



# ***METADATA OVERVIEW***

from the  
**CONTENT ASSET  
MANAGEMENT SYSTEM  
(CAMS)**  
for  
**KUED Media Solutions, KUED-  
TV,  
& the Utah Education Network**

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As the breadth and depth of the client base for the key partners in the CAMS initiative expands, the need for new metadata descriptors will increase. Each new academic discipline or client contributor will likely require additional cataloging fields. With new constituents arise customized metadata fields and descriptors.

The metadata can be divided into two main groupings.

1. SOURCE MEDIA DESCRIPTIONS: One set of metadata focuses on the characteristics of the SOURCE materials from which the final distributed media assets are harvested.
2. DISTRIBUTED MEDIA DESCRIPTIONS: The other set of metadata focuses on the characteristics and content descriptions for the DISTRIBUTED materials that are shared and delivered through the media asset management system.

The metadata structures defined here are divided into these two main groupings, plus one more. This third grouping is labeled THE BARE NECESSITIES and represents a collapsed and condensed set of descriptor fields for a media asset. A few of these fields are standard issue with the Ascential Software Media360 system. Other fields are drawn from the metadata sets described by the specifications set forth in the IMS: Instructional Management Systems Project (<http://www.imsproject.org/metadata/mdinfov1p1.html>) in conjunction with the Dublin Core Metadata Templates ([http://www.sics.se/~preben/DC/DC\\_guide.html](http://www.sics.se/~preben/DC/DC_guide.html)). Most fields and their descriptions are based on previous asset management experiences by KUED Media Solutions.

NOTE: There are REDUNDANCIES in the metadata descriptors offered here which can be eliminated or combined as discussions about database architecture and programming unfold.

NOTE: These metadata lists represent a WISH LIST of descriptions fields that could be included in the Media360 asset management system. As needs are better defined and workflows established, these lists will undoubtedly be pared down. As an example, during the suggested Roll Out of Media360 as a Proof of Concept, these fields have been greatly reduced (refer to [Metaviews for Proof of Concept Roll Out](#)).

## **MENU FOR THREE CATEGORIES OF WISH LIST METADATA...**

1. [Bare Necessities Wish List](#): Core Metadata Descriptors about a Media Asset
2. [Source Materials Wish List](#): Metadata about the Original Media Item
  - a. [Author Wish List](#) of the Original Media Item
  - b. [Publisher Wish List](#) of the Original Media Item
  - c. [Contributor Wish List](#) of the Original Media Item
  - d. [Distributor Wish List](#) of the Original Media Item
  - e. [Attributes Wish List](#) of the Original Media Item
3. [Distributed Materials Wish List](#): Metadata about the Shared/Distributed Media Asset
  1. [Attributes Wish List](#) of the Distributed Media Item
  2. [Content Descriptions Wish List](#) of the Distributed Media Item
    - [Common Wish List](#) Content Descriptions
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During the first stage of roll out for the Ascential Media360 system within the organization, we envision a subset of metadata will be used to partially illustrate the types of information which can be catalogued in the media asset management system. From the wishlist of all metadata which is proposed in the Metadata Sections of this web site, we have selected a smaller collection of metadata fields and values. They are organized into what Media360 calls Metaviews. The menu below will take you to a listing of the metadata associated with each metaview.

## MENU FOR METAVIEWS PROPOSED FOR THE PROOF OF CONCEPT ROLL OUT

- [OVERVIEW OF METAVIEWS](#)

1. [Common](#): Core Metadata Descriptors that are standard in Media360
2. [Subject Matter](#): Metadata Descriptors related to the content or subject matter of an asset
3. [Audience Info](#): Metadata about the intended audience for an asset
4. [Author & Rights](#): Metadata identifying copyright, author, and use restrictions associated with an asset
5. [Utah Core Curriculum K-12](#): Utah State Core Curriculum goals & objectives which may be associated with an asset
6. [Asset Attributes](#): Metadata Descriptors about the characteristics of the actual asset in Media360
7. [Source Attributes](#): Metadata Descriptors about the characteristics of the original or source materials from which the Media360 asset has been drawn.

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● **Overview of Metaviews (Proof of Concept Roll Out)**

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Listed here are suggested metaviews for the Proof of Concept Roll Out. As of March 20, 2001, this is a first draft and is subject to further revision and paring.



Common	Subject Matter	Audience Info	Author & Rights	K-12 Curriculum	Asset Attributes	Source Attributes
Asset ID Asset Name Asset Type	Asset ID Asset Name Asset Type	Asset ID Asset Name Asset Type	Asset ID Asset Name Asset Type	Asset ID Asset Name Asset Type	Asset ID Asset Name Asset Type	Asset ID Asset Name Asset Type
Related Collection Name	Event Year Represented	Target Broadcast Audience	Copyright Date	Associated Utah Core Area NUMBERS	Storage Method Physical Format	Date of Recording or Creation
Related Project or Initiative	Event Month & Date Represented General Subject	Target Educational Audience	Author Last Name Author First Name	Associated Utah Core Area NAMES	Physical World Location	Source Physical Format
Related Series	Genre	Language	Author Middle Name	Associated Utah Core COURSES	Physical World ID Number	Source Physical World Location
Number in Series	Art Work Form	Audience Rating	Author Credentials	Associated Utah Core STANDARDS	Digital Architecture Digital File Format	Source Physical World ID Number
Related Program or Publication	Art Work Dimensions Person/Group/Thing Represented		Corporate or Orgnaizaitonal Author	Associated Utah Core LEARNING OBJECTIVES	Asset File Name Asset URL	
Storage Method	Affiliation or Title		Contact Information		Frame Size (video) Frame Rate (video)	Source Duration (any linear format)
Asset File Name	Activity Represented		Production Credits		Sample Size (audio)	Source Length (text)
Asset URL	Specific Place or					

	Formation	Type of Rights	Sample Rate (audio)
Date of Record Creation	Collective Place or Formation	Rights Holder or Grantor	Tracks (video/audio)
Date of Last Update	County	Contact Info for Rights Holder	Timecode In (video/audio)(Virage)
Comments	State	Rights Status	Timecode Out (video/audio)(Virage)
	Country	Time Restrictions Type	Duration (any linear format)
	Related Keywords	Time Restriction Duration	Length (text)
	Transcript	Time Restriction-Start Date	
	Anecdotal Comments	Time Restriction-End Date	
	Speech-to-Text (Virage)	Payment Schedule	
		Scope of Rights Granted	
	Territory of Rights Granted		
	Rights Hx-Contract Reference		
	Rights Hx-Date of License		
	Rights Hx-Date of Original Broadcast		

			Rights Hx- Date of Original Publication			
			Rights Hx- Original Payment			
			Rights Hx- Required Submissions			
			Rights Hx- Comments			

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• **Metaview of an Asset's Common Attributes (Proof of Concept Roll Out)**

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**METAVIEW CONTAINING METADATA ABOUT AN ASSET'S COMMON ATTRIBUTES (STANDARD WITHIN MEDIA 360 PLUS SOME ADDITIONAL FIELDS)...**

<b>METAVIEW: ASSET'S COMMON ATTRIBUTES (Proof of Concept Roll Out)</b>					
This metaview contains metadata which identifies common attributes that are standard within Media360.					
FIELD ID	FIELD NAME	DATA TYPE	FIELD LENGTH	RESTRICTED VALUES (PULL DOWN LIST)	DESCRIPTION OF FIELD
POC	Asset ID	numeric			Automatically generated by Media360. Not modifiable.
POC	Asset Title	alphanumeric	50		Unique Name assigned to an asset. Repeated on this layout from the Common Metaview.
POC	Asset Type	alphanumeric	25	<ul style="list-style-type: none"><li>• video</li><li>• audio</li><li>• multimedia</li><li>• image</li><li>• text (e.g., docs, pdf, code, spreadsheets)</li><li>• web (html)</li></ul>	

POC	Related Collection Name	alphanumeric	150		
POC	Related Project or Initiative	alphanumeric	100		

If the asset is part of a larger collection of contributed media items, then the collection name is indicated here. For example, The Browning Collection of Fine Art, The Folk Life of Utah Project, The Utah History Encyclopedia, etc.

If the asset is drawn from a specific project with various media outcomes, then it is indicated here, e.g., Teenage Pregnancy Project (could include videos, web site, pamphlets, etc.)

POC	Related Series	alphanumeric	50		If applicable, this is the title of a SERIES from which the media item is drawn. Different than a program or book title.
POC	Number in Series	alphanumeric	15		
POC	Related Program or Publication	alphanumeric	50		
POC	ASSET: Storage Method	alphanumeric	75	<ul style="list-style-type: none"> <li>• digital within Media360</li> <li>• digital external to Media360</li> <li>• physical world</li> </ul>	Describes whether the distributed asset is digitized and resides in Media 360, digital and resides external to Media360, or maintains a physical presence in the real world.
POC	ASSET: File Name	alphanumeric	30		This is the file name of the actual asset as stored on the Media360 file/storage servers or the video servers.

POC	ASSET: URL	alphanumeric	150	<p>If the asset is retrievable only by using a URL to access a web page, then the URL substitutes for the Asset File Name.</p> <p>(Interwoven Teamsite may require this, as well as UEN)</p>
POC	Date of Record Creation	date	20	Date that this Media360 record was created.
POC	Date of Last Update	date	20	Date that this record was last updated.
POC	Comments	alphanumeric	200	Text string with general comments about the record. This is a standard field within Media360 and may actually be replaced by fields in the Metaview: SUBJECT MATTER

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## METAVIEWS: ASSET'S SUBJECT MATTER...

METAVIEW: ASSET SUBJECT MATTER (Proof of Concept Roll Out)					
This metaview contains metadata which identifies the subject matter or content associated with an asset found within Media360.					
FIELD ID	FIELD NAME	DATA TYPE	FIELD LENGTH	RESTRICTED VALUES (PULL DOWN LIST)	DESCRIPTION OF FIELD
POC	Asset ID	numeric			Automatically generated by Media360. Not modifiable.
POC	Asset Title	alphanumeric	50		Unique Name assigned to an asset. Repeated on this layout from the Common Metaview.
POC	Asset Type	alphanumeric	25	<ul style="list-style-type: none"> <li>• video</li> <li>• audio</li> <li>• multimedia</li> <li>• image</li> <li>• text (e.g., docs, pdf, code, spreadsheets)</li> <li>• web (html)</li> </ul>	
POC	Event Year Represented	alphanumeric	15		Particular year associated with an asset, such as when an image was taken to record that particular event or in what year the contents of the asset take place. This is VERY different than a copyright date.

**GUIDELINES:**

Start with numbers, not letters. The numbers can be followed by non-numerical data, such as a \*?\* for uncertainty, or \*s\* to represent a decade.

For example:

1930s

1940?

1970-1980

Do not begin with non numerical element, e.g., c. 1980 (circa 1980). Use 1980? instead.

POC	Event Month and Date Represented	alphanumeric	15	A more specific field than ENVENT YEAR. This is for MONTH and DAY only.
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**GUIDELINES:**

Type only the MONTH and DAY in this field. Spell out the entire month, followed by the day in arabic numbers, e.g., January 10.

Do not use abbreviations.

POC	General Subject	alphanumeric	255	Enter here one or more GENERAL subject topics or information. More specific subject topic fields are provided for great precision.
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**GUIDELINES**

1. General rule. Analyze the contents of the work and summarize into topics (e.g., Buildings. Theaters). Do not mention contents that comprise less than 20% of the work.

2. Use the plural form for all countable nouns. Always use plural form for countable nouns. If the plural is irregular, use the Synonym file to record both singular and plural forms as related keywords.

3. Punctuation. When entering multiple topics, separate them with a period and a space. Always capitalize the first letter of a topic and any special nouns (name of a person or organization).

4. Accuracy. Use words and expressions LITERALLY in a strict sense. Do not

make analogies. Do not quote misconcepts. Example: Avoid expressions associated with "similar to", "close to", "resemble", "as if", "like"(prep.), "so called", "mistaken", etc.

5. Clarity. Avoid terms that have ambiguous meanings. Example: Avoid expressions associated with "maybe", "perhaps", "somewhat", etc.

6. Uniqueness. Avoid homographs (words having the same spelling but different in origin, meaning, and sometimes pronunciation) by using a synonym that has unique meanings. This includes avoiding terms that spell exactly the same as a widely used acronym. Example: Use "Assistance", not "Aids" (spelled the same as the disease AIDS)

7. Formality. Use formal English language as apposed to colloquial usage or slang. Example: Use "Children", not "Kids"

8. Currency. Choose terms that are CURRENTLY widely used. Avoid obsolete ones.

POC	Genre
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- instructional
- documentary
- docudrama
- drama
- opera
- ballet
- modern
- dance
- telecourse
- edutainment
- funding proposal
- sports
- training
- promotion
- sales
- contract
- bid
- tracking/actualization
- invoice

POC	Art Work Form
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Enter form related terms here (as opposed to content related terms entered in previous fields such as Subject General). Example: Postcards or Lesson plans



## GUIDELINES:

Punctuation. Separate each topic with period if there is more than one.

