator Message

This metadata specification can not be directly used in the PRISM Aggregator Message tag set. No special image tagging has been developed for the PRISM Aggregator Message. See The [Guide to PRISM Images \[IMAGEGUIDE\]](#) for more information about using generic class= to communicate image semantics in PAM.

3.4 Coding Images in nextPub Source

The metadata encoding for images presented in this document is included in tagging for the nextPub PRISM Source Vocabulary, PSV. See [\[PSVMS\]](#) and [\[PSVS\] Version 1.0 for complete documentation.](#)

3.5 Controlled Vocabularies for Recipe Metadata Fields

Values for the image metadata fields are documented in the [The PRISM Controlled Vocabularies Specification \[PRISM CVS\]](#) Version 3.0.

4 PRISM IMAGE METADATA

4.1 pmi: Namespace

The PRISM specification defines numerous namespaces. The ‘pmi’ namespace describes the elements that are included within PRISM for the description of images including digital photographs, illustrations and art.

The recommended namespace for PRISM is:

```
xmlns:prism="http://prismstandard.org/namespaces/pmi/3.0/"
```

4.2 Related Namespaces Documented in this Specification

The PRISM Metadata for Images Namespace Specification includes metadata elements for images that come from two established image specifications that are in common use today. These include the photoshop: namespace (developed by Adobe), the Iptc4xmpExt: namespace developed by IPTC (see <http://www.iptc.org>). The elements in these namespaces are documented in Section 5 and 6.

4.3 Additional Metadata Elements for Images

Additional metadata elements from PRISM and Dublin Core namespaces are also recommended for use with images. The full metadata models recommended for images are documented in the [The Guide to Metadata for Images \[IMAGEGUIDE\]](#).

5 PRISM METADATA FOR IMAGES ELEMENTS AND ATTRIBUTE DEFINITIONS

5.1 PRISM Element and Attribute Documentation Model

Elements documented in this section belong to either the prism: namespace or the pmi: namespace. All three PRISM profiles are documented in this section. First Profile #1 is documented.

Note: Since delivering image metadata to aggregators is not currently in the scope of PAM, all elements documented here have a “No” indication for PRISM Aggregator Message inclusion.

PRISM Profile #2 (RDF/XML) is also documented in this section. In combining XML with RDF, there is far greater flexibility in tagging than we are used to when we define XML elements and attributes with an XML DTD. The remainder of this section contains the most likely element/attribute models for PRISM Profile #2. Other Profile #2 models are possible based on the interaction between XML and RDF.

PRISM Profile #3 (XMP) is also documented in this section. The documentation concentrates on the property and container values for the XMP field to provides information required to develop an XMP schema to implement PRISM in the XMP environment. Note that XMP can be particularly useful in extending the capability of encoding multimedia objects with PRISM metadata.

5.2 Element and Attribute Definitions

5.2.1 prism:byteCount

Name	Byte Count
Identifier	prism:byteCount
Definition	Size, in 8-bit bytes, of the resource.
Occurrence	Occurs 0 or 1 time
Comment	Typically, prism:byteCount is the size of a file. It might be used to display an estimate of download time to a user, to serve as a quick check on whether a file was transmitted correctly between systems, etc. If the resource is compressed, such as a JPEG image, byteCount gives its compressed size, which is much easier to obtain. Abbreviations, such as KB and MB MUST NOT be used.
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<prism:byteCount>2938472</prism:byteCount>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal

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Example	Model #1 <prism:byteCount rdf:Resource="http://www.idealliance.com/byte.xml"/> Model #2 <prism:byteCount>2938472</prism:byteCount>
Profile #3 (XMP)	
Property Values	Integer

5.2.2 pmi:color

Name	Color
Identifier	pmi:color
Definition	Specifies the color of the image
Comment	The Image Color Controlled Vocabulary is documented in The PRISM Controlled Vocabularies Specification [PRISMCVS] Version 3.0.
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	enumerations; bw, color, sepia, duotone, tritone, quadtone taken from the Image Color Controlled Vocabulary
Attributes	None
Example	<pmi:color>bw</pmi:color>
Profile #2 (RDF)	
Model #1	
Element Content	enumerations = bw, color, sepia, duotone, tritone, quadtone
Attributes	None
Examples	<pmi:color>bw</pmi:color>
Profile #3 (XMP)	
Property Value	closed choice text enumerations = bw, color, sepia, duotone, tritone, quadtone

