



IPTC Photo Metadata Conference 2022

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Discussion

- New IPTC fields in Adobe Bridge
- Use cases and workflow demonstrations (HTML and Creative Cloud products)
- Current and future Adobe product support

New in Bridge



New Bridge metadata fields

Available now in Bridge v13.

Alt Text (Accessibility)

- Supports normative requirements of [SC 1.1.1 Non-text content](#).
- Supports informative technique [G94: Providing short text alternative](#).

Extended Description (Accessibility)

- Supports informative technique [G92: Providing long description for non-text content](#).



peafowl.jpg

Metadata

<i>f/</i> --	--	552 x 409	
--	--	73 KB	72 ppi
--	ISO --	Untagged	RGB

Alt Text (Accessibility)

Male peacock head.

Extended Description (Accessibility)

The male is metallic blue on the crown, the feathers of the head being short and curled. The fan-shaped crest on the head is made of feathers with bare black shafts and tipped with blush-green webbing. A white stripe above the eye and a crescent shaped white patch below the eye are formed by bare white skin. The sides of the head have iridescent greenish blue feathers. The back has scaly bronze-green feathers with

Keywords

Use cases and demonstrations



Use case in HTML – aria-describedby

The new metadata fields can support a dynamic workflow whereby metadata is extracted for both the `alt` attribute and, as shown here, an `aria-describedby` attribute and `ID` ref.

```
  
<p id="extended-description">  
  The male is metallic blue on the crown, the feathers  
  of the head being short and curled. [...]  
</p>
```



The male is metallic blue on the crown, the feathers of the head being short and curled. The fan-shaped crest on the head is made of feathers with bare black shafts and tipped with blush-green webbing. A white stripe above the eye and a crescent shaped white patch below the eye are formed by bare white skin. The sides of the head have iridescent greenish blue feathers. The back has scaly bronze-green feathers with black and copper markings.

Source: [W3C complex image tutorial](#)

Use case in HTML – figcaption

The new metadata fields could also support a **figure** and **figcaption** paradigm where the **Extended Description (Accessibility)** field populates the **figcaption**.

```
<figure role="group">  
    
  <figcaption>  
    The male is metallic blue on the crown, the  
    feathers of the head being short and curled. [...]  
  </figcaption>  
</figure>
```