Cases. Always capitalize the beginning word . Capitalize beginning word following each period. Capitalize all special nouns. Example: Postcards. Personal correspondence

## FOR ART WORKS:

- acrylic on canvas
- architecture
- basketry
- beadwork
- billboard
- bronze
- ceramics
- cast
- concrete
- charcoal
- clay
- clay, unbaked
- colored pencil
- engraving
- etching
- fabric crafts
- fiber
- forged iron
- fur
- glapasto
- graphite on paper
- horsehair
- ink
- leathercraft
- limestone
- lithograph
- marble
- mixed media
- mosaic
- mural
- multimedia
- oil on canvas
- oil on canvas board

POC	Art Work Dimensions	alphanumeric	25	Actual physical dimensions of the original art work which the asset represents
POC	Person/Group/Thing Represented	alphanumeric	255	Enter here name of the main subject (name of a person, organization/institution, or a thing/item).

**GUIDELINES:**

This field is relatively defined depending on how many layers of information are available for the media asset. In some cases, this field is an extra layer of information in addition to the SPECIFIC FORMATION/PLACE

Examples:

PERSON/GROUP/THING: Tyrannosaurus

SPECIFIC FORMATION/PLACE: Utah Museum of Natural History

COLLECTIVE FORMATION/PLACE: Salt Lake City

In other cases, there is barely any distinction between this field and the SPECIFIC FORMATION/PLACE and this field can just be left empty, such as a picture of the Museum building with no specific foreground information.

1. Specificity. Be as specific as possible. This means that the description and choice of words should EXACTLY represent the topic of the work, being neither broader or narrower than the topic. Example: if a work focuses on a particular Indian tribe, mention the EXACT tribe name instead of describing American Indians in general (which should be entered in the subject general field).

2. Cases. Always capitalize the first word for this field.

3. Dates (additional). If it is a person and the birth/death dates are know, put in them in a parenthesis beside the person's name. Example: If a person's specific birth or death date is known, enter the year only in the form of: (b.year):

Scott M. Matheson (b.1929)

(notice there is NO SPACE between the b. and the year)

If both birth and death dates are known, enter the range of years in the form of:

(year-year) Example:

Avard Fairbanks (1897-1987)

POC	Affiliation or Title	150	Additional information for the field PERSON/GROUP/THING only (i.e., official title).
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**GUIDELINES:**

Example:

PERSON/GROUP/THING: Brigham Young (1801-1877)

AFFILIATION/TITLE: second LDS Church President (1847-1877), first Governor of Utah Territory (1850-1857)

Punctuation. Separate each descriptive element with a comma if there is more than one.

Cases. Do NOT capitalize the beginning word since this field is always used in association with PERSON/GROUP/THING. Capitalize all special nouns.

POC	Activity Represented	alphanumeric	255	Additional information regarding a particular action/activity for the preceding field PERSON/GROUP/THING only
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**GUIDELINES:**

Example:

PERSON/GROUP/THING: Heber J. Grant

AFFILIATION: president of the Church of Jesus Christ of Latter-day Saints

ACTIVITY: on KZN Radio

It can also stand alone by itself without a preceding PERSON/GROUP/THING, if it is unknown or unimportant who/what carries the action/activity.

Example: Dancing (it doesn't matter who is dancing or the dancers are unknown)

\*Notice that the first word is capitalized in this case. Please read the following Form/Grammar/Punctuation for details.

This is the field that can be used if a media item belongs to Special Education disciplines and certain subject behaviors need to be indicated, such as: perseveration behavior.

Punctuation. Separate each descriptive element with a comma if there is more than one.

Cases. Do NOT capitalize the beginning word unless it is the first field following the SUBJECT FIELD skipping the PERSON/GROUP/THING field. Capitalize all special nouns.

POC	Specific Place or Formation	alphanumeric	255	This field is relatively defined depending on how many layers of information are available for the item. In some cases, this field is a higher hierarchy than the PERSON/GROUP/THING.
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**GUIDELINES:**

Example: PERSON/GROUP/THING: Tyrannosaurus  
 SPECIFIC FORMATION/PLACE: Utah Museum of Natural History  
 COLLECTIVE FORMATION/PLACE: Salt Lake City

In other cases, there are not so many layers of information and there is barely any distinction between this field and the PERSON/GROUP/THING, so this field can just stand all by itself while leaving the PERSON/GROUP/THING FIELD empty.

Punctuation. . Separate each descriptive element with comma if there is more than one.

Cases. Do NOT capitalize the beginning word unless it is the first field following the SUBJECT FIELD. Capitalize all special nouns.

POC	Collective Place or Formation	alphanumeric	255	Enter names of places that can be broken down to smaller elements, e.g., names of cities/towns, lakes and rivers, national parks.
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**GUIDELINES:**

Example:  
 Salt Lake City  
 Lehi  
 Arches National Park

Punctuation. Separate each descriptive element with comma if there is more than one.

Cases. Do NOT capitalize the beginning word unless it is the first field following the SUBJECT FIELD. Capitalize all special nouns.

POC	County	alphanumeric	150	[UTAH'S 29 COUNTIES] <ul style="list-style-type: none"> <li>● Beaver County</li> <li>● Box Elder County</li> <li>● Cache County</li> <li>● Carbon County</li> <li>● Daggett County</li> <li>● Davis County</li> <li>● Duchesne County</li> <li>● Emery County</li> <li>● Garfield County</li> <li>● Grand County</li> <li>● Iron County</li> <li>● Juab County</li> <li>● Kane County</li> <li>● Millard County</li> <li>● Morgan County</li> <li>● Piute County</li> <li>● Rich County</li> <li>● Salt Lake County</li> <li>● San Juan County</li> <li>● Sanpete County</li> <li>● Sevier County</li> <li>● Summit County</li> <li>● Tooele County</li> <li>● Uintah County</li> <li>● Utah County</li> <li>● Wasatch County</li> <li>● Washington County</li> <li>● Wayne County</li> <li>● Weber County</li> <li>● other</li> </ul>	Enter a county or counties that are related to the content of the media asset.
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**GUIDELINES:**

This field can be blank if the content has nothing to do with a particular county. Example: Simon Bamberger (b. 1846); Utah. (note that county info is not relevant here)

If there is more than one county involved, manually enter them separated by a comma and one space. No ending punctuation. Example: Cache County, Emery County (note NOT Cache and Emery Counties)

POC	State	alphanumeric	150	[USA 50 states & territories] <ul style="list-style-type: none"><li>● Alabama</li><li>● Alaska</li><li>● Arizona</li><li>● Arkansas</li><li>● California</li><li>● Colorado</li><li>● Connecticut</li><li>● Delaware</li><li>● Florida</li><li>● Georgia</li><li>● Guam</li><li>● Hawaii</li><li>● Idaho</li><li>● Illinois</li><li>● Indiana</li><li>● Iowa</li><li>● Kansas</li><li>● Kentucky</li><li>● Louisiana</li><li>● Maine</li><li>● Maryland</li><li>● Massachusetts</li><li>● Michigan</li><li>● Minnesota Mississippi</li><li>● Missouri</li><li>● Montana</li><li>● Nebraska</li><li>● Nevada</li><li>● New Hampshire</li><li>● New Jersey</li><li>● New Mexico</li><li>● New York</li><li>● North Carolina</li><li>● North Dakota</li><li>● Ohio</li><li>● Oklahoma</li><li>● Oregon</li><li>● Pennsylvania</li><li>● Puerto Rico</li><li>● Rhode Island</li><li>● South Carolina</li><li>● South Dakota</li><li>● Tennessee</li><li>● Texas</li><li>● Utah</li><li>● Vermont</li><li>● Virgin Islands</li><li>● Virginia</li><li>● Washington</li></ul>	Enter name of the state the content belongs to. It will be mostly Utah by default.
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- West Virginia
- Wisconsin
- Wyoming
- other

**GUIDELINES:**

This field can be blank if the content has nothing to do with a particular state.

If there is more than one state involved, manually enter them separated by a comma and one space. No ending punctuation. Example: New Mexico, Utah

POC	Country	alphanumeric	150	If a particular country or countries are important to the media asset's content, they will be entered into this field.
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**GUIDELINES:**

This field can be blank if the content has nothing to do with a particular country.

If there is more than one country involved, manually enter them separated by a comma and one space. No ending punctuation. Example: United States, Mexico, Canada

POC	Related Keywords	alphanumeric	unlimited	The Related Keywords are used to supplement the terms/names already entered in the various fields of the summary description (see Subject General, etc.). This field may be modified depending on the related thesaurus searching capabilities of Media360.
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**GUIDELINES:**

Use related keywords under these conditions:

(a) synonyms for the words/phrases

Example: Utes / Ute Indians / Nucu / Native Americans / American Indians /

(b) variant name forms (older/newer, formal/informal, maiden/married, etc.)

Example: University of Deseret / University of Utah / Note that older names are needed only if the content covers that part of the history when the older name is involved.

(c) variant spellings  
Example: theatre / theater /

(d) irregular plural forms (for regular ones, use plural form in the summary description fields)  
Example: foot / feet /

POC	Transcript	alphanumeric	unlimited	transcript of any video or audio
POC	Anecdotal Comments	alphanumeric	unlimited	additional supplied text by experts that adds color or insight to the description of the media asset not otherwise identified in the more specific content related fields.
POC	Speech-to-Text Transcript (Virage)	alphanumeric	unlimited	Result of Virage Speech-to-Text software which creates an approximate transcript of the asset.

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## Metaview of an Asset's Audience Info(Proof of Concept Roll Out)

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## METAVIEW CONTAINING METADATA ABOUT AN ASSET'S INTENDED TARGET AUDIENCE...

METAVIEW: ASSET'S AUDIENCE INFO(Proof of Concept Roll Out)					
This metaview contains metadata which identifies the target audience associated with an asset in Media360.					
FIELD ID	FIELD NAME	DATA TYPE	FIELD LENGTH	RESTRICTED VALUES (PULL DOWN LIST)	DESCRIPTION OF FIELD
POC	Asset ID	numeric			Automatically generated by Media360. Not modifiable.
POC	Asset Name	alphanumeric	50		Unique Name assigned to an asset. Repeated on this layout from the Common Metaview.
POC	Asset Type	alphanumeric	25	<ul style="list-style-type: none"><li>• video</li><li>• audio</li><li>• multimedia</li><li>• image</li><li>• text (e.g., docs, pdf, code, spreadsheets)</li><li>• web (html)</li></ul>	

POC	target broadcast audience	alphanumeric	50	<p>(These values may not be mutually exclusive)</p> <ul style="list-style-type: none"> <li>● children</li> <li>● teen</li> <li>● adult</li> <li>● general</li> <li>● male</li> <li>● female</li> <li>● other</li> </ul>
POC	target educational audience	alphanumeric	50	<p>(These values may not be mutually exclusive)</p> <ul style="list-style-type: none"> <li>● K-12 (general)</li> <li>● Pre-school (kindergarten)</li> <li>● Primary (grades 1-6)</li> <li>● Intermediate (grades 7-9)</li> <li>● High School (grades 10-12)</li> <li>● College</li> <li>● Post Graduate</li> <li>● General Education</li> <li>● Educator</li> <li>● Business</li> <li>● Health Sciences</li> <li>● Vocational</li> <li>● Adult</li> <li>● Special Audiences</li> <li>● General</li> <li>● Male</li> <li>● Female</li> <li>● other</li> </ul>

POC	language	alphanumeric	50	<p>(these values may not be mutually exclusive)</p> <ul style="list-style-type: none"> <li>● English</li> <li>● Spanish</li> <li>● English Captions</li> <li>● Spanish Captions</li> <li>● ASL (American Sign Language)</li> <li>● other language</li> </ul>	
POC	audience rating	alphanumeric	25	<p>(these values may not be mutually exclusive)</p> <ul style="list-style-type: none"> <li>● TV-Y</li> <li>● TV-Y7</li> <li>● TV-Y7-FV</li> <li>● TV-G</li> <li>● TV-PG</li> <li>● TV-PG (V)</li> <li>● TV-PG (S)</li> <li>● TV-PG (L)</li> <li>● TV-PG (D)</li> <li>● TV-14 (V)</li> <li>● TV-14 (S)</li> <li>● TV-14 (L)</li> <li>● TV-14 (D)</li> <li>● TV-MA</li> <li>● TV-MA (V)</li> <li>● TV-MA (S)</li> <li>● TV-MA (L)</li> </ul>	(see below for explanations)

## Television Program Ratings: Categories

### **The following categories apply to programs designed solely for children:**

**TV-Y All Children**—This program is designed to be appropriate for all children. Whether animated or live-action, the themes and elements in this program are specifically designed for a very young audience, including children from ages 2-6. This program is not expected to frighten younger children.

**TV-Y7 Directed to Older Children**—This program is designed for children age 7 and above. It may be more appropriate for children who have acquired the developmental skills needed to distinguish between make-believe and reality. Themes and elements in this program may include mild fantasy violence or comedic violence, or may frighten children under the age of 7. Therefore, parents may wish to consider the suitability of this program for their very young children. Note: For those programs where fantasy violence may be more intense or more combative than other programs in this category, such programs will be designated **TV-Y7-FV**.