5.2.3 pmi:contactInfo

Name	Contact Information
Identifier	pmi:contactInfo
Definition	Contact information, may include vCard formatted contact information
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:contactInfo>email:dkennedy@idealliance.org, phone:630-941-8197</pmi:contactInfo>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal

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Attributes	
Examples	Model #1 <pmi:contactInfo>email:dkennedy@idealliance.org, phone:630-941-8197</pmi:contactInfo>
Profile #3 (XMP)	
Property Value	Text

5.2.4 pmi:displayName

Name	Display Name
Identifier	pmi:displayName
Definition	A name given to a person, object or event that is pictured
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:agreementID>HS1214</pmi:agreementID>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:agreementID>HS1214</pmi:agreementID>
Profile #3 (XMP)	
Property Value	Text

5.2.5 pmi:distributorProductID

Name	Distributor Product Identifier
Identifier	pmi:distributorProductID
Definition	Specifies the distributor product identifier of an object pictured
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:distributorProductID>FMD4411</pmi:distributorProductID>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:distributorProductID>FMD4411</pmi:distributorProductID>
Profile #3 (XMP)	
Property Value	Text

5.2.6 pmi:eventAlias

Name	Event Alias
Identifier	pmi:eventAlias
Definition	Specifies an alternate name for an event.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:eventAlias>Run for the Roses</pmi:eventAlias>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:eventAlias>Run for the Roses</pmi:eventAlias>
Profile #3 (XMP)	
Property Value	Text

5.2.7 pmi:eventEnd

Name	Event End
Identifier	pmi:eventEnd
Definition	Specifies the end date of an event
Comment	This is represented as a string to conform with other dates found in the PRISM Specification. Note: Best practice is to use the W3C dateTime format.
Occurrence	Occurs 0 or 1 time
PAM	No
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:eventEnd>05/06/2010</pmi:eventEnd>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:eventEnd>05/06/2010</pmi:eventEnd>
Profile #3 (XMP)	
Property Value	Text

5.2.8 pmi:eventStart

Name	Event Start
------	-------------

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Identifier	pmi:eventStart
Definition	Specifies the start date of an event
Comment	This is represented as a string to conform with other dates found in the PRISM Specification. Note: Best practice is to use the W3C dateTime format.
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:eventStart>05/06/2010</pmi:eventStart>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:eventStart>05/06/2010</pmi:eventStart>
Profile #3 (XMP)	
Property Value	Text

5.2.9 pmi:eventSubtype

Name	Event Subtype
Identifier	pmi:eventSubtype
Definition	Specifies the subtype of event
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:eventSubtype>horse race</pmi:eventSubtype>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:eventSubtype>horse race</pmi:eventSubtype>
Profile #3 (XMP)	
Property Value	Text

5.2.10 pmi:eventType

Name	Event Type
Identifier	pmi:eventType
Definition	Specifies the type of event

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Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:eventType>race</pmi:eventType>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:eventType>race</pmi:eventType>
Profile #3 (XMP)	
Property Value	Text

5.2.11 pmi:field

Name	Field
Identifier	pmi:field
Definition	Describes the field and/or background of the image. May be used to provide direction to the photographer as well as to describe an image for archive.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	
Attributes	None
Example	<pmi:field>black</pmi:field>
Profile #2 (RDF)	
Model #1	
Element Content	String
Attributes	
Examples	<pmi:field>black</pmi:field>
Profile #3 (XMP)	
Property Value	Text

5.2.12 pmi:framing

Name	Framing
Identifier	pmi:framing
Definition	Describes how the image is framed or composed such as half length, full length, and instructions about what to include or exclude from the image. May be used to provide direction to the photographer as well as to describe an image for archive.
Comment	
Occurrence	Occurs 0 or 1 time

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Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	
Attributes	None
Example	<pmi:framing>head shot</pmi:framing>
Profile #2 (RDF)	
Model #1	
Element Content	String
Attributes	
Examples	<pmi:framing>head shot</pmi:framing>
Profile #3 (XMP)	
Property Value	Text

