

# TRAVEL → SNAP CARDS METADATA



Metadata is information about an image that is attached to an image file. This information can be generated by the camera, and is often referred to as EXIF data. It can include such important information as: camera and lens used, settings, and geo tagging for determining the precise location. Digital cameras and smartphones, will add EXIF data unless you turn that function off.

**PRINT SIZE: A5**  
14cm x 21cm /  
5.83" x 8.27"

## FIELDS

Metadata is critical not only on the Internet, but also important from a business perspective. There are a few Metadata fields that are considered critical to a travel photographer.

- Copyright and contact information of the creator.
- Caption, Description, Location.
- Keywords
- Unique identifiers (such as file numbers)

## CATEGORIES

**Administrative:** Creation date & location, instructions for the users, job identifiers, and other details.

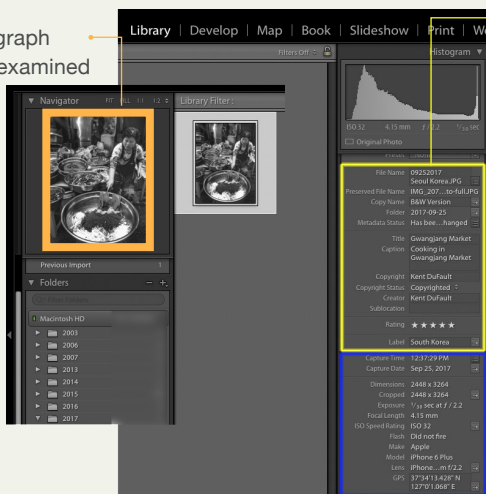
**Descriptive:** Information about the visual content. This may include headline, caption, keywords, people, locations, companies, artwork or products shown in the image.

**Rights:** Identification of the creator, copyright information, credits and underlying rights in the visual content including model and property rights. Further rights usage terms and other data for licensing the use of the image.

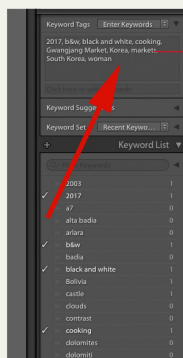
It's important that the metadata stored in an image file stays with the image. Metadata is essential for identification and copyright protection. Metadata are also key to smoothing workflow, easily finding digital images via search – online or offline – and tracking image usage.

## METADATA IN LIGHTROOM

Photograph being examined



Information manually entered by the photographer... the creator.



Always enter Keyword Tags. They are vital to locating your images as your library of travel photography becomes vast.

The EXIF Metadata that was captured by the camera.

**PRO TIP!** There is data that you must add yourself in an editing program, and it is recommended that you do this as soon as possible after creating pictures.