### **The following categories apply to programs designed for the entire audience:**

**TV-G General Audience**—Most parents would find this program suitable for all ages. Although this rating does not signify a program designed specifically for children, most parents may let younger children watch this program unattended. It contains little or no violence, no strong language and little or no sexual dialogue or situations.

**TV-PG Parental Guidance Suggested**—This program contains material that parents may find unsuitable for younger children. Many parents may want to watch it with their younger children. The theme itself may call for parental guidance and/or the program contains one or more of the following: moderate violence (V), some sexual situations (S), infrequent coarse language (L), or some suggestive dialogue (D).

**TV-14 Parents Strongly Cautioned**—This program contains

some material that many parents would find unsuitable for children under 14 years of age. Parents are strongly urged to exercise greater care in monitoring this program and are cautioned against letting children under the age of 14 watch unattended. This program contains one or more of the following: intense violence (V), intense sexual situations (S), strong coarse language (L), or intensely suggestive dialogue (D).

**TV-MA** Mature Audience Only—This program is specifically designed to be viewed by adults and therefore may be unsuitable for children under 17. This program contains one or more of the following: graphic violence (V), explicit sexual activity (S), or crude, indecent language (L).

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## Metaview of an Asset's Author, Copyright & Use Restrictions (Proof of Concept Roll Out)

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## METAVIEW CONTAINING METADATA ABOUT AN ASSET'S AUTHOR, COPYRIGHT & USE RESTRICTIONS...

METAVIEW: ASSET'S AUTHOR, COPYRIGHT & USE RESTRICTIONS (Proof of Concept Roll Out)					
This metaview contains metadata which copyright ownership, authors, and use restrictions.					
FIELD ID	FIELD NAME	DATA TYPE	FIELD LENGTH	RESTRICTED VALUES (PULL DOWN LIST)	DESCRIPTION OF FIELD
POC	Asset ID	numeric			Automatically generated by Media360. Not modifiable.
POC	Asset Title	alphanumeric	50		Unique Name assigned to an asset. Repeated on this layout from the Common Metaview.

POC	Asset Type	alphanumeric	25	<ul style="list-style-type: none"> <li>● video</li> <li>● audio</li> <li>● multimedia</li> <li>● image</li> <li>● text (e.g., docs, pdf, code, spreadsheets)</li> <li>● web (html)</li> </ul>
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POC	source copyright date	numeric	4	
POC	author name last	alphanumeric	50	
POC	author name first	alphanumeric	50	
POC	author name middle	alphanumeric	50	
POC	author credentials	alphanumeric	10	<ul style="list-style-type: none"> <li>● Ph.D.</li> <li>● Ed.D.</li> <li>● M.D.</li> <li>● J.D.</li> <li>● R.N.</li> <li>● M.S.</li> <li>● M.S.W.</li> <li>● M.A.</li> <li>● M.Arch.</li> <li>● M.Ed.</li> <li>● M.F.A.</li> <li>● M.Lib.Sc.</li> <li>● B.A.</li> <li>● B.F.A.</li> <li>● B.S.</li> <li>● M.T. A. A.</li> <li>● D.D.S.</li> <li>● D.V.M.</li> <li>● D.M.D</li> </ul>



POC	author corporate or organizational	alphanumeric	100
POC	author contact information	alphanumeric	200
POC	production credits	alphanumeric	200

<p>If no individual "person" is considered the author, but a corporation or organization is, then this field would be used.</p>
<p>Text string lumping street address, phone numbers, faxes, e-mail, or urls into one field for the Proof of Concept. Perhaps later we can break these out into discrete, searchable fields.</p> <p>Use USP standards</p>
<p>free form text field into which important production credits for an asset can be entered, e.g., producer, director, writer, special thanks, funding agency, programmer, designer,</p>

					graphics, instructional design, etc.
POC	Type of rights	alphanumeric	50	<ul style="list-style-type: none"> <li>● video</li> <li>● audio</li> <li>● music</li> <li>● image</li> <li>● text</li> <li>● code</li> <li>● multimedia object</li> <li>● software component</li> <li>● other</li> </ul>	
POC	Rights holder or grantor	alphanumeric	100		Text string identifying the person or organization who has granted us the rights to use an asset.
POC	Rights holder or grantor contact info	alphanumeric	200		Text string lumping street address, phone numbers, faxes, e-mail, or urls into one field for the Proof of Concept. Perhaps later we can break these out into discrete, searchable fields.

POC	Rights Status	alphanumeric	50	<ul style="list-style-type: none"> <li>● rights granted</li> <li>● rights refused (in general)</li> <li>● rights refused (no payment)</li> <li>● request ignored</li> </ul>	
POC	Time restrictions type	alphanumeric	15	<ul style="list-style-type: none"> <li>● perpetuity</li> <li>● time restricted</li> <li>● renewable</li> </ul>	If "time restricted" or "renewable" is selected, then the three following fields need to be referenced.
POC	Time restriction duration	alphanumeric	15		Type in the number of days, months, years or whatever that the contract specifies, e.g., 90 days.
POC	Time restriction... <b>Start Date</b>	date	25		Identifies a start date as noted in a specific contract or previous arrangement.
POC	Time restriction... <b>End Date</b>	date	25		Identifies an end date as noted in a specific contract or previous arrangement.

POC	Payment schedule	alphanumeric	30	<ul style="list-style-type: none"> <li>● flat fee</li> <li>● based on sales</li> <li>● based on percentage of sales</li> <li>● based on per seat</li> <li>● based on percentage of per seat or unit</li> </ul>	
POC	Scope of rights granted	alphanumeric	50	<p>(These values may not be mutually exclusive)</p> <ul style="list-style-type: none"> <li>● unrestricted (blanket rights)</li> <li>● broadcast only</li> <li>● broadcast domestic</li> <li>● broadcast international</li> <li>● non-broadcast only</li> <li>● non-broadcast domestic</li> <li>● non-broadcast international</li> <li>● for sale</li> <li>● for sale syndicated</li> <li>● for sale home video</li> <li>● not-for-sale</li> <li>● non-profit use only</li> <li>● educational use only</li> <li>● student use only</li> <li>● school taping rights</li> <li>● school streaming rights</li> </ul>	<p>Specifies under what conditions or parameters an asset can be distributed, used or repurposed.</p>

				<ul style="list-style-type: none"> <li>● training &amp; professional development</li> <li>● preview or trial only</li> <li>● web distribution</li> <li>● multimedia (CD-ROM, CD-Audio, DVD-ROM, DVD-Videodisc)</li> <li>● derivative works prohibited</li> <li>● derivative works OK</li> <li>● other</li> </ul>	
POC	Territory of rights granted	alphanumeric	30	<ul style="list-style-type: none"> <li>● worldwide</li> <li>● other (enter specific continents, countries or areas)</li> </ul>	
POC	Rights Hx: Contract Reference	alphanumeric	20		Some type of reference information which leads the user to the actual contract that has been ingested and indexed in the Media360 system.
POC	Rights Hx: date of license	date	25		Date in which the licensing of rights was originally granted

POC	Rights Hx: date of original broadcast	date	25		
POC	Rights Hx: date of original publishing or distribution	date	25		
POC	Rights Hx: original payment	numeric	15	(enter dollar amount)	Free text entry of dollar amount paid based on all the other usage and rights fields filled in above.
POC	Rights Hx: required submissions	alphanumeric	50		Description of other submissions requested by the rights holder or grantor, e.g., Apple requests two physical copies of a CD-ROM project which contains the QuickTime installation software.
POC	Rights Hx: Comments	alphanumeric	200		General comments on the rights arrangement made.

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• **Metaview of an Asset's Relationship to the Utah Core Curriculum for K-12 (Proof of Concept Roll Out)**

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## METAVIEW CONTAINING METADATA ABOUT AN ASSET'S RELATIONSHIP TO THE UTAH CORE CURRICULUM FOR K-12...

<b>METAVIEW: ASSET'S RELATIONSHIP TO UTAH CORE CURRICULUM K-12 (Proof of Concept Roll Out)</b>					
This metaview contains metadata which associates an asset with possible links to the Utah Core Curriculum for K-12..					
FIELD ID	FIELD NAME	DATA TYPE	FIELD LENGTH	RESTRICTED VALUES (PULL DOWN LIST)	DESCRIPTION OF FIELD
POC	Asset ID	numeric			Automatically generated by Media360. Not modifiable.
POC	Asset Title	alphanumeric	50		Unique Name assigned to an asset. Repeated on this layout from the Common Metaview.



POC	Asset Type	alphanumeric	25	<ul style="list-style-type: none"> <li>● video</li> <li>● audio</li> <li>● multimedia</li> <li>● image</li> <li>● text (e.g., docs, pdf, code, spreadsheets)</li> <li>● web (html)</li> </ul>	
POC	Associated Utah Core Area identified by <b>number(s)</b>	alphanumeric		(values are drawn from a pre-established list of core curriculum areas from the Utah State Office of Education)	<p>The reason these Utah Core Curriculum metadata fields are retained is because an asset in Media360 may actually need to be associated with with these descriptors. A video would be an example, or even a video clip, or an animation sequence demonstrating a particular concept.</p> <p>These fields may not contain just one number or name or course or standard of learning objective. This</p>

				needs further discussion.
				These fields are not meant to be used to describe Lesson Plans. Those are indexed in an already existing database system in the UEN web site.
POC	Associated utah Core Area identified by <b>name(s)</b>	alphanumeric	(values are drawn from a pre-established list of core curriculum areas from the Utah State Office of Education)	
POC	Associated Utah Core identified by <b>course(s)</b>		(values are drawn from a pre-established list of courses related to the core curriculum areas from the Utah State Office of Education)  (values displayed for user input are dependent on prior selection from core curriculum area)	

POC	Associated Utah Core identified by <b>standard(s)</b>	<p>(values are drawn from a pre-established list of standards)</p> <p>(values displayed for user input are dependent on prior selection from course values)</p>
POC	Associated Utah Core identified by <b>learning objective(s)</b>	<p>(values are drawn from a pre-established list of learning objectives)</p> <p>(values displayed for user input are dependent on prior selection from the standards values)</p>

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## Metaview of an Asset's Attributes (Proof of Concept Roll Out)

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## METAVIEW CONTAINING METADATA ABOUT AN ASSET'S ATTRIBUTES...

### METAVIEW: ASSET ATTRIBUTES (Proof of Concept Roll Out)

This metaview contains metadata which identifies the attributes and characteristics associated with an asset found within Media360.

FIELD ID	FIELD NAME	DATA TYPE	FIELD LENGTH	RESTRICTED VALUES (PULL DOWN LIST)	DESCRIPTION OF FIELD
POC	Asset ID	numeric			Automatically generated by Media360. Not modifiable.
POC	Asset Title	alphanumeric	50		Unique Name assigned to an asset. Repeated on this layout from the Common Metaview.
POC	Asset Type	alphanumeric	25	<ul style="list-style-type: none"><li>• video</li><li>• audio</li><li>• multimedia</li><li>• image</li><li>• text (e.g., docs, pdf, code, spreadsheets)</li><li>• web (html)</li></ul>	

POC	ASSET: storage method	alphanumeric	75	<ul style="list-style-type: none"> <li>● digital within Media360</li> <li>● digital external to Media360</li> <li>● physical world</li> </ul>	Describes whether the distributed asset is digitized and resides in Media 360, digital and resides external to Media360, or maintains a physical presence in the real world.
POC	ASSET: physical format	alphanumeric	30	<p><b>FOR VIDEO...</b></p> <ul style="list-style-type: none"> <li>● 1-inch reel</li> <li>● Beta-SP</li> <li>● Beta</li> <li>● D3</li> <li>● Beta Digital</li> <li>● DV</li> <li>● DVC-Pro 25</li> <li>● DVC-Pro 50</li> <li>● DVCam (Sony)</li> <li>● U-Matic 3/4in. Cassette</li> <li>● 2-inch Quad</li> <li>● S-VHS</li> <li>● VHS (most frequent)</li> <li>● D-VHS</li> <li>● M2</li> <li>● 8mm</li> <li>● Hi8</li> <li>● Digital 8mm</li> <li>● D1</li> <li>● D2</li> <li>● D4</li> <li>● D5</li> <li>● D6</li> <li>● DVD-Videodisc</li> <li>● DVD-ROM</li> <li>● CD-ROM</li> <li>● Laser Videodisc CAV</li> <li>● Laser Videodisc CLV</li> </ul>	<p>Describes the physical format of an asset that is indexed and managed in Media360, but which does not exist in a digital form. Rather it exists in some form in the physical world.</p> <p>This field may overlap with the field SOURCE: physical format (needs discussion)</p> <p>Perhaps these should be broken out into separate fields with separate value lists.</p> <p>Better yet, can the choice made in the field ASSET TYPE conditionally alter the choices available from this field, thus reducing the long list of values.</p>

### ***FOR AUDIO....***

- 1-inch reel
- 2-inch 24 track
- 1/4in. reel
- audio cassette
- LP Record
- 8mm/8track
- DAT Tape
- CD-Audio
- CD-ROM