5.2.13 pmi:location

Name	Location
Identifier	pmi:location
Definition	Specifies the locations associated with the image
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	lptc4xmpExt:locationCreated?, lptc4xmpExt:locationShown?
Attributes	None
Example	<pmi:location><lptc4XpmExt:LocationShown>Central Park, New York, City</lptc4XpmExt:LocationShown></pmi:location>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:location><lptc4XpmExt:LocationShown>Central Park, New York, City</lptc4XpmExt:LocationShown></pmi:location>>
Profile #3 (XMP)	
Property Value	Text

5.2.14 pmi:make

Name	Make
Identifier	pmi:make
Definition	Specifies the make of an object pictured
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	

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Model #1	
Element Content	String
Attributes	None
Example	<pmi:make>Ford</pmi:make>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:make>Ford</pmi:make>
Profile #3 (XMP)	
Property Value	Text

5.2.15 pmi:manufacturer

Name	Manufacturer
Identifier	pmi:manufacturer
Definition	Specifies the manufacturer of an object pictured
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:manufacturer>Ford Motor Company</pmi:manufacturer>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:manufacturer>Ford Motor Company</pmi:manufacturer>
Profile #3 (XMP)	
Property Value	Text

5.2.16 pmi:model

Name	Model
Identifier	pmi:model
Definition	Specifies the model of an object pictured
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:model>Mustang</pmi:model>

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Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:model>Mustang</pmi:model>
Profile #3 (XMP)	
Property Value	Text

5.2.17 pmi:modelYear

Name	Model Year
Identifier	pmi:modelYear
Definition	Specifies the model year of an object pictured
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:modelYear>2011</pmi:modelYear>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:modelYear>2011</pmi:modelYear>
Profile #3 (XMP)	
Property Value	Text

5.2.18 pmi:objectDescription

Name	Object Description
Identifier	pmi:objectDescription
Definition	Provides a description of the object pictured
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:objectDescription>blue sports car</pmi:objectDescription>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	

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Examples	Model #1 <pmi:objectDescription>blue sports car</pmi:objectDescription>
Profile #3 (XMP)	
Property Value	Text

5.2.19 pmi:objectSubtype

Name	Object Subtype
Identifier	pmi:objectSubtype
Definition	Specifies the subtype of object pictured
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:objectSubtype>coupe</pmi:objectSubtype>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:objectSubtype>coupe</pmi:objectSubtype>
Profile #3 (XMP)	
Property Value	Text

5.2.20 pmi:objectType

Name	Object Type
Identifier	pmi:objectType
Definition	Specifies the type of object pictured
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:objectType>car</pmi:objectType>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:objectType>car</pmi:objectType>
Profile #3 (XMP)	
Property Value	Text

5.2.21 pmi:orientation

Name	Orientation
Identifier	pmi:orientation
Definition	Specifies the camera orientation
Comment	Orientation differs from Viewpoint
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	enumerations; horizontal, vertical
Attributes	None
Example	<pmi:orientation>horizontal</pmi:orientation>
Profile #2 (RDF)	
Model #1	
Element Content	enumerations = horizontal, vertical
Attributes	
Examples	<pmi:orientation>horizontal</pmi:orientation>
Profile #3 (XMP)	
Property Value	closed choice text enumerations = horizontal, vertical

5.2.22 pmi:positionDescriptor

Name	Position Descriptor
Identifier	pmi:positionDescriptor
Definition	Description of the position of the person in the image; such as top left.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:positionDescriptor>First row, third from the left</pmi:positionDescriptor>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:positionDescriptor>First row, third from the left</pmi:positionDescriptor>
Profile #3 (XMP)	
Property Value	Text

5.2.23 pmi:productID

Name	Product Identifier
Identifier	pmi:productID

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Definition	Specifies the product identifier of an object pictured
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:productID>SKFMD442011</pmi:productID>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	Model #1 <pmi:productID>SKFMD442011</pmi:productID>
Profile #3 (XMP)	
Property Value	Text

5.2.24 pmi:productIDType

Name	Product Identifier Type
Identifier	pmi:productIDType
Definition	Specifies the type of the product identifier of an object pictured
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:productIDType>SKU</pmi:productIDType>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	None
Examples	Model #1 <pmi:productIDType>SKU</pmi:productIDType>
Profile #3 (XMP)	
Property Value	Text