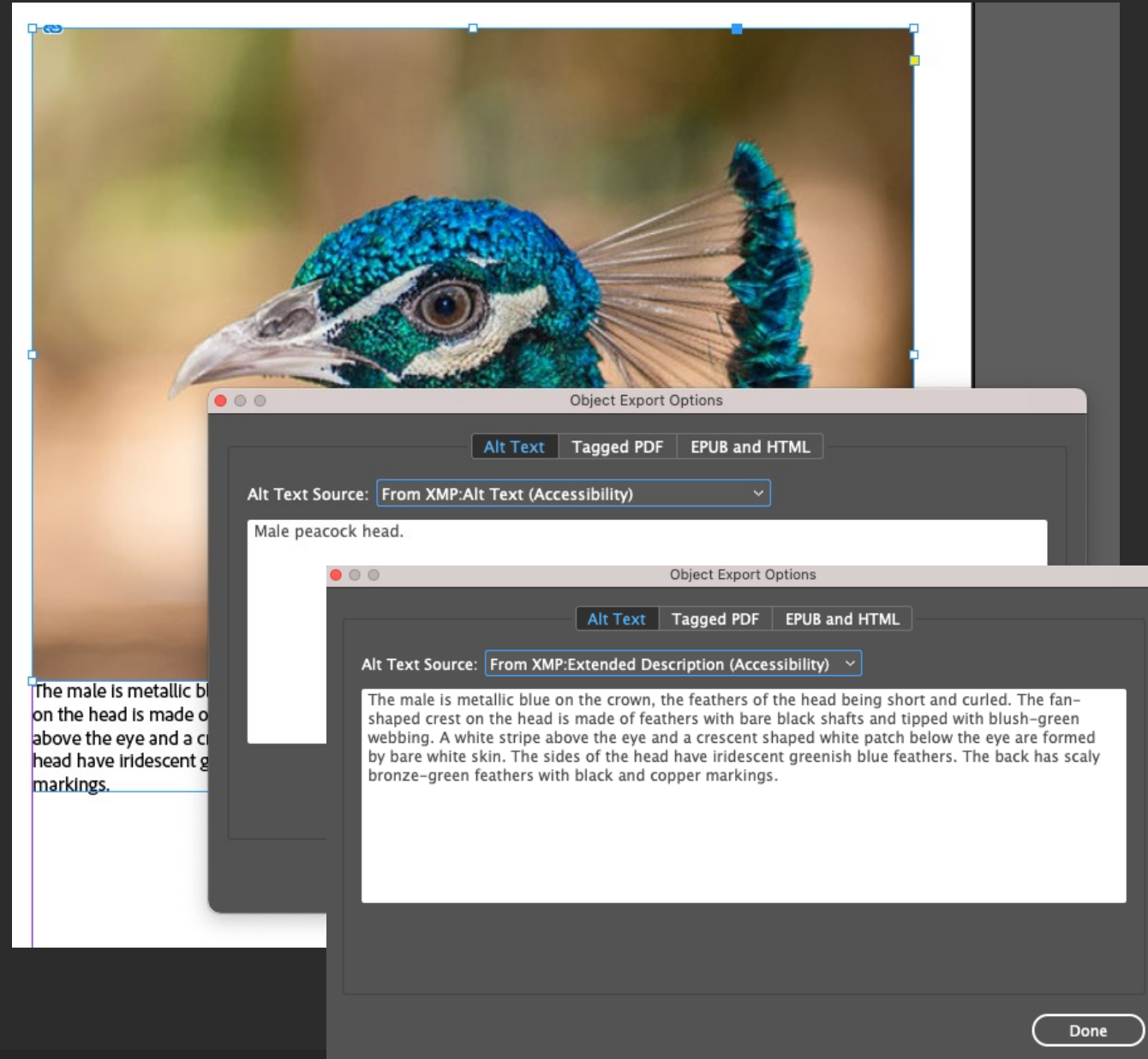


The male is metallic blue on the crown, the feathers of the head being short and curled. The fan-shaped crest on the head is made of feathers with bare black shafts and tipped with blush-green webbing. A white stripe above the eye and a crescent shaped white patch below the eye are formed by bare white skin. The sides of the head have iridescent greenish blue feathers. The back has scaly bronze-green feathers with black and copper markings.

Source: [W3C complex image tutorial](#)