### ***FOR IMAGES...***

- slide
- photograph
- picture
- art original
- art print
- art reproduction
- chart
- filmstrip
- flash card
- flip chart
- postcard
- poster
- radiograph
- stereograph
- study print
- technical drawing
- transparency
- wall chart
- CD-ROM
- Kodak PhotoCD
- computer file

### ***FOR TEXT...***

- hard copy book
- hard copy manuscript
- hard copy periodical
- hard copy

				<ul style="list-style-type: none"> <li>newspaper</li> <li>● hard copy paper</li> <li>● computer file</li> </ul> <ul style="list-style-type: none"> <li>● other</li> </ul>	
POC	ASSET: physical world location	alphanumeric	50		Text string describing where in the physical world the ASSET's physical format resides. This is not an ID number, but a location. Used when the actual physical form is being indexed in Media360.
POC	ASSET: physical world ID number	alphanumeric	50		Text string identifying a specific tape number, book number, or ID number that uniquely references the ASSET's physical form in the physical world. Used when the actual physical form is being indexed in Media360.
POC	ASSET: digital architecture	alphanumeric	20	<p><b>FOR VIDEO...</b></p> <ul style="list-style-type: none"> <li>● QuickTime</li> <li>● RealMedia</li> <li>● WindowsMedia</li> <li>● MPEG1</li> <li>● MPEG2</li> <li>● I-MPEG (DV)</li> </ul> <p><b>FOR AUDIO...</b></p> <ul style="list-style-type: none"> <li>● QuickTime</li> <li>● RealMedia</li> </ul>	



- WindowsMedia
- MIDI
- MP3

***FOR IMAGE...***

- Bitmap
- Vector
- Wavelet

***FOR MULTIMEDIA...***

- QuickTime
- QuickTime VR
- RealMedia
- WindowsMedia
- Animation
- 3D
- Interactive  
Authoring

***FOR WEB...***

- http
- https
- rtsp
- cgi
  
- other

POC	ASSET: digital file format	alphanumeric	20	<p><b>FOR VIDEO...</b></p> <ul style="list-style-type: none"> <li>● mov</li> <li>● rm</li> <li>● asf</li> <li>● avi</li> <li>● mpg</li> <li>● MPEG2</li> </ul> <p><b>FOR AUDIO....</b></p> <ul style="list-style-type: none"> <li>● mov</li> <li>● rm</li> <li>● asf</li> <li>● avi</li> <li>● MP3</li> <li>● wav</li> <li>● aif</li> <li>● ui</li> <li>● mid</li> <li>● PCM</li> <li>● CD-Audio</li> </ul> <p><b>FOR IMAGE...</b></p> <ul style="list-style-type: none"> <li>● jpg</li> <li>● gif</li> <li>● psd</li> <li>● PhotoCD</li> <li>● pct</li> <li>● tif</li> <li>● eps</li> <li>● tga</li> <li>● bmp</li> <li>● dib</li> <li>● rle</li> <li>● pal</li> <li>● rdi</li> <li>● cgm</li> <li>● drw</li> <li>● dxf</li> <li>● igs</li> <li>● hgl</li> <li>● pcx</li> </ul>	<p>These file formats may prove redundant in light of the fact that these are most often the file extensions in the asset's file name.</p> <p>However, there may be value to searching on a field which allows the user to find all records that pertain to a certain file format.</p>
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- plt
- ras
- wmf (Windows metafile)
- wpg (Word Perfect Graphic)

***FOR TEXT...***

- doc
- wpd
- pdf
- pdf form
- html
- txt
- xls
- other

***FOR MULTIMEDIA...***

- mov
- rm
- asf
- vrmf
- flash
- shockwave
- html
- javascript
- java
- authorware
- director

***FOR WEB...***

- html
- other

POC	ASSET: File Name	alphanumeric	30		This is the file name of the actual asset as stored on the Media360 file/storage servers or the video servers. (repeated from the Common Metaview)
POC	ASSET: URL	alphanumeric	150		If the asset is retrievable only by using a URL to access a web page, then the URL substitutes for the Asset File Name.  (Interwoven Teamsite may require this, as well as UEN)  (repeated from the Common Metaview)
POC	Frame Size (video)	alphanumeric	10	<ul style="list-style-type: none"> <li>● 1920x1080</li> <li>● 720x486</li> <li>● 640x480</li> <li>● 320x240</li> <li>● 240x180</li> <li>● 160x120</li> <li>● other</li> </ul>	
POC	Frame Rate (video)	alphanumeric	10	<ul style="list-style-type: none"> <li>● 30fps</li> <li>● 29.97fps</li> <li>● 25fps</li> <li>● 24fps</li> <li>● 15fps</li> <li>● 12fps</li> <li>● 7fps</li> <li>● 5fps</li> <li>● 2fps</li> <li>● 1fps</li> <li>● other</li> </ul>	

POC	Sample Size (audio)	alphanumeric	6	<ul style="list-style-type: none"> <li>• 32bit</li> <li>• 16bit</li> <li>• 8bit</li> </ul>
POC	Sample Rate (audio)	alphanumeric	10	<ul style="list-style-type: none"> <li>• 48kHz</li> <li>• 44.1kHz</li> <li>• 22.050kHz</li> <li>• 11.025kHz</li> </ul>
POC	Tracks (video/audio)	alphanumeric	6	<ul style="list-style-type: none"> <li>• V only</li> <li>• VA1</li> <li>• VA2</li> <li>• VA1A2</li> <li>• A1</li> <li>• A2</li> <li>• A1A2</li> <li>• A3</li> <li>• A4</li> <li>• A5</li> <li>• A6</li> <li>• A7</li> <li>• A8</li> </ul>
POC (Virage)	Timecode In (video/audio)	alphanumeric	20	<p>These numbers may be:</p> <ul style="list-style-type: none"> <li>• SMPTE Timecode (01:23:45:09) nondrop (01;23;45;09) drop</li> <li>• Milliseconds Timecode (01:23:45.365)</li> <li>• H:M:S (2hr 34min 34sec)</li> <li>• Videodisc Frames (12576)</li> </ul>

POC (Virage)	Timecode Out (video/audio)	alphanumeric	20
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These numbers may be:

- SMPTE Timecode (01:23:45:09) nondrop (01;23;45;09) drop
- Milliseconds Timecode (01:23:45.365)
- H:M:S (2hr 34min 34sec)
- Videodisc Frames (12576)

POC (Virage)	Duration (any linear format)	alphanumeric	20
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These numbers may be:

- SMPTE Timecode (01:23:45:09) nondrop (01;23;45;09) drop
- Milliseconds Timecode (01:23:45.365)
- H:M:S (2hr 34min 34sec)
- Videodisc Frames (12576)
- Duration relates to video, audio, animations or any unfolding linear format or file

POC	Length (text)	alphanumeric	10
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Number of pages in a text asset, e.g., 256 pages, or 5 pages

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## Metaview of an Asset's Source Attributes (Proof of Concept Roll Out)

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# METAVIEW CONTAINING METADATA ABOUT AN ASSET'S SOURCE ATTRIBUTES...

### METAVIEW: ASSET'S SOURCE ATTRIBUTES (Proof of Concept Roll Out)

This metaview contains metadata which identifies the attributes and characteristics associated with the original or source media from which the Media360 asset was drawn.

FIELD ID	FIELD NAME	DATA TYPE	FIELD LENGTH	RESTRICTED VALUES (PULL DOWN LIST)	DESCRIPTION OF FIELD
POC	Asset ID	numeric			Automatically generated by Media360. Not modifiable.
POC	Asset Title	alphanumeric	50		Unique Name assigned to an asset. Repeated on this layout from the Common Metaview.
POC	Asset Type	alphanumeric	25	<ul style="list-style-type: none"><li>• video</li><li>• audio</li><li>• multimedia</li><li>• image</li><li>• text (e.g., docs, pdf, code, spreadsheets)</li><li>• web site (html)</li></ul>	



POC	SOURCE: Date of recording or creation	date	25		Date on which the source material was acquired, recorded, shot or created.
POC	SOURCE: physical format	alphanumeric	30	<p><b>FOR VIDEO...</b></p> <ul style="list-style-type: none"> <li>● 1-inch reel</li> <li>● Beta-SP</li> <li>● Beta</li> <li>● D3</li> <li>● Beta Digital</li> <li>● DV</li> <li>● DVC-Pro 25</li> <li>● DVC-Pro 50</li> <li>● DVCam (Sony)</li> <li>● U-Matic 3/4in. Cassette</li> <li>● 2-inch Quad</li> <li>● S-VHS</li> <li>● VHS (most frequent)</li> <li>● D-VHS</li> <li>● M2</li> <li>● 8mm</li> <li>● Hi8</li> <li>● Digital 8mm</li> <li>● D1</li> <li>● D2</li> <li>● D4</li> <li>● D5</li> <li>● D6</li> <li>● DVD-Videodisc</li> <li>● DVD-ROM</li> <li>● CD-ROM</li> <li>● Laser Videodisc CAV</li> <li>● Laser Videodisc CLV</li> </ul> <p><b>FOR AUDIO....</b></p>	<p>Describes the original source format as it exists in the physical world. Values are broken out according to VIDEO, AUDIO, IMAGE and TEXT.</p> <p>Perhaps these should be broken out into separate fields with separate value lists.</p> <p>Better yet, can the choice made in the field ASSET TYPE conditionally alter the choices available from this field, thus reducing the long list of values.</p>

- 1-inch reel
- 2-inch 24 track
- 1/4in. reel
- audio cassette
- LP Record
- 8mm/8track
- DAT Tape
- CD-Audio
- CD-ROM

***FOR IMAGES...***

- slide
- photograph
- picture
- art original
- art print
- art reproduction
- chart
- filmstrip
- flash card
- flip chart
- postcard
- poster
- radiograph
- stereograph
- study print
- technical drawing
- transparency
- wall chart
- CD-ROM
- Kodak PhotoCD
- computer file

***FOR TEXT...***

- hard copy book
- hard copy manuscript
- hard copy periodical
- hard copy

				newspaper <ul style="list-style-type: none"> <li>• hard copy paper</li> <li>• computer file</li> </ul> <p><b>FOR MULTIMEDIA...</b> (later rollout)</p>	
POC	SOURCE: physical world location	alphanumeric	50		Text string describing where in the physical world the source's physical format resides. This is not an ID number, but a location.
POC	SOURCE: physical world ID number	alphanumeric	50		Text string identifying a specific tape number, book number, or ID number that uniquely references the source's physical form in the physical world.
POC (Virage)	SOURCE: Duration (any linear format)	alphanumeric	20		These numbers may be: <ul style="list-style-type: none"> <li>• SMPTE Timecode (01:23:45:09) nondrop (01;23;45;09) drop</li> <li>• Milliseconds Timecode (01:23:45.365)</li> <li>• H:M:S (2hr 34min 34sec)</li> <li>• Videodisc</li> </ul>

POC	SOURCE: Length (text)	alphanumeric	10

<p>Frames (12576)</p> <ul style="list-style-type: none"> <li>• Duration relates to video, audio, animations or any unfolding linear format or file</li> </ul>
<p>Number of pages in a text asset, e.g., 256 pages, or 5 pages</p>

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• **Bare Necessities Metadata Wish List**

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## BARE NECESSITIES METADATA WISH LIST...

(POC = Proof of Concept)

<b>BARE NECESSITIES: CORE METADATA WISH LIST</b> Descriptors about a Media Asset					
FIELD ID	FIELD NAME	DATA TYPE	FIELD LENGTH	RESTRICTED VALUES (PULL DOWN LIST)	DESCRIPTION OF FIELD
POC	Asset ID	Numeric	4		Media360 preset numbering system for internal database management
POC	Asset Title	AlphaNumeric	50		Title of the asset
POC	Asset File Name	AlphaNumeric	50		For assets located through retrieval of a file name viewed online
	Asset URL	Alphanumeric	100		For assets located through URLs
POC	Asset Physical Location ID	Alphanumeric	100		For assets located by a physical location on a shelf or vault
POC	Asset Collection Name	Alphanumeric	100		Name of the collection from which the media asset was harvested or contributed.
	Asset Project	Alphanumeric	100		More refined than a Collection Name

POC	Date Created		25		Date the asset was made available in its present form in the media asset management system.
POC	Checked Out	alphanumeric	10		Notes if the asset is checked out and being modified in some way, making it unavailable for browsing by users.
	Author Statement	alphanumeric	150		Combines information harvested from the Source Author Metadata into a concise Author Attribution for the media item.
	Contributor Statement	alphanumeric	150		Combines information harvested from the Source Contributor Metadata into a concise Contributor Attribution fro the media item.
	Publisher Statement	alphanumeric	150		Combines information harvested from the Source Publisher Metadata into a concise Publisher Attribution for the media item.