5.2.25 prism:rating

Name	Rating
Identifier	prism:rating
Definition	The rating of the image
Occurrence	Occurs 0 to many times
Comment	Media assets are often required to post a rating, especially when presented online or on mobile platforms. A number of different rating schemes are available. Best

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	practice is to provide the rating system using the attribute on this element. Example ratings schemes include ESRB (Entertainment Software Ratings Board) ,MPRS (Motion Picture Rating System) and TV Parental Guidelines.
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	xml:lang (optional) designed for identifying the human language used
Example	<prism:rating ratingSystem="ESRB">E</prism:rating>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource) prism:ratingSystem (optional) identifies the rating system being referenced xml:lang (optional) designed for identifying the human language used
Model #2	
Element Content	Plain Literal
Attributes	prism:ratingSystem (optional) identifies the rating system being referenced xml:lang = (optional) designed for identifying the human language used
Model #3	
Element Content	XML Literal
Attributes	rdf:parseType="Literal" xml:lang = (optional) designed for identifying the human language used
Examples	Model #1 <prism:rating rdf:resource="http://www.prismstandard.org/esrb.xml/#E"/> Model #2 <prism:rating ratingSystem="ESRB">E</prism:rating>
Profile #3 (XMP)	
Property Value	Text

5.2.26 pmi:season

Name	Season
Identifier	pmi:season
Definition	A name of a season of the year.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	enumerations spring, summer, fall, winter
Attributes	None
Example	<pmi:season>fall</pmi:season>
Profile #2 (RDF)	
Model #1	
Element Content	enumerations spring, summer, fall, winter
Attributes	xml:lang = (optional) designed for identifying the human language used
Examples	<pmi:season>fall</pmi:season>

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Profile #3 (XMP)	
Property Value	Closed choice text enumerations = spring, summer, fall, winter

5.2.27 pmi:sequenceName

Name	Sequence Name
Identifier	pmi:sequenceName
Definition	A name given to a capture sequence of images for descriptive identification and reuse purposes.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:sequenceName>How To Steps</pmi:sequenceName>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	xml:lang = (optional) designed for identifying the human language used
Examples	Model #1 <pmi:sequenceName>How To Steps</pmi:sequenceName>
Profile #3 (XMP)	
Property Value	Text

5.2.28 pmi:sequenceNumber

Name	Sequence Name
Identifier	pmi:sequenceNumber
Definition	The number of this image in the image capture sequence. If the number is greater than 0 this image is part of a sequence.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	Non-negative integer
Attributes	None
Example	<pmi:sequenceNumber>2</pmi:sequenceNumber>
Profile #2 (RDF)	
Model #1	
Element Content	Non-negative integer
Attributes	
Examples	Model #1 <pmi:sequenceNumber>2</pmi:sequenceNumber>

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Profile #3 (XMP)	
Property Value	Integer

5.2.29 pmi:sequenceTotalNumber

Name	Sequence Total Number
Identifier	pmi:sequenceTotalNumber
Definition	The total number of images in the image capture sequence.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	Non-negative integer
Attributes	None
Example	<pmi:sequenceTotalNumber>12</pmi:sequenceTotalNumber>
Profile #2 (RDF)	
Model #1	
Element Content	Non-negative integer
Attributes	xml:lang = (optional) designed for identifying the human language used
Examples	Model #1 <pmi:sequenceTotalNumber>12</pmi:sequenceTotalNumber>
Profile #3 (XMP)	
Property Value	Integer

5.2.30 pmi:setting

Name	Setting
Identifier	pmi:setting
Definition	Specifies the environment where the image was taken such as indoor, outdoor or studio.
Comment	This is an "open choice" field. PRISM provides a starter controlled vocabulary. The user may add their own values to this list. The Image Setting Controlled Vocabulary is documented in The PRISM Controlled Vocabularies Specification [PRISM CVS] Version 3.0.
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	enumerations: indoor, outdoor, studio
Attributes	None
Example	<pmi:setting>studio</pmi:setting>
Profile #2 (RDF)	
Model #1	
Element Content	enumerations = indoor, outdoor, studio
Attributes	None
Examples	<pmi:setting>studio</pmi:setting>
Profile #3 (XMP)	

