


IPTC CORE FIELDS - and how they are used

INFORMATION	IPTC CORE FIELDS	NOTES ON USE
Contact	Creator's contact details	
	Creator	The creator of the image. This data does not change, even if copyright changes hands.
	Creator's Job Title	Job title of the creator of the image. This could be the job title of a staff photographer, freelancer or other role.
	Creator's Contact Details (Address, City, State/Province, Postal Code, Country, Phone, Email, Website)	How to contact the creator of the image (who is not necessarily the supplier, which is catered for in IPTC Extension)
Image	Formal Image description	
	Date Created  Exif	The date, and optionally the time, the image was created. This can be copied from the Exif information.
	Intellectual Genre	The artistic or intellectual nature of an image expressed in terms from a controlled vocabulary. The IPTC Genre Newscodes can be found at www.newscodes.org . They are not specific to photos.
	IPTC Scene Code	Controlled list from IPTC Scene Newscodes (eg close up, action, night scene). See www.newscodes.org
	Location (Sublocation, City, State/Province, Country, ISO Country Code)	This is a legacy field to indicate the location of the image. <i>We recommend using 'Location Created' or 'Location Shown' in IPTC Extension which distinguish between the location where the image was shot and the location shown in the image.</i>





Field is shared with a corresponding field in PLUS standard

Exif

A corresponding field is available in the Exif standard. Some software may support copying the value from the Exif metadata into the IPTC field

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Content	Visual content description	
	Headline	A brief summary of the description, this field is used where an abbreviated reference to the image contents is required. (eg a short descriptor for news items, for use under thumbnails in a database, or as a shoot reference.)
	Description	This field contains the caption to the image - the who, what, where, when and why of the image contents.
	Keywords	Keywords are search terms for finding the image, and may be single words or phrases.
	IPTC Subject Code	Specifies subjects from the Subject-NewsCodes controlled vocabulary. See www.newscodes.org .
	Description Writer	The name of the person involved in writing, editing or correcting the description of the content.
Status	Workflow and Copyright Information	
	Title 	Title is a shorthand reference for the item which can be text or numeric. It is often used for the file name or picture number. <i>IPTC Extension</i> now has 'Supplier's Image ID', so the Title field can be used for the photographer's original file name.
	Job ID	This is a job ID or job number, used to track and identify the job for which the image was supplied.
	Instructions	Instructions from the provider or creator of the image, this field can contain information about restrictions on image use (not catered for in Rights Usage Terms) or about embargos or technical details to assist in good reproduction.
	Credit Line 	The credit that should be displayed when the image is published.
	Source	Identifies the original owner of the copyright for the image, which can sometimes be different from 'Creator'.
	Copyright Notice	Contains the formal notice of current copyright ownership .
	Rights Usage Terms	Contains licensing instructions on the way the image can be used. (The PLUS fields can also be used to give more precise licensing information.)



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