	Distributor Statement	alphanumeric	150		Combines information harvested from the Source Distributor Metadata into a concise Distributor Attribution for the media item..
POC	Type of Asset	alphanumeric	25	<ul style="list-style-type: none"> <li>● video</li> <li>● audio</li> <li>● multimedia</li> <li>● image</li> <li>● text document</li> <li>● web page</li> <li>● lesson plan</li> </ul>	NOTE: FOR FURTHER DESCRIPTIONS OF THE CHARACTERISTICS OF EACH TYPE OF ASSET, SEE THE FOLLOWING: <a href="#">Characteristics</a> of the Original Media Item <a href="#">Characteristics</a> of the Distributed Media Item
POC	Format of Asset	alphanumeric	50		Type of file format for the media asset. Could be a value list which changes depending on the Type of Asset identified.
POC	Copyright Owner	alphanumeric	100		Entity who currently holds the copyright to the asset in all of its forms.



POC	Asset Usage Restrictions	alphanumeric	150	<p>(values are not mutually exclusive)</p> <ul style="list-style-type: none"> <li>● unrestricted</li> <li>● non-profit use only</li> <li>● educational use only</li> <li>● student use only</li> <li>● broadcast only (KUED/KULC)</li> <li>● non-broadcast</li> <li>● web distribution</li> <li>● CD-ROM, CD-Audio</li> <li>● DVD-ROM, DVD-Videodisc</li> <li>● not-for-sale</li> <li>● for sale</li> <li>● derivative works prohibited</li> <li>● derivative works OK</li> <li>● other</li> </ul>	Specifies under what conditions or parameters an asset can be used or repurposed.
POC	Usage Contract Required	alphanumeric	3	<ul style="list-style-type: none"> <li>● yes</li> <li>● no</li> </ul>	Identifies if a specific contract was or is required to formalize any derivative use of an asset and the associated restrictions.
	Usage Contract	alphanumeric	50		The actual contract is on file and retrievable within Media360.

POC	Usage Time Restrictions	alphanumeric	25		Identifies start and/or end dates and times as noted in a specific contract or previous arrangement.
	Version	alphanumeric			Specifies what version of the asset is being browsed or selected.
POC	Description Abstract or Anecdotal Comments	alphanumeric	255		A summary statement about the media asset.
POC	Subject or Keywords	alphanumeric	255		<p>The topic of the resource, or keywords, phrases or classification descriptors that describe the subject or content of the resource.</p> <p>FOR FURTHER DELINEATION SEE THE FOLLOWING: <a href="#">Content Descriptions</a> of the Distributed Media Item</p>
POC	asset target audience	alphanumeric	50	<ul style="list-style-type: none"> <li>• Age 0-5 (preschool to kindergarten)</li> <li>• Age 6-8 (primary)</li> <li>• Age 9-15 (intermediate through jr.hi.)</li> <li>• Age 16-19 (sr.hi.)</li> <li>• Adult</li> </ul>	

				<ul style="list-style-type: none"> <li>• Special Audiences</li> <li>• General</li> </ul>	
POC	asset language	alphanumeric		<ul style="list-style-type: none"> <li>• English</li> <li>• Spanish</li> <li>• Specify Other Languages</li> <li>• Captioned</li> <li>• ASL (American Sign Language)</li> </ul>	

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## SOURCE AUTHOR WISH LIST...

### SOURCE METADATA: THE AUTHOR OF THE ORIGINAL MEDIA ITEM FROM WHICH THE ASSET WAS OBTAINED

There may or may not be an author for a media item. Likewise, there may be multiple authors for an item. If there are authors, they may be people or they may be Corporate Authors. There will never be both a person and a corporate author...it's one or the other. A corporate author is only used if there is no identifiable, specific person as an author and if the corporation is truly considered as an author. There is an option for up to three "people" authors or up to two "corporate" authors.

FIELD ID	FIELD NAME	DATA TYPE	FIELD LENGTH	RESTRICTED VALUES (PULL DOWN LIST)	DESCRIPTION OF FIELD
	author ID number	numeric	3	auto-generated	Every author entered into the system receives a unique Author ID number which can be used to build relational tables.
POC	author as person: name last	alphanumeric	50		
POC	author as person: name first	alphanumeric	50		
POC	author as person: name middle	alphanumeric	50		

POC	author as person: credentials	alphanumeric	10	<ul style="list-style-type: none"> <li>● Ph.D.</li> <li>● Ed.D.</li> <li>● M.D.</li> <li>● J.D.</li> <li>● R.N.</li> <li>● M.S.</li> <li>● M.S.W.</li> <li>● M.A.</li> <li>● M.Arch.</li> <li>● M.Ed.</li> <li>● M.F.A.</li> <li>● M.Lib.Sc.</li> <li>● B.A.</li> <li>● B.F.A.</li> <li>● B.S.</li> <li>● M.T. A. A.</li> <li>● D.D.S.</li> <li>● D.V.M.</li> <li>● D.M.D</li> </ul>	
	author as person: function	alphanumeric	25		<p>If there is a variation on the author's function, then it would be noted in this field. An example is "editor" in which an individual did not write the original copy, but compiled it for publication.</p>
	author as person: title	alphanumeric	25		<p>If the author has a particular title associated with their name, it is included in this field.</p>

	author as person: combo	alphanumeric	100		Used to present author names in a meaningful view in the asset browser. Use the following rule in this combo field: FIRSTNAME MIDDLENAME LASTNAME, CREDENTIALS, TITLE, FUNCTION
POC	author as corporation or organization: name	alphanumeric	100		If no individual "person" is considered the author, but a corporation or organization is, then this field would be used.
	author addr: business_org_dept	alphanumeric	45		Use USP standards
	author addr: street_room	alphanumeric	45		Use USP standards
	author addr: city	alphanumeric	25		Use USP standards
	author addr: state	alphanumeric	25		Use USP standards
	author addr: country	alphanumeric	25		Use USP standards
	author addr: zip postal code	alphanumeric	12		Use USP standards
	author addr: phone1	alphanumeric	20		
	author addr: phone2	alphanumeric	20		
	author addr: fax	alphanumeric	20		
	author addr: email	alphanumeric	100		

	author addr: url	alphanumeric	200		
POC	production credits	alphanumeric	200		free form text field into which important production credits for an asset can be entered, e.g., producer, director, writer, special thanks, funding agency, programmer, designer, graphics, instructional design, etc.

## SOURCE PUBLISHER WISH LIST...

### SOURCE METADATA: THE PUBLISHER OF THE ORIGINAL MEDIA ITEM FROM WHICH ASSET WAS OBTAINED

This is a formal statement about the publisher of the original item from which a contribution to the asset management system was drawn.

FIELD ID	FIELD NAME	DATA TYPE	FIELD LENGTH	RESTRICTED VALUES (PULL DOWN LIST)	DESCRIPTION OF FIELD
	publisher ID number	numeric	3	auto-generated	Every publisher entered into the system receives a unique Publisher ID number which can be used to build relational tables.

POC	publisher: agency	alphanumeric	50		
	publisher contact: name last	alphanumeric	50		
	publisher contact: name first	alphanumeric	50		
	publisher contact: name middle	alphanumeric	50		
	publisher contact: credentials	alphanumeric	10	<ul style="list-style-type: none"> <li>● Ph.D.</li> <li>● Ed.D.</li> <li>● M.D.</li> <li>● J.D.</li> <li>● R.N.</li> <li>● M.S.</li> <li>● M.S.W.</li> <li>● M.A.</li> <li>● M.Arch.</li> <li>● M.Ed.</li> <li>● M.F.A.</li> <li>● M.Lib.Sc.</li> <li>● B.A.</li> <li>● B.F.A.</li> <li>● B.S.</li> <li>● M.T. A. A.</li> <li>● D.D.S.</li> <li>● D.V.M.</li> <li>● D.M.D</li> </ul>	
	publisher contact: function	alphanumeric	25		If there is a variation on the publisher contact's function, then it would be noted in this field.
	publisher contact: title	alphanumeric	25		If the publisher has a particular title associated with their name, it is included in this field.



	publisher contact: combo	alphanumeric	100		Used to present publisher contact names in a meaningful view in the asset browser. Use the following rule in this combo field: FIRSTNAME MIDDLENAME LASTNAME, CREDENTIALS, TITLE, FUNCTION
	publisher addr: business_org_dept	alphanumeric	45		Use USP standards
	publisher addr: street_room	alphanumeric	45		Use USP standards
	publisher addr: city	alphanumeric	25		Use USP standards
	publisher addr: state	alphanumeric	25		Use USP standards
	publisher addr: country	alphanumeric	25		Use USP standards
	publisher addr: zip postal code	alphanumeric	12		Use USP standards
	publisher addr: phone1	alphanumeric	20		
	publisher addr: phone2	alphanumeric	20		
	publisher addr: fax	alphanumeric	20		
	publisher addr: email	alphanumeric	100		
	publisher addr: url	alphanumeric	200		

	publisher combo statement	alphanumeric	200		<p>Here are the rules of punctuation:  The Publisher Addr City and Publisher Addr State are joined together by a ", space" [comma space] into a Publisher Place Statement.</p> <p>The joined Publication Place Statement is followed by a "space : space"</p> <p>The Publisher Agency is next, followed by a ", space"</p> <p>The Year of copyright ends the PUBLISHER statement and is followed by a "." The Copyright Year is drawn from a metadata field held outside of this grouping for Publisher.</p>

# SOURCE CONTRIBUTOR WISH LIST...

SOURCE METADATA: THE CONTRIBUTOR OF THE ORIGINAL MEDIA ITEM					
This is a statement about the contributor or benefactor of the original media item.					
FIELD ID	FIELD NAME	DATA TYPE	FIELD LENGTH	RESTRICTED VALUES (PULL DOWN LIST)	DESCRIPTION OF FIELD
	contributor ID number	numeric	3	auto-generated	Every contributor entered into the system receives a unique Contributor ID number which can be used to build relational tables.
	contributor: agency	alphanumeric	50		
	contributor contact: name last	alphanumeric	50		
	contributor contact: name first	alphanumeric	50		
	contributor contact: name middle	alphanumeric	50		
	contributor contact: credentials	alphanumeric	10	<ul style="list-style-type: none"> <li>• Ph.D.</li> <li>• Ed.D.</li> <li>• M.D.</li> <li>• J.D.</li> <li>• R.N.</li> <li>• M.S.</li> <li>• M.S.W.</li> <li>• M.A.</li> <li>• M.Arch.</li> <li>• M.Ed.</li> <li>• M.F.A.</li> <li>• M.Lib.Sc.</li> <li>• B.A.</li> <li>• B.F.A.</li> <li>• B.S.</li> <li>• M.T. A. A.</li> <li>• D.D.S.</li> <li>• D.V.M.</li> </ul>	

				• D.M.D	
contributor contact: function	alphanumeric	25			If there is a variation on the contributor contact's function, then it would be noted in this field.
contributor contact: title	alphanumeric	25			If the contributor has a particular title associated with their name, it is included in this field.
contributor contact: combo	alphanumeric	100			Used to present contributor contact names in a meaningful view in the asset browser. Use the following rule in this combo field: FIRSTNAME MIDDLENAME LASTNAME, CREDENTIALS, TITLE, FUNCTION
contributor addr: business_org_dept	alphanumeric	45			Use USP standards
contributor addr: street_room	alphanumeric	45			Use USP standards
contributor addr: city	alphanumeric	25			Use USP standards
contributor addr: state	alphanumeric	25			Use USP standards

	contributor addr: country	alphanumeric	25		Use USP standards
	contributor addr: zip postal code	alphanumeric	12		Use USP standards
	contributor addr: phone1	alphanumeric	20		
	contributor addr: phone2	alphanumeric	20		
	contributor addr: fax	alphanumeric	20		
	contributor addr: email	alphanumeric	100		
	contributor addr: url	alphanumeric	200		
	contributor summary statement	alphanumeric	255		Presents a paragraph of information about the contributor or benefactor and the media contributions that have been made. Can be used as a quick summary of particular media collections in the asset management system.

**SOURCE DISTRIBUTOR WISH LIST...**

**SOURCE METADATA: THE DISTRIBUTOR OF THE ORIGINAL MEDIA ITEM IN ITS ORIGINAL FORM**

This is a statement about the publisher of the original item from which a contribution to the asset management system was drawn.