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Property Value	open choice text; enumerations = indoor, outdoor, studio
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5.2.31 pmi:shootID

Name	Shoot Identifier
Identifier	pmi:shootID
Definition	Specifies an identifier for the photo shoot where the image was captured
Comment	This identifier is used within the workflow for the image and is used as a key for storing and retrieving the image.
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	enumerations: indoor, outdoor, studio
Attributes	None
Example	<pmi:setting>studio</pmi:setting>
Profile #2 (RDF)	
Model #1	
Element Content	enumerations = indoor, outdoor, studio
Attributes	None
Examples	<pmi:setting>studio</pmi:setting>
Profile #3 (XMP)	
Property Value	open choice text; enumerations = indoor, outdoor, studio

5.2.32 pmi:slideshowName

Name	Slide Show Name
Identifier	pmi:slideshowName
Definition	A name given to a captured sequence of images for descriptive identification and reuse. purposes.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<pmi:slideshowName>How To Steps</pmi:slideshowName>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	xml:lang = (optional) designed for identifying the human language used
Examples	Model #1 <pmi:slideshowName>How To Steps</pmi:slideshowName>
Profile #3 (XMP)	
Property Value	Text

5.2.33 pmi:slideshowNumber

Name	Slide Show Number
Identifier	pmi:slideshowNumber
Definition	The number of this image in the image capture sequence. If the number is greater than 0 this image is part of a sequence.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	Non-negative integer
Attributes	None
Example	<pmi:slideshowNumber>2</pmi:slideshowNumber>
Profile #2 (RDF)	
Model #1	
Element Content	Non-negative integer
Attributes	None
Examples	Model #1 <pmi:slideshowNumber>2</pmi:slideshowNumber>
Profile #3 (XMP)	
Property Value	Integer

5.2.34 pmi:slideshowTotalNumber

Name	Slide Show Total Number
Identifier	pmi:slideshowTotalNumber
Definition	The total number of images in the image capture sequence.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	Non-negative integer
Attributes	None
Example	<pmi:slideshowTotalNumber>12</pmi:slideshowTotalNumber>
Profile #2 (RDF)	
Model #1	
Element Content	Non-negative integer
Attributes	xml:lang = (optional) designed for identifying the human language used
Examples	Model #1 <pmi:slideshowTotalNumber>12</pmi:slideshowTotalNumber>
Profile #3 (XMP)	
Property Value	Integer

5.2.35 pmi:viewpoint

Name	Viewpoint
Identifier	pmi:viewpoint
Definition	Specifies the view point of the camera
Comment	This is an “open choice” field. PRISM provides a starter controlled vocabulary. The user may add their own values to this list. The Viewpoint Controlled Vocabulary is documented in The PRISM Controlled Vocabularies Specification [PRISMCVS] Version 3.0.
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	enumerations; above, below, closeup, detail, distant, front, rear, profile, off-center, aerial, panoramic
Attributes	None
Example	<pmi:viewpoint>above</pmi:viewpoint>
Profile #2 (RDF)	
Model #1	
Element Content	enumerations = above, below, closeup, detail, distant, front, rear, profile, off-center, aerial, panoramic
Attributes	
Examples	<pmi:viewpoint>above</pmi:viewpoint>
Profile #3 (XMP)	
Property Value	open choice text; enumerations = above, below, closeup, detail, distant, front, rear, profile, off-center, aerial, panoramic

5.2.36 pmi:visualTechnique

Name	Visual Technique
Identifier	pmi:visualTechnique
Definition	Describes the visual technique used to create the image
Comment	This is an “open choice” field. PRISM provides a starter controlled vocabulary. The user may add their own values to this list. The Visual Technique Controlled Vocabulary is documented in The PRISM Controlled Vocabularies Specification [PRISMCVS] Version 3.0.
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	enumerations; soft, double exposure, wide-angle, cool, warm, spotlight, backlit, flash, motion blur, candid, silhouette, HDR (High Dynamic Range), and negative
Attributes	None
Example	<pmi:visualTechnique>closeup</pmi:visualTechnique>
Profile #2 (RDF)	
Model #1	
Element Content	enumerations = soft, double exposure, wide-angle, cool, warm, spotlight, backlit, flash, motion blur, candid, silhouette and negative