Use case in Adobe InDesign

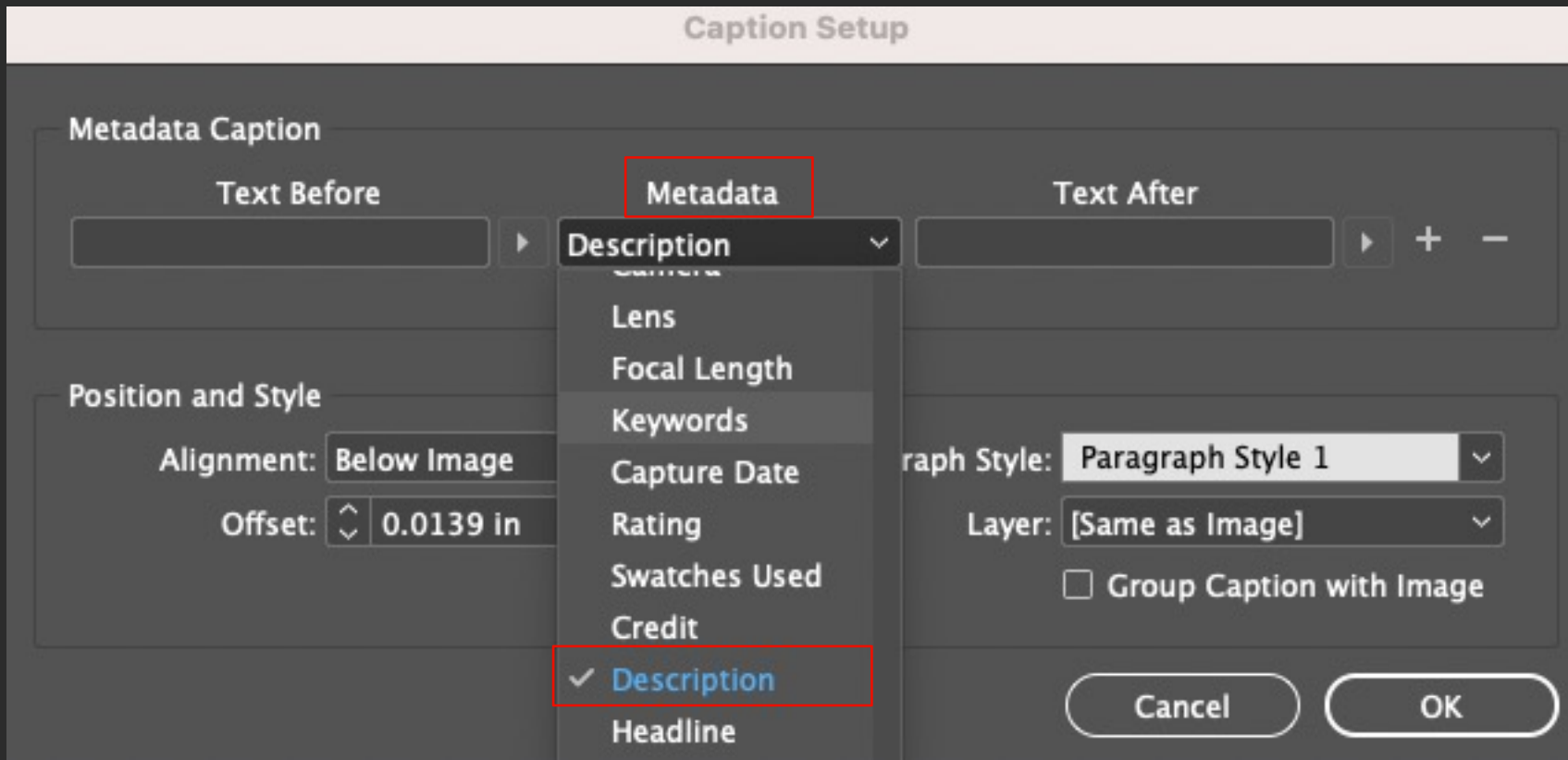
- **InDesign v17.4 Beta** now supports both new accessibility metadata fields in the Object Export Option dialog found here: **Object > Object Export Options**.
- The metadata authored in Adobe Bridge will pipe into InDesign file and be passed along to the tagged PDF or EPUB exports.



Live and static captions in InDesign

InDesign does not currently support the new metadata fields in the **Caption Setup** dialog, but this will be an ideal usage of the new **Extended Description (Accessibility)** field.

Stay tuned for updates!



In this example the workaround of using the **Description** field achieves the same functionality until the metadata fields are added to this UI.

The fields are however available via scripting today.