FIELD ID	FIELD NAME	DATA TYPE	FIELD LENGTH	RESTRICTED VALUES (PULL DOWN LIST)	DESCRIPTION OF FIELD
	distributor ID number	numeric	3	auto-generated	Every distributor entered into the system receives a unique Distributor ID number which can be used to build relational tables.
	distributor: agency	alphanumeric	50		
	distributor contact: name last	alphanumeric	50		
	distributor contact: name first	alphanumeric	50		
	distributor contact: name middle	alphanumeric	50		
	distributor contact: credentials	alphanumeric	10	<ul style="list-style-type: none"> <li>• Ph.D.</li> <li>• Ed.D.</li> <li>• M.D.</li> <li>• J.D.</li> <li>• R.N.</li> <li>• M.S.</li> <li>• M.S.W.</li> <li>• M.A.</li> <li>• M.Arch.</li> <li>• M.Ed.</li> <li>• M.F.A.</li> <li>• M.Lib.Sc.</li> <li>• B.A.</li> <li>• B.F.A.</li> <li>• B.S.</li> <li>• M.T. A. A.</li> <li>• D.D.S.</li> <li>• D.V.M.</li> <li>• D.M.D</li> </ul>	

distributor contact: function	alphanumeric	25		If there is a variation on the distributor contact's function, then it would be noted in this field. An example is "editor" in which an individual did not write the original copy, but compiled it for publication.
distributor contact: title	alphanumeric	25		If the author has a particular title associated with their name, it is included in this field.
distributor contact: combo	alphanumeric	100		Used to present distributor contact names in a meaningful view in the asset browser. Use the following rule in this combo field: FIRSTNAME MIDDLENAME LASTNAME, CREDENTIALS, TITLE, FUNCTION
distributor addr: business_org_dept	alphanumeric	45		Use USP standards
distributor addr: street_room	alphanumeric	45		Use USP standards
distributor addr: city	alphanumeric	25		Use USP standards

	distributor addr: state	alphanumeric	25		Use USP standards
	distributor addr: country	alphanumeric	25		Use USP standards
	distributor addr: zip postal code	alphanumeric	12		Use USP standards
	distributor addr: phone1	alphanumeric	20		
	distributor addr: phone2	alphanumeric	20		
	distributor addr: fax	alphanumeric	20		
	distributor addr: email	alphanumeric	100		
	distributor addr: url	alphanumeric	200		
	distributor combo statement	alphanumeric	255		

## SOURCE ATTRIBUTES WISH LIST...

<b>SOURCE METADATA: ATTRIBUTES OF THE MEDIA ITEM IN ITS ORIGINAL FORM</b>					
This is a statement about the format and nature of the original media item. Not a content or subject description.					
FIELD ID	FIELD NAME	DATA TYPE	FIELD LENGTH	RESTRICTED VALUES (PULL DOWN LIST)	DESCRIPTION OF FIELD
POC	source series title	alphanumeric	50		If applicable, this is the title of a SERIES from which the media item is drawn. Different than a program or book title.



POC	Number in Series	alphanumeric	15		
POC	Asset Drawn from what Program or Publication Title	alphanumeric	50		
POC	Asset Drawn from what Project or Initiative	alphanumeric	100		If the asset is drawn from a specific project with various media outcomes, then it is indicated here, e.g., Teenage Pregnancy Project (could include videos, web site, pamphlets, etc.)
POC	source media type	alphanumeric	25	<ul style="list-style-type: none"> <li>● video</li> <li>● audio</li> <li>● multimedia</li> <li>● image</li> <li>● text (e.g., docs, pdf, code, spreadsheets)</li> <li>● web (html)</li> </ul>	
POC	source ID	alphanumeric	25		This is a tape number, a barcode, a Library of Congress reference...anything which leads the asset manager team back to the location of original document or media item.
POC	Asset Physical Location ID	Alphanumeric	100		For assets located by a physical location on a shelf or vault
POC	source copyright date	numeric	4		

FOR VIDEO MEDIA

source video standard	alphanumeric	20	<ul style="list-style-type: none"> <li>● NTSC</li> <li>● ATSC HDTV</li> <li>● ATSC StndDefinition 1</li> <li>● ATSC StndDefinition 2</li> <li>● ATSC StndDefinition 3</li> <li>● ATSC StndDefinition 4</li> <li>● ATSC StndDefinition 5</li> <li>● ATSC StndDefinition 6</li> <li>● ATSC StndDefinition 7</li> <li>● ATSC StndDefinition 8</li> <li>● PAL</li> <li>● SECAM</li> </ul>	
POC source video physical format	alphanumeric	30	<ul style="list-style-type: none"> <li>● 1-in. reel (most frequent)</li> <li>● Beta (most frequent)</li> <li>● Beta-SP (most frequent)</li> <li>● Beta Digital</li> <li>● DV</li> <li>● DVC-Pro 25</li> <li>● DVC-Pro 50</li> <li>● DVCam (Sony)</li> <li>● U-Matic 3/4in. Cassette</li> <li>● 2-inch Quad</li> <li>● S-VHS</li> <li>● VHS (most frequent)</li> <li>● D-VHS</li> <li>● M2</li> </ul>	

				<ul style="list-style-type: none"> <li>• 8mm</li> <li>• Hi8</li> <li>• Digital 8mm</li> <li>• D1</li> <li>• D2</li> <li>• D3 (most frequent)</li> <li>• D4</li> <li>• D5</li> <li>• D6</li> <li>• DVD-Videodisc</li> <li>• DVD-ROM</li> <li>• CD-ROM</li> <li>• Laser Videodisc CAV</li> <li>• Laser Videodisc CLV</li> <li>• other</li> </ul>	
*	source video digital architecture	alphanumeric	30	<ul style="list-style-type: none"> <li>• QuickTime</li> <li>• RealMedia</li> <li>• WindowsMedia</li> <li>• MPEG1</li> <li>• MPEG2</li> <li>• DVD-MPEG2 GOPs</li> <li>• I-MPEG</li> </ul>	
*	source video file format	alphanumeric	4	<ul style="list-style-type: none"> <li>• mov</li> <li>• rm</li> <li>• asf</li> <li>• avi</li> <li>• mpg</li> <li>• VOB (video object block in DVD-MPEG2)</li> </ul>	

	source video codec	alphanumeric	15	<ul style="list-style-type: none"> <li>• Sorenson</li> <li>• Sorenson 3</li> <li>• MPEG1</li> <li>• MPEG2</li> <li>• RealMedia Codecs</li> <li>• etc.</li> <li>• other</li> </ul>	
POC	source video frame rate	alphanumeric	10	<ul style="list-style-type: none"> <li>• 30fps (non-drop frame)</li> <li>• 29.97fps (drop frame)</li> <li>• 25fps</li> <li>• 24fps</li> <li>• 15fps</li> <li>• 12fps</li> <li>• 7fps</li> <li>• 5fps</li> <li>• 2fps</li> <li>• 1fps</li> </ul>	
POC	source video frame size	alphanumeric	10	<ul style="list-style-type: none"> <li>• 1920x1080</li> <li>• 720x486</li> <li>• 640x480</li> <li>• 320x240</li> <li>• 240x180</li> <li>• 160x120</li> <li>• other</li> </ul>	
POC (Virage)	source video tape/disc ID	alphanumeric	50		Barcode or tape inventory number
	source scene ID	alphanumeric	50		
	source take ID	alphanumeric	50		

POC	date acquired	date	25		Date on which the source video was acquired, recorded or shot.
	source video & audio tracks	alphanumeric	6	<ul style="list-style-type: none"> <li>• V</li> <li>• VA1</li> <li>• VA2</li> <li>• VA1A2</li> </ul>	
	source video type of timecode	alphanumeric	20	<ul style="list-style-type: none"> <li>• LTC</li> <li>• VITC</li> <li>• Hi8 TC</li> <li>• Counter/Control Track</li> <li>• Videodisc Frames</li> </ul>	
	source video timecode inpoint	alphanumeric	20		<p>These numbers may be:</p> <ul style="list-style-type: none"> <li>• SMPTE Timecode (01:23:45:09)</li> <li>• Milliseconds Timecode (01:23:45.365)</li> <li>• H:M:S (2hr 34min 34sec)</li> <li>• Videodisc Frames (12576)</li> </ul>
	source video timecode outpoint	alphanumeric	20		<p>These numbers may be:</p> <ul style="list-style-type: none"> <li>• SMPTE Timecode, (01:23:45:09)</li> <li>• Milliseconds Timecode (01:23:45.365)</li> <li>• H:M:S (2hr 34min 34sec)</li> <li>• Videodisc</li> </ul>

					Frames (12576)
	source video duration	alphanumeric	20		<p>These numbers may be:</p> <ul style="list-style-type: none"> <li>• SMPTE Timecode, (01:23:45:09)</li> <li>• Milliseconds Timecode (01:23:45.365)</li> <li>• H:M:S (2hr 34min 34sec)</li> <li>• Videodisc Frames (12576)</li> </ul>

**FOR AUDIO MEDIA**

	source audio standard	alphanumeric	20	<ul style="list-style-type: none"> <li>• mono</li> <li>• stereo</li> <li>• Dolby Surround</li> <li>• Dolby 5.1 Surround</li> <li>• Dolby 6.1</li> <li>• other</li> </ul>	
POC	source audio physical format	alphanumeric	30	<ul style="list-style-type: none"> <li>• 1-inch reel</li> <li>• 2-inch 24 track</li> <li>• 1/4in. reel</li> <li>• audio cassette</li> <li>• LP Record</li> <li>• 8-track</li> <li>• 8mm</li> <li>• DAT Tape</li> <li>• CD-Audio</li> <li>• CD-ROM</li> </ul>	

	source audio digital architecture	alphanumeric	30	<ul style="list-style-type: none"> <li>• QuickTime</li> <li>• RealMedia</li> <li>• WindowsMedia</li> <li>• MIDI</li> </ul>	
	source audio file format	alphanumeric	10	<ul style="list-style-type: none"> <li>• mov</li> <li>• rm</li> <li>• asf</li> <li>• avi</li> <li>• MP3</li> <li>• wav</li> <li>• aif</li> <li>• ui</li> <li>• mid</li> <li>• PCM</li> <li>• CD-Audio</li> </ul>	
POC	source audio sample size	alphanumeric	6	<ul style="list-style-type: none"> <li>• 32bit</li> <li>• 16bit</li> <li>• 8bit</li> </ul>	
POC	source audio sample rate	alphanumeric	10	<ul style="list-style-type: none"> <li>• 48kHz</li> <li>• 44.1kHz</li> <li>• 22.050kHz</li> <li>• 11.025kHz</li> </ul>	
POC	source audio tape/disc ID	alphanumeric	50		
	source scene ID	alphanumeric	50		
	source take ID	alphanumeric	50		

POC (Virage)	source audio tracks	alphanumeric	6	<ul style="list-style-type: none"> <li>• A1</li> <li>• A2</li> <li>• A1A2</li> <li>• A3</li> <li>• A4</li> <li>• A3A4</li> <li>• A5</li> <li>• A6</li> <li>• A5A6</li> <li>• A7</li> <li>• A8</li> <li>• A7A8</li> <li>• other</li> </ul>	
	source audio type of timecode	alphanumeric	20	<ul style="list-style-type: none"> <li>• LTC</li> <li>• VITC</li> <li>• Hi8 TC</li> <li>• Counter/Control Track</li> <li>• Videodisc Frames</li> </ul>	
	source audio timecode inpoint	alphanumeric	20		<p>These numbers may be:</p> <ul style="list-style-type: none"> <li>• SMPTE Timecode (01:23:45:09)</li> <li>• Milliseconds Timecode (01:23:45.365)</li> <li>• H:M:S (2hr 34min 34sec)</li> <li>• Videodisc Frames (12576)</li> </ul>



	source audio timecode outpoint	alphanumeric	20		<p>These numbers may be:</p> <ul style="list-style-type: none"> <li>● SMPTE Timecode (01:23:45:09)</li> <li>● Milliseconds Timecode (01:23:45.365)</li> <li>● H:M:S (2hr 34min 34sec)</li> <li>● Videodisc Frames (12576)</li> </ul>
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	source audio duration	alphanumeric	20		<p>These numbers may be:</p> <ul style="list-style-type: none"> <li>● SMPTE Timecode (01:23:45:09)</li> <li>● Milliseconds Timecode (01:23:45.365)</li> <li>● H:M:S (2hr 34min 34sec)</li> <li>● Videodisc Frames (12576)</li> </ul>
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**FOR MULTIMEDIA**

	source multimedia digital architecture	alphanumeric	30	<ul style="list-style-type: none"> <li>● QuickTime</li> <li>● QuickTime VR</li> <li>● RealMedia</li> <li>● WindowsMedia</li> <li>● Animation</li> <li>● Authorware</li> <li>● Director</li> <li>● Flash</li> <li>● PowerPoint</li> </ul>	
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	source multimedia file format	alphanumeric	15	<ul style="list-style-type: none"> <li>● mov</li> <li>● rm</li> <li>● asf</li> <li>● vrml</li> <li>● flash</li> <li>● shockwave</li> <li>● html</li> <li>● javascript</li> <li>● java</li> <li>● authorware</li> <li>● director</li> <li>● ppt</li> </ul>	
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**FOR IMAGES**