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Attributes	
Examples	<pmi:visualTechnique>closeup</pmi:visualTechnique>
Profile #3 (XMP)	
Property Value	open choice text; enumerations = soft, double exposure, wide-angle, cool, warm, spotlit, backlit, flash, motion blur, candid, silhouette, HDR (High Dynamic Range), and negative

6 RELATED METADATA FOR IMAGES ELEMENT AND ATTRIBUTE DEFINITIONS

6.1 Related Namespaces Documented in this Specification

The PRISM Metadata for Images Namespace Specification includes metadata elements for images that come from two established image specifications that are in common use today. These include the Dublin Core namespace, photoshop: namespace (developed by Adobe) and the iptc4xmpcore: namespace developed by IPTC (see <http://www.iptc.org>).

Note: Additional Elements from PRISM namespaces and from the IDEAlliance DISC namespace are also recommended for use with images. The full metadata models recommended for images are documented in the [The Guide to Profile 1 Metadata for Images \[IMAGEGUIDE\]](#).

6.2 PRISM Element and Attribute Documentation Model

All three PRISM profiles are documented in this section. First Profile #1 is documented. The documentation for the XML only profile includes a field that indicates whether this element is included in the PRISM Aggregator Message.

PRISM Profile #2 (RDF/XML) is also documented in this section. In combining XML with RDF, there is far greater flexibility in tagging than we are used to when we define XML elements and attributes with an XML DTD. The remainder of this section contains the most likely element/attribute models for profile 2 PRISM. Other profile 2 models are possible based on the interaction between XML and RDF.

PRISM Profile #3 (XMP) is also documented in this section. The documentation concentrates on the property and container values for the XMP field to provides information required to develop an XMP schema to implement PRISM in the XMP environment. Note that XMP can be particularly useful in extending the capability of encoding multimedia objects with PRISM metadata.

6.3 Dublin Core Element and Attribute Definitions

As of PRISM 3.0, we are adding the declaration of the image format using the dc:format element. Reference the PRISM Subset of Dublin Core Metadata Specification for complete documentation of dc:format.

6.3.1 dc:format

Name	Format
Identifier	dc:format
Definition	The physical or digital manifestation of the image.
Occurrence	Occurs 0 or 1 time
Comment	Format may be used to determine the software, hardware or other equipment needed to display or operate the resource. Examples of dimensions include size and duration. It is strongly encouraged that PRISM-compliant systems sending PRISM records restrict values of the dc:format element to those in list of Internet Media Types [IETF-MIMETYPES] for example, image/jpeg or image/png.

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Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<dc:format>image/jpeg</dc:format>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	xml:lang = (optional) designed for identifying the human language used
Example	<dc:format>image/jpeg</dc:format>
Profile #3 (XMP)	
Property Value	MIME Type

6.3.2 dc:identifier

Name	Identifier
Identifier	dc:identifier
Definition	An unambiguous reference to the resource, within a given context.
Occurrence	Required 1 time for an image.
Included in PAM?	Yes
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<dc:identifier>10-234/3245</dc:identifier>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	xml:lang = (optional) designed for identifying the human language used
Examples	<p>Model #1</p> <pre><dc:identifier rdf:resource="doi:10.1030/03054"/></pre> <p>Model #2</p> <pre><dc:identifier>10.1030/03054</dc:identifier> <prism:doi>http://dx.doi.org/10.1030/03054</prism:doi> <prism:url rdf:resource="http://dx.doi.org/10.1030/03054"/></pre>
Profile 3 (XMP)	
Property Value	Text

6.3.3 dc:title

Name	Title
Identifier	dc:title
Definition	The name given to the image.
Occurrence	Required 1 time per image
Comment	Dublin Core recommends that dc:title be a name by which the image is formally known.
Included in PAM?	Yes
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Element Content	String
Attributes	xml:lang = (optional) designed for identifying the human language used.
Example	<dc:title>Man of the Year 2002</dc:title>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource) xml:lang = (optional) designed for identifying the human language used.
Model #2	
Element Content	Plain Literal
Attributes	xml:lang = (optional) designed for identifying the human language used
Examples	Model #1 <dc:title rdf:resource="http://www.usatoday.economy"/> Model #2 <dc:title>Man of the Year 2002</dc:title>
Profile 3 (XMP)	
Property Value	Lang Alt

6.4 Photoshop Element and Attribute Definitions

Note: Adobe has published a number of “photoshop” metadata elements in their own photoshop: namespace. Because this namespace was incorporated in the IPTC image specifications and because IDEAlliance is committed to coordinating their PRISM specification with other industry specifications, we are including some of these metadata fields in our Metadata for Images Specification.