Edit new fields directly in XMP file info

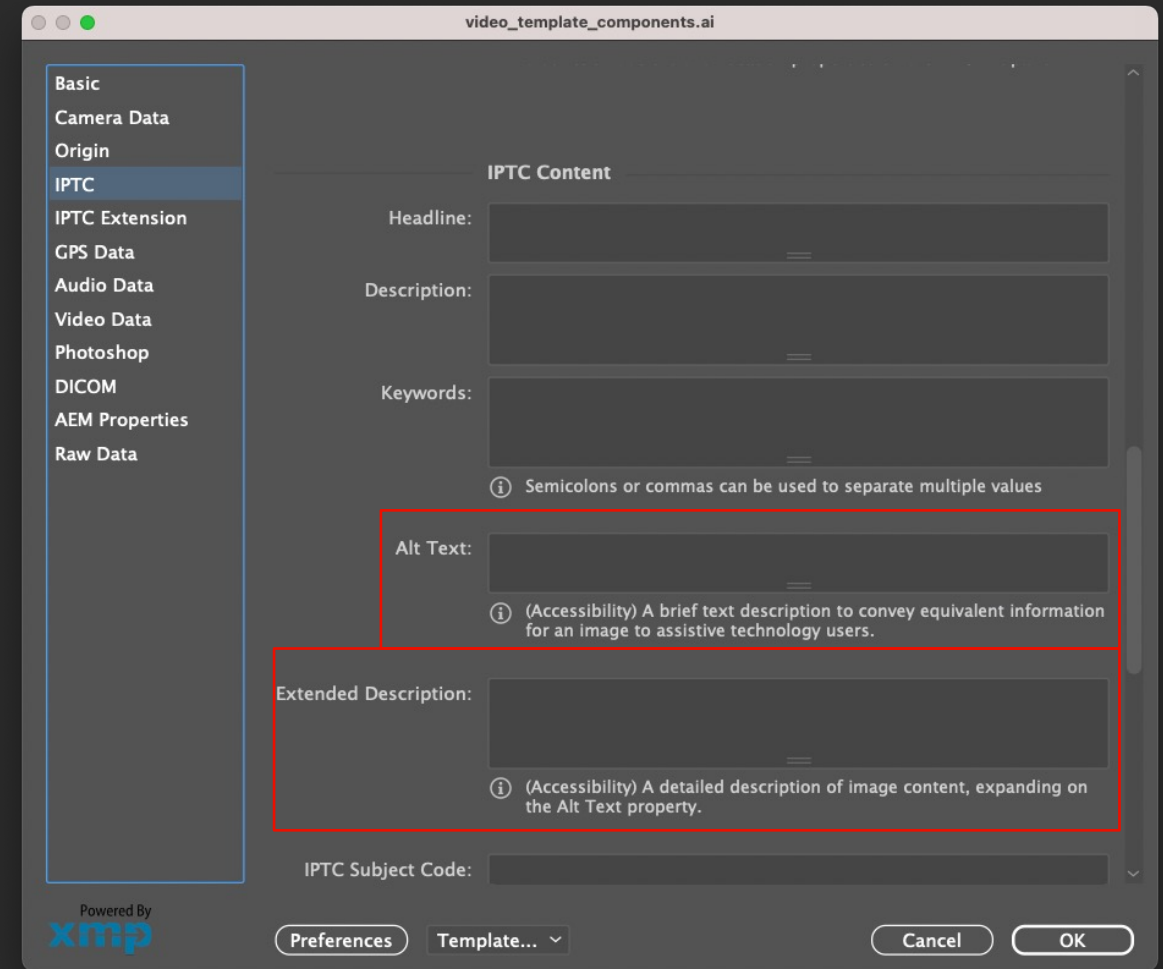
Image authors can specify the accessibility metadata fields directly within the XMP file info dialog under the **IPTC > IPTC Content** section in supported products. The fields were abbreviated but come with a “more info” description in the text input field.

Alt Text:

- (Accessibility) A brief text description to convey equivalent information for an image to assistive technology user.

Extended Description:

- (Accessibility) A detailed description of image content, expanding on the Alt Text property.



Current and future support



Current support and future possibilities

Creative Cloud

- Bridge – Full support.
- Illustrator – Full support for XMP file info dialog.
- InDesign – Full support with exception of Live Captions.
- Photoshop – In discussions with product team.

Experience Cloud

- Adobe Experience Manager Sites – In discussions with product team.
- Adobe Experience Manager Assets – In discussions with product team.

Q&A