POC	source image physical format	alphanumeric	25	<ul style="list-style-type: none"> <li>● slide</li> <li>● photograph</li> <li>● picture</li> <li>● art original</li> <li>● art print</li> <li>● art reproduction</li> <li>● chart</li> <li>● filmstrip</li> <li>● flash card</li> <li>● flip chart</li> <li>● postcard</li> <li>● poster</li> <li>● radiograph</li> <li>● stereograph</li> <li>● study print</li> <li>● technical drawing</li> <li>● transparency</li> <li>● wall chart</li> <li>● CD-ROM</li> <li>● Kodak PhotoCD</li> <li>● computer file</li> </ul>	
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	source image digital architecture	alphanumeric	30	<ul style="list-style-type: none"> <li>● Bitmap</li> <li>● Vector</li> <li>● Wavelet</li> </ul>	
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	source image file format	alphanumeric	10	<ul style="list-style-type: none"> <li>• jpg</li> <li>• gif</li> <li>• psd</li> <li>• PhotoCD</li> <li>• pct</li> <li>• tif</li> <li>• eps</li> <li>• tga</li> <li>• bmp</li> <li>• dib</li> <li>• rle</li> <li>• pal</li> <li>• rdi</li> <li>• cgm</li> <li>• drw</li> <li>• dxf</li> <li>• igs</li> <li>• hgl</li> <li>• pcx</li> <li>• plt</li> <li>• ras</li> <li>• wmf (Windows metafile)</li> <li>• wpg (Word Perfect Graphic)</li> </ul>	
POC	source image dimensions ro size	alphanumeric	20		Indicates the actual physical size of the original item.
	source image storage orientation on Kodak Photo CD	alphanumeric	25	<ul style="list-style-type: none"> <li>• landscape</li> <li>• portrait (top on left)</li> <li>• portrait (top on right)</li> </ul>	Kodak Photo CDs store all images, regardless of their content or orientation so that the images appear in a 4x3 format. Portrait images are rotated 90 degrees clockwise or counterclockwise to fit the display formula.

	source text physical format	alphanumeric	30	<ul style="list-style-type: none"> <li>• hard copy book</li> <li>• hard copy manuscript</li> <li>• hard copy periodical</li> <li>• hard copy newspaper</li> <li>• hard copy paper</li> <li>• computer file</li> </ul>	
POC	source text file format	alphanumeric		<ul style="list-style-type: none"> <li>• doc</li> <li>• wpd</li> <li>• pdf</li> <li>• pdf form</li> <li>• html</li> <li>• txt</li> <li>• xls</li> <li>• other</li> </ul>	
	source text chapter designation	alphanumeric	15		Is the text asset from a book or document that is divided into chapters or modules? Indicate that chapter in this field.
	source text page startpoint	alphanumeric	10		for example, p. 102
	source text page endpoint	alphanumeric	10		for example, p. 150
	source text page duration	alphanumeric	10		for example, 48 pages

FOR WEB MEDIA

	source web media protocol	alphanumeric	10	<ul style="list-style-type: none"> <li>• http</li> <li>• https</li> <li>• rtsp</li> <li>• cgi</li> </ul>	
	source web media file format	alphanumeric	10	<ul style="list-style-type: none"> <li>• html</li> </ul>	

### FOR LESSON PLANS

	source lesson plan file format	alphanumeric	30	<ul style="list-style-type: none"> <li>• doc</li> <li>• wpd</li> <li>• pdf</li> <li>• html</li> <li>• txt</li> <li>• other</li> </ul>	
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## DISTRIBUTED MEDIA ATTRIBUTES WISH LIST...

DISTRIBUTED METADATA: ATTRIBUTES OF A MEDIA ITEM IN ITS DISTRIBUTED FORM					
This is a statement about the format and nature of the distributed media item. Not a content or subject description.					
FIELD ID	FIELD NAME	DATA TYPE	FIELD LENGTH	RESTRICTED VALUES (PULL DOWN LIST)	DESCRIPTION OF FIELD
POC	Asset ID	numeric			
POC	Asset Storage Method	alphanumeric	75	<ul style="list-style-type: none"> <li>• digital within Media360</li> <li>• digital outside of Media360</li> <li>• physical world</li> </ul>	Describes whether the distributed asset is digitized and resides in Media 360, digital and resides external to Media360, or maintains a physical presence in the real world.
POC	Asset Author Statement	alphanumeric	150		Combines information harvested from the Source Author Metadata into a concise Author Attribution for the original media item.
	Asset Contributor Statement	alphanumeric	150		Combines information harvested from the Source Contributor Metadata into a concise Contributor Attribution fro the original media item.
POC	Asset Publisher Statement	alphanumeric	150		Combines information harvested from the Source Publisher Metadata into a concise Publisher Attribution for the original media item.
	Asset Distributor Statement	alphanumeric	150		Combines information harvested from the Source Distributor Metadata into a concise Distributor Attribution for the original media item..

POC	Source Title Statement	alphanumeric	200		This is a combination statement reflecting the series title, program or book title and number from the series for the original media item.
POC	Asset Title	alphanumeric	50		This is a short descriptive title for the asset, similar to a caption.
POC	Media360 Asset File Name	alphanumeric	30		This is the file name of the actual asset as stored on the Media360 servers or the video servers.
POC	Media360 Asset URL	alphanumeric	150		If the asset is retrievable only by using a URL to access a web page, then the URL substitutes for the Asset File Name.  (Interwoven Teamsite may require this)
POC	Physical World Location	alphanumeric	150		If the asset still exists in a physical, not digital, form, then this field indicates where and how the media item can be retrieved.
POC	Asset Collection Name	alphanumeric	150		If the asset is part of a larger collection of contributed media items, then the collection name is indicated here. For example, The Browning Collection of Fine Art, The Folk Life of Utah Project, The Utah History Encyclopedia, etc.
POC	Asset Drawn from what Project or Initiative	alphanumeric	100		If the asset is drawn from a specific project with various media outcomes, then it is indicated here, e.g., Teenage Pregnancy Project (could include videos, web site, pamphlets, etc.)



POC	Asset Usage Restrictions	alphanumeric	150	<p>(These values are not mutually exclusive)</p> <ul style="list-style-type: none"> <li>• unrestricted</li> <li>• non-profit use only</li> <li>• educational use only</li> <li>• student use only</li> <li>• broadcast only (KUED/KULC)</li> <li>• broadcast-international</li> <li>• broadcast-domestic</li> <li>• non-broadcast only</li> <li>• non-broadcast-international</li> <li>• non-broadcast-domestic</li> <li>• web distribution</li> <li>• CD-ROM, CD-Audio</li> <li>• DVD-ROM, DVD-Videodisc</li> <li>• not-for-sale</li> <li>• for sale</li> <li>• school taping rights</li> <li>• school streaming rights</li> <li>• home video rights</li> <li>• training &amp; professional development</li> <li>• derivative works prohibited</li> <li>• derivative works OK</li> <li>• other</li> </ul>	Specifies under what conditions or parameters an asset can be used or repurposed.
*	Usage Contract Required	alphanumeric	3	<ul style="list-style-type: none"> <li>• yes</li> <li>• no</li> </ul>	Identifies if a specific contract was or is required to formalize any use restrictions.
*	Usage Contract	alphanumeric	50		The actual contract is on file and retrievable within Media360.
POC	Usage Time Restrictions Start Date	alphanumeric	25		Identifies start date as noted in a specific contract or previous arrangement.

POC	Usage Time Restrictions  End Date	alphanumeric	25		Identifies end date as noted in a specific contract or previous arrangement.
	asset media type	alphanumeric	25	<ul style="list-style-type: none"> <li>• video</li> <li>• audio</li> <li>• multimedia</li> <li>• image</li> <li>• text</li> <li>• web</li> <li>• lesson plan</li> </ul>	
POC	asset target audience	alphanumeric	50	<p>(These values may not be mutually exclusive)</p> <ul style="list-style-type: none"> <li>• Age 0-5 (preschool to kindergarten)</li> <li>• Age 6-8 (primary)</li> <li>• Age 9-15 (intermediate through jr.hi.)</li> <li>• Age 16-19 (sr.hi.)</li> <li>• Adult</li> <li>• Special Audiences</li> <li>• General</li> <li>• Educator</li> </ul>	
POC	asset language	alphanumeric		<p>(these values may not be mutually exclusive)</p> <ul style="list-style-type: none"> <li>• English</li> <li>• Spanish</li> <li>• English Captions</li> <li>• Spanish Captions</li> <li>• ASL (American Sign Language)</li> <li>• other language</li> </ul>	
POC	asset form or style			<ul style="list-style-type: none"> <li>• instructional</li> <li>• documentary</li> <li>• docudrama</li> <li>• drama</li> <li>• opera</li> <li>• ballet</li> <li>• modern</li> <li>• dance</li> <li>• telecourse</li> <li>• edutainment</li> <li>• funding proposal</li> <li>• sports</li> <li>• training</li> </ul>	

				<ul style="list-style-type: none"> <li>• promotion</li> <li>• sales</li> <li>• contract</li> <li>• bid</li> <li>• tracking/actualization</li> <li>• invoice</li> <li>•</li> </ul>	
POC	audience rating	alphanumeric	25	<p>(these values may not be mutually exclusive)</p> <ul style="list-style-type: none"> <li>• TV-Y</li> <li>• TV-Y7</li> <li>• TV-Y7-FV</li> <li>• TV-G</li> <li>• TV-PG</li> <li>• TV-PG (V)</li> <li>• TV-PG (S)</li> <li>• TV-PG (L)</li> <li>• TV-PG (D)</li> <li>• TV-14 (V)</li> <li>• TV-14 (S)</li> <li>• TV-14 (L)</li> <li>• TV-14 (D)</li> <li>• TV-MA</li> <li>• TV-MA (V)</li> <li>• TV-MA (S)</li> <li>• TV-MA (L)</li> </ul>	(see below for explanations)
		<p>Television Program Ratings: Categories</p> <p><b>The following categories apply to programs designed solely for children:</b></p> <p><b>TV-Y All Children</b>—This program is designed to be appropriate for all children. Whether animated or live-action, the themes and elements in this program are specifically designed for a very young audience, including children from ages 2-6. This program is not expected to frighten younger children.</p> <p><b>TV-Y7 Directed to Older Children</b>—This program is designed for children age 7 and above. It may be more appropriate for children who have acquired the developmental skills needed to distinguish between make-believe and reality. Themes and elements in this program may include mild fantasy violence or comedic violence, or may frighten children under the age of 7. Therefore, parents may wish to consider the suitability of this program for their very young children. Note: For those programs where fantasy violence may be more intense or more combative than other programs in this category, such programs will be designated <b>TV-Y7-FV</b>.</p> <p><b>The following categories apply to programs designed for the entire audience:</b></p> <p><b>TV-G General Audience</b>—Most parents would find this program suitable for all</p>			

ages. Although this rating does not signify a program designed specifically for children, most parents may let younger children watch this program unattended. It contains little or no violence, no strong language and little or no sexual dialogue or situations.

**TV-PG** Parental Guidance Suggested—This program contains material that parents may find unsuitable for younger children. Many parents may want to watch it with their younger children. The theme itself may call for parental guidance and/or the program contains one or more of the following: moderate violence (**V**), some sexual situations (**S**), infrequent coarse language (**L**), or some suggestive dialogue (**D**).

**TV-14** Parents Strongly Cautioned—This program contains some material that many parents would find unsuitable for children under 14 years of age. Parents are strongly urged to exercise greater care in monitoring this program and are cautioned against letting children under the age of 14 watch unattended. This program contains one or more of the following: intense violence (**V**), intense sexual situations (**S**), strong coarse language (**L**), or intensely suggestive dialogue (**D**).

**TV-MA** Mature Audience Only—This program is specifically designed to be viewed by adults and therefore may be unsuitable for children under 17. This program contains one or more of the following: graphic violence (**V**), explicit sexual activity (**S**), or crude, indecent language (**L**).