6.4.1 photoshop:Credit

Name	Credit
Identifier	photoshop:Credit
Definition	Gives credit the provider of the image. This is not necessarily the same as the credit line that will appear in a publication.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None

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Example	<photoshop:Credit>Highline Studios</photoshop:Credit>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	None
Examples	Model #1 <photoshop:Credit>Highline Studios</photoshop:Credit>
Profile #3 (XMP)	
Property Value	Text

6.4.2 photoshop:DateCreated

Name	Date Created
Identifier	photoshop:DateCreated
Definition	Designates the date and optionally the time the intellectual content of the news object was created rather than the date of the creation of the physical representation. If you use a digital camera, you can look at the EXIF data for the date stamp
Comment	This is represented as a string to conform with other dates found in the PRISM Specification. Note: Best practice is to use the W3C dateTime format.
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<photoshop:DateCreated>07/28/2010</photoshop:DateCreated>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	None
Examples	Model #1 <photoshop:DateCreated>07/28/2010</photoshop:DateCreated>
Profile #3 (XMP)	
Property Value	Date

6.4.3 photoshop:Headline

Name	Headline
Identifier	photoshop:Headline
Definition	A brief publishable synopsis/summary of the contents of the photograph. This is not the same as the title. This maps to pam:caption.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String

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Attributes	xml:lang = (optional) designed for identifying the human language used.
Example	<photoshop:Headline >Photo finish at Kentucky Derby 2010</photoshop:Headline>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	xml:lang = (optional) designed for identifying the human language used.
Examples	Model #1 <photoshop:Headline >Photo finish at Kentucky Derby 2010</photoshop:Headline>
Profile #3 (XMP)	
Property Value	Property Value photoshop:Headline Text

6.4.4 photoshop:Instructions

Name	Instructions
Identifier	Photoshop:Instructions
Definition	The instructions field is a simple text field that can be used to include any of a number of instructions from the provider or creator to the receiver of the image.
Comment	Note: Best practice is to use this field only for instructions that cannot be transmitted using PRISM image metadata or PRISM usage rights metadata.
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<photoshop:Instructions>scanned image</photoshop:Instructions>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	None
Examples	Model #1 <photoshop:Instructions>scanned image</photoshop:Instructions>
Profile #3 (XMP)	
Property Value	Text

6.4.5 photoshop:Source

Name	Source
Identifier	photoshop:Source
Definition	Identifies the original owner of the copyright for the intellectual content of the item. This could be an agency, a member of an agency or an individual. Source could be different from the creator, rights owner or rights agent.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String

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Attributes	None
Example	<photoshop:Source>Hatley Images</photoshop:Source>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	None
Examples	<photoshop:Source>Hatley Images</photoshop:Source>
Profile #3 (XMP)	
Property Value	Text

6.4.6 photoshop:TransmissionReference

Name	Transmission Reference
Identifier	photoshop:TransmissionReference
Definition	A number or identifier that was created or issued for the purpose of improving workflow handling and image tracking. This ID should be added by the creator or provider for transmission and routing purposes only and should have no significance for archiving.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<photoshop:TransmissionReference>HSDK02031020</photoshop:TransmissionReference>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	None
Examples	Model #1 <photoshop:TransmissionReference>HSDK02031020</photoshop:TransmissionReference>
Profile #3 (XMP)	
Property Value	Text

6.5 IPTC Element and Attribute Definitions

The second set of elements incorporated in this specification come from the IPTC image specifications. Because IDEAlliance is committed to coordinating their PRISM specification with other industry specifications, we are including some of these metadata fields in our Metadata for Images Specification.

