Photographer's guide to MediaBeacon
Required file names and metadata, updated Fri. Nov. 17, 2023

The Duke University School of Medicine is now using a Digital Asset Management system called MediaBeacon (MB) to store images, publications, and graphics.

To create a useful and efficient application for searches, each image needs to follow the guidelines below.

Yes, these are different than the Duke University naming conventions.
Please use these guidelines when working for the School of Medicine and Duke Health.

WHAT ARE THE GUIDELINES FOR NAMING FILES?

Adhering to the file naming guidelines is essential. It allows for effective searches for people looking for your photos.

Do **not** upload photos that have file names from the camera or smart phone – such as **IMG_123** or **Pix123**. Use file names that will assists search for stored assets by using specific words.

For example, **students_in_lab.jpg** is too vague. We have thousands of photos of students and thousands of photos of labs. That means a search result from searching "students" will result in thousands of photos.

A more useful, and specific file name would be **PA_students_SIM_lab.jpg**.

Use this naming convention for photos of individuals:

- ↘ Klotman_Mary_dean_091823_0123.jpg

- ↘ Klotman_Mary = last name first, use an underscore between last and first name

- ↘ 091823_0123 = the first six numerals are the date of the shoot, followed by the frame number from the camera

- ↘ .jpg = the file format extension

 Try not to use over 35 characters in the file name – not including file extension

• Avoid punctuation and special characters in file names altogether. For example, don't use: \ / : * ? " < > |

• Underscores should be used in place of spaces, and do not use periods except before the format extension – "chapel_spring_graduation.jpg"

• When using hyphenated names use a dash (-) between the two parts of a name.
  Julia Louis-Dreyfus should appear as **Louis-Dreyfus_Julia**

• Use middle names or initials when the name is common
  John Carter Smith should appear as **Smith_John_Carter**

• When you received file names like 020823_mcelroy_lisa020.jpg you'll need to change the file name to **McElroy_Lisa_tranplant_surgeon 020823_020.jpg**

HOW TO ADD METADATA TO A FILE

Before you deliver photo to your client, you **must** make sure the metadata (Dublin Core) is completed correctly.

Dublin Core is an international industry format standard for adding information/metadata to a file. The standard was created in 1995.

The metadata is a feature that allows searches to be quick and accurate. Metadata must be attached to all assets. It's imperative the metadata is completed on all files uploaded to MB.

Freelance photographers and Duke University photographers add metadata to their photos. Freelance photographers are required, as part of a working agreement with Duke University, to complete the metadata.

Photographers might want to use PhotoMechanic, or other application to apply metadata as a batch process. If you apply the same metadata to multiple photos, please be sure to go back and add the name of the people in individual photos.

In Adobe Photoshop you can view the metadata with an image by going to **File > File Info…**

- **DESCRIPTION** is a short explanation that includes the names and titles of the people in the photo, what SOM/Duke Health program, center, or department, and any other relevant information.

- **TITLE** is the file name. You don't need to add the format extension.

- **RIGHTS** is always ©Duke University, unless the photo was provided by a donor or someone who does not work for Duke University. In that case enter "unknown."

- **CREATOR** is the photographer's name.

- **KEYWORDS** are the most important information to complete.
  You need to add at least 5-8 keywords. The School of Medicine program, department, unit, school, and institute are the most important keywords.

- **CONTRIBUTORS** will be the writer for the project if you know it.

- **PUBLISHERS** no information needed, leave blank.

- **COVERAGE** – indicates where the image has been used – print brochure, collateral, web page, or email.

- **DATE** – date the photograph was taken

- **SOURCE UNIQUE IDENTIFIER** -- add the DHDAA or SOM project number – for example 23-0509 or 23-0833

| AGE	DIVERSITY	NUMBER OF PEOPLE	POSITION
		group of people	administrator
		no people	child
		one person	doctor
		two people	donor
			mother
		OBJECT	nurse
		bed	patient
CONCEPT / EMOTION		building	physician assistant
care		cell	researcher
concentrate	**HOSPITAL PRACTICE**	computer	student
concern	Childrens Hospital	construction	surgeon

confident
depressed
expert
family
happy
indoors
laugh
nature
outdoors
research
sad
serious
teamwork

University hospital
Durham regional
primary care
Raleigh hospital
urgent care

LOCATION
Duke Campus
Durham
Durham County
North Carolina
Orange County
Raleigh
Wake County

lab
medication
monitor
opthalmoscope
pipette
screen
stethoscope
white coat
virus

technician
therapist

TREATMENT AREAS
cancer
diabetes
Diet
emergency
executive health
fertility
fitness
geriatrics
gynecology
heart
homecare hospice
integrative
nursing
ophthalmology
orthopaedics
pediatrics
psychiatry
research
sports medicine
stroke
surgery
transplant
vein
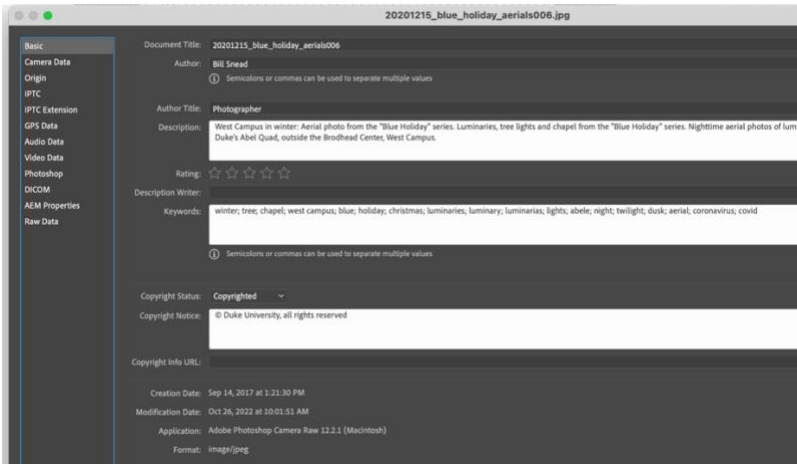
Keywords – add a minimum of 4-6 keywords to each asset. These are only suggestions.