6.5.1 Iptc4XmpExt:City

Name	City
Identifier	Iptc4XmpExt:City
Definition	Specifies City
Comment	

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Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<lptc4XmpExt:City>Louisville</lptc4XmpExt:City>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	None
Examples	Model #1 <lptc4XmpExt:City>Louisville</lptc4XmpExt:City>
Profile #3 (XMP)	
Property Value	Text

6.5.2 Iptc4XmpExt:CountryCode

Name	Country Code
Identifier	Iptc4XmpExt:CountryCode
Definition	International country code for of the location of the shoot such as "DE".
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<lptc4XpmExt:CountryCode>US</lptc4XpmExt:CountryCode>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	<lptc4XpmExt:CountryCode>US</lptc4XpmExt:CountryCode>
Profile #3 (XMP)	
Property Value	Closed choice Text RFC3066

6.5.3 Iptc4XmpExt:CountryName

Name	Country
Identifier	Iptc4XmpExt:CountryName
Definition	Specifies the country name.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	

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Model #1	
Element Content	String
Attributes	None
Example	<Iptc4XmpExt:CountryName>United States</Iptc4XmpExt:CountryName>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	<Iptc4XmpExt:CountryName>United States</Iptc4XmpExt:CountryName>
Profile #3 (XMP)	
Property Value	Text

6.5.4 Iptc4XmpExt:LocationCreated

Name	Location Created
Identifier	Iptc4XmpExt:LocationCreated
Definition	Specifies the location of the shoot
Comment	An image of the Golden Gate Bridge may be taken from either Oakland or from San Francisco. So indicating both the LocationCreated and LocationShown may be important.
Occurrence	Occurs 0 or 1 time
PAM	No
Profile #1 (XML)	
Model #1	
Element Content	Subelements
Attributes	None
Example	<Iptc4XpmExt:LocationCreated> ... </Iptc4XpmExt:LocationCreated>
Profile #2 (RDF)	
Model #1	
Element Content	Subelements
Attributes	
Examples	<Iptc4XpmExt:LocationCreated>... </Iptc4XpmExt:LocationCreated>
Profile #3 (XMP)	
Property Value	bag LocationDetails

6.5.5 Iptc4XmpExt:LocationShown

Name	Location Shown
Identifier	Iptc4XmpExt:LocationShown
Definition	Specifies the location shown in the image
Comment	An image of the Golden Gate Bridge may be taken from either Oakland or from San Francisco. So indicating both the LocationCreated and LocationShown may be important.
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	Subelements

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Attributes	None
Example	<Iptc4XpmExt:LocationShown> ... </Iptc4XpmExt:LocationShown>
Profile #2 (RDF)	
Model #1	
Element Content	Subelements
Attributes	
Examples	Model #1 <Iptc4XpmCore:LocationShown>... </Iptc4XpmCore:LocationShown>
Profile #3 (XMP)	
Property Value	bag LocationDetails

6.5.6 Iptc4XmpExt:ProvinceState

Name	Province State
Identifier	Iptc4XmpExt:ProvenceState
Definition	Specifies Province or State
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String
Attributes	None
Example	<Iptc4XmpExt:ProvinceState>Kentucky</Iptc4XmpExt:ProvinceState>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	<Iptc4XmpExt:ProvinceState>Kentucky</Iptc4XmpExt:ProvinceState>
Profile #3 (XMP)	
Property Value	Text

6.5.7 Iptc4XmpExt:Sublocation

Name	Sublocation
Identifier	Iptc4XmpExt:Sublocation
Definition	Specifies the sublocation name. This sublocation name could either be the name of a sublocation to a city or the name of a well known location or (natural) monument outside a city.
Comment	
Occurrence	Occurs 0 or 1 time
Included in PAM?	No
Included in PSV?	Yes, using <components metadata and coded as <meta
Profile #1 (XML)	
Model #1	
Element Content	String

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Attributes	None
Example	<Iptc4XmpExt:Sublocation>Churchill Downs</Iptc4XmpExt:Sublocation>
Profile #2 (RDF)	
Model #1	
Element Content	Plain Literal
Attributes	
Examples	<Iptc4XmpExt:Sublocation>Churchill Downs</Iptc4XmpExt:Sublocation>
Profile #3 (XMP)	
Property Value	Text