#### FOR VIDEO MEDIA: ATTRIBUTES

POC	asset video digital architecture	alphanumeric	30	<ul style="list-style-type: none"> <li>• QuickTime</li> <li>• RealMedia</li> <li>• WindowsMedia</li> <li>• MPEG1</li> <li>• MPEG2</li> <li>• DVD-MPEG2 GOPs</li> <li>• I-MPEG</li> </ul>	
POC	asset video file format	alphanumeric	4	<ul style="list-style-type: none"> <li>• mov</li> <li>• rm</li> <li>• asf</li> <li>• avi</li> <li>• mpg</li> <li>• MPEG2</li> </ul>	

POC	asset video frame rate	alphanumeric	10	<ul style="list-style-type: none"> <li>• 30fps</li> <li>• 29.97fps</li> <li>• 25fps</li> <li>• 24fps</li> <li>• 15fps</li> <li>• 12fps</li> <li>• 7fps</li> <li>• 5fps</li> <li>• 2fps</li> <li>• 1fps</li> </ul>	
POC	asset video frame size	alphanumeric	10	<ul style="list-style-type: none"> <li>• 1920x1080</li> <li>• 720x486</li> <li>• 640x480</li> <li>• 320x240</li> <li>• 240x180</li> <li>• 160x120</li> <li>• other</li> </ul>	
POC	asset video & audio tracks	alphanumeric	6	<ul style="list-style-type: none"> <li>• V</li> <li>• VA1</li> <li>• VA2</li> <li>• VA1A2</li> </ul>	
POC (Virage)	asset video timecode inpoint	alphanumeric	20		<p>These numbers may be:</p> <ul style="list-style-type: none"> <li>• SMPTE Timecode, (01:23:45:09)</li> <li>• Milliseconds Timecode (01:23:45.365)</li> <li>• H:M:S (2hr 34min 34sec)</li> <li>• Videodisc Frames (12576)</li> </ul>
POC (Virage)	asset video timecode outpoint	alphanumeric	20		<p>These numbers may be:</p> <ul style="list-style-type: none"> <li>• SMPTE Timecode, (01:23:45:09)</li> <li>• Milliseconds Timecode (01:23:45.365)</li> <li>• H:M:S (2hr 34min 34sec)</li> <li>• Videodisc Frames (12576)</li> </ul>

POC (Virage)	asset video duration	alphanumeric	20		<p>These numbers may be:</p> <ul style="list-style-type: none"> <li>• SMPTE Timecode, (01:23:45:09)</li> <li>• Milliseconds Timecode (01:23:45.365)</li> <li>• H:M:S (2hr 34min 34sec)</li> <li>• Videodisc Frames (12576)</li> </ul>
	asset type of video clip	alphanumeric	20	<ul style="list-style-type: none"> <li>• single shot</li> <li>• montage of shots</li> </ul>	
	asset angle of view	alphanumeric	25	<ul style="list-style-type: none"> <li>• XWS-Extreme Wide Shot</li> <li>• WS-Wide Shot</li> <li>• MS-Medium Shot</li> <li>• CU-Closeup</li> <li>• XCU-Extreme Closeup</li> <li>• OS-Over the Shoulder</li> <li>• POV-Point of View</li> <li>• MIX-Many Views</li> </ul>	
	asset camera move	alphanumeric	20	<ul style="list-style-type: none"> <li>• no moves</li> <li>• moves in</li> <li>• moves out</li> <li>• moves left</li> <li>• moves right</li> <li>• moves up</li> <li>• moves down</li> <li>• mix of moves</li> </ul>	
	asset color or b&w	alphanumeric	30	<ul style="list-style-type: none"> <li>• color</li> <li>• color with b&amp;w sequences</li> <li>• b&amp;w</li> <li>• b&amp;w with color sequences</li> </ul>	
	asset with sound	alphanumeric	15	<ul style="list-style-type: none"> <li>• with sound</li> <li>• no sound</li> </ul>	

**FOR AUDIO MEDIA: ATTRIBUTES**

	asset audio standard	alphanumeric	20	<ul style="list-style-type: none"> <li>• mono</li> <li>• stereo</li> <li>• Dolby Surround</li> <li>• Dolby 5.1 Surround</li> <li>• other</li> </ul>	
POC	asset audio physical format	alphanumeric	30	<ul style="list-style-type: none"> <li>• 1-in. reel</li> <li>• 1/4in. reel</li> <li>• Audio Cassette</li> <li>• LP Record</li> <li>• 8-track</li> <li>• 8mm</li> <li>• DAT Tape</li> <li>• CD-Audio</li> <li>• CD-ROM</li> </ul>	
POC	asset audio digital architecture	alphanumeric	30	<ul style="list-style-type: none"> <li>• QuickTime</li> <li>• RealMedia</li> <li>• WindowsMedia</li> <li>• MIDI</li> </ul>	
POC	asset audio file format	alphanumeric	10	<ul style="list-style-type: none"> <li>• mov</li> <li>• rm</li> <li>• asf</li> <li>• avi</li> <li>• MP3</li> <li>• wav</li> <li>• aif</li> <li>• ui</li> <li>• mid</li> <li>• PCM</li> <li>• CD-Audio</li> </ul>	
POC	asset audio sample size	alphanumeric	6	<ul style="list-style-type: none"> <li>• 32bit</li> <li>• 16bit</li> <li>• 8bit</li> </ul>	
POC	asset audio sample rate	alphanumeric	10	<ul style="list-style-type: none"> <li>• 48kHz</li> <li>• 44.1kHz</li> <li>• 22.050kHz</li> <li>• 11.025kHz</li> </ul>	

POC	asset audio tracks	alphanumeric	6	<ul style="list-style-type: none"> <li>• A1</li> <li>• A2</li> <li>• A1A2</li> <li>• A3</li> <li>• A4</li> <li>• A5</li> <li>• A6</li> <li>• A7</li> <li>• A8</li> </ul>	
POC (Virage)	asset audio timecode inpoint	alphanumeric	20		<p>These numbers may be:</p> <ul style="list-style-type: none"> <li>• SMPTE Timecode, (01:23:45:09)</li> <li>• Milliseconds Timecode (01:23:45.365)</li> <li>• H:M:S (2hr 34min 34sec)</li> <li>• Videodisc Frames (12576)</li> </ul>
POC (Virage)	asset audio timecode outpoint	alphanumeric	20		<p>These numbers may be:</p> <ul style="list-style-type: none"> <li>• SMPTE Timecode, (01:23:45:09)</li> <li>• Milliseconds Timecode (01:23:45.365)</li> <li>• H:M:S (2hr 34min 34sec)</li> <li>• Videodisc Frames (12576)</li> </ul>
POC (Virage)	asset audio duration	alphanumeric	20		<p>These numbers may be:</p> <ul style="list-style-type: none"> <li>• SMPTE Timecode, (01:23:45:09)</li> <li>• Milliseconds Timecode (01:23:45.365)</li> <li>• H:M:S (2hr 34min 34sec)</li> <li>• Videodisc Frames (12576)</li> </ul>

FOR MULTIMEDIA DISTRIBUTED ASSETS: ATTRIBUTES



	asset multimedia digital architecture	alphanumeric	30	<ul style="list-style-type: none"> <li>• QuickTime</li> <li>• QuickTime VR</li> <li>• RealMedia</li> <li>• WindowsMedia</li> <li>• Animation</li> <li>• 3D</li> <li>• Interactive authoring</li> </ul>	
	asset multimedia file format	alphanumeric	15	<ul style="list-style-type: none"> <li>• mov</li> <li>• rm</li> <li>• asf</li> <li>• vrmf</li> <li>• flash</li> <li>• shockwave</li> <li>• html</li> <li>• javascript</li> <li>• java</li> <li>• authorware</li> <li>• director</li> </ul>	

**FOR IMAGE DISTRIBUTED ASSETS: ATTRIBUTES**

POC	asset image digital architecture	alphanumeric	30	<ul style="list-style-type: none"> <li>• Bitmap</li> <li>• Vector</li> <li>• Wavelet</li> </ul>	
POC	asset image file format	alphanumeric	10	<ul style="list-style-type: none"> <li>• jpg</li> <li>• gif</li> <li>• psd</li> <li>• PhotoCD</li> <li>• pct</li> <li>• tif</li> <li>• eps</li> <li>• tga</li> <li>• bmp</li> <li>• dib</li> <li>• rle</li> <li>• pal</li> <li>• rdi</li> <li>• cgm</li> <li>• drw</li> <li>• dxf</li> <li>• igs</li> <li>• hgl</li> <li>• pcx</li> <li>• plt</li> <li>• ras</li> <li>• wmf</li> <li>• wpg</li> </ul>	

	asset angle of view	alphanumeric	25	<ul style="list-style-type: none"> <li>• XWS-Extreme Wide Shot</li> <li>• WS-Wide Shot</li> <li>• MS-Medium Shot</li> <li>• CU-Closeup</li> <li>• XCU-Extreme Closeup</li> <li>• OS-Over the Shoulder</li> <li>• POV-Point of View</li> <li>• MIX-Many Views</li> </ul>	
	asset color or b&w	alphanumeric	30	<ul style="list-style-type: none"> <li>• color</li> <li>• color with b&amp;w sequences</li> <li>• b&amp;w</li> <li>• b&amp;w with color sequences</li> </ul>	
POC	image dimensions or size	alphanumeric	20		Indicates the dimensions of the digital image on file in Media360 (not the thumbnail)

**FOR TEXT DISTRIBUTED ASSETS: ATTRIBUTES**

	asset text file format			<ul style="list-style-type: none"> <li>• doc</li> <li>• wpd</li> <li>• pdf</li> <li>• pdf form</li> <li>• html</li> <li>• txt</li> <li>• other</li> </ul>	

**FOR WEB MEDIA DISTRIBUTED ASSETS: ATTRIBUTES**

	source web media protocol	alphanumeric	10	<ul style="list-style-type: none"> <li>• http</li> <li>• https</li> <li>• rtsp</li> <li>• cgi</li> </ul>	
	source web media file format	alphanumeric	10	<ul style="list-style-type: none"> <li>• html</li> </ul>	

**FOR LESSON PLANS: ATTRIBUTES**

	source lesson plan file format	alphanumeric	30	<ul style="list-style-type: none"> <li>• doc</li> <li>• wpd</li> <li>• pdf</li> <li>• html</li> <li>• txt</li> <li>• other</li> </ul>	

## DISTRIBUTED MEDIA COMMON CONTENT DESCRIPTIONS WISH LIST...

DISTRIBUTED METADATA: CONTENT OF A MEDIA ITEM IN ITS DISTRIBUTED FORM					
This is a statement about the content, subject or description of the distributed media item.					
FIELD ID	FIELD NAME	DATA TYPE	FIELD LENGTH	RESTRICTED VALUES (PULL DOWN LIST)	DESCRIPTION OF FIELD
POC	asset content: event year represented	alphanumeric	15		Particular year associated with an asset, such as when an image was taken to record that particular event or in what year the contents of the asset take place. This is VERY different than a copyright date.
		<p><b>GUIDELINES:</b></p> <p>Start with numbers, not letters. The numbers can be followed by non-numerical data, such as a *?* for uncertainty, or *s* to represent a decade.</p> <p>For example:  1930s  1940?  1970-1980</p> <p>Do not begin with non numerical element, e.g., c. 1980 (circa 1980). Use 1980? instead.</p>			

POC	asset content: event month and day represented	alphanumeric	15		A more specific field than ENVENT YEAR. This is for MONTH and DAY only.
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**GUIDELINES:**

Type only the MONTH and DAY in this field. Spell out the entire month, followed by the day in arabic numbers, e.g., January 10.

Do not use abbreviations.

POC	asset content: general subject represented	alphanumeric	255		Enter here one or more GENERAL subject topics or information. More specific subject topic fields are provided for great precision.
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**GUIDELINES**

1. General rule. Analyze the contents of the work and summarize into topics (e.g., Buildings. Theaters). Do not mention contents that comprise less than 20% of the work.
2. Use the plural form for all countable nouns. Always use plural form for countable nouns. If the plural is irregular, use the Synonym file to record both singular and plural forms as related keywords.
3. Punctuation. When entering multiple topics, separate them with a period and a space. Always capitalize the first letter of a topic and any special nouns (name of a person or organization).
4. Accuracy. Use words and expressions LITERALLY in a strict sense. Do not make analogies. Do not quote misconcepts. Example: Avoid expressions associated with "similar to", "close to", "resemble", "as if", "like"(prep.), "so called", "mistaken", etc.
5. Clarity. Avoid terms that have ambiguous meanings. Example: Avoid expressions associated with "maybe", "perhaps", "somewhat", etc.
6. Uniqueness. Avoid homographs (words having the same spelling but different in origin, meaning, and sometimes pronunciation) by using a synonym that has unique meanings. This includes avoiding terms that spell exactly the same as a widely used acronym. Example: Use "Assistance", not "Aids" (spelled the same as the disease AIDS)
7. Formality. Use formal English language as apposed to colloquial usage or slang. Example: Use "Children", not "Kids"

8. Currency. Choose terms that are CURRENTLY widely used. Avoid obsolete ones.

POC

asset content: subject form description

Enter form related terms here (as opposed to content related terms entered in previous fields such as Subject General). Example: Postcards or Lesson plans

**GUIDELINES:**

Punctuation. Separate each topic with period if there is more than one.

Cases. Always capitalize the beginning word . Capitalize beginning word following each period. Capitalize all special nouns. Example: Postcards. Personal correspondence

**FOR ART WORKS:**

- acrylic on canvas
- architecture
- basketry
- beadwork
- billboard
- bronze
- ceramics
- cast
- concrete
- charcoal
- clay
- clay, unbaked
- colored pencil
- engraving
- etching
- fabric crafts
- fiber
- forged iron
- fur
- glapasto
- graphite on paper
- horsehair
- ink
- leathercraft
- limestone
- lithograph
- marble
- mixed media
- mosaic
- mural
- multimedia
- oil on canvas

- oil on canvas board

#### FOR MUSIC:

- score
- condensed score
- close score
- miniature score
- instrument (specify)
- conductor
- part
- vocal score
- piano score
- chorus score

#### FOR MAPS & GLOBES:

- atlas
- diagram
- globe
- map
- map section
- profile
- relief model
- remote-sensing image
- view

#### FOR MEDICAL IMAGES:

- animation
- autofluorescence
- cytology
- cytology, labeled
- diagram
- diagram, labeled
- electrocardiogram
- transmission electron micrograph
- endoscopy
- flow cytometry
- fluorescence
- gross image
- gross image, labeled
- gross, microscopic
- gross, x-ray

- immunofluorescence
- karyotype
- microscopic
- microscopic, labeled
- microscopic, x-ray
- other or model
- other or model, labeled
- person or patient
- person or patient, labeled
- scanning electron micrograph
- text
- x-ray
- x-ray, labeled

POC	asset content: person/group/thing represented	alphanumeric	255		Enter here name of the main subject (name of a person, organization/institution, or a thing/item).
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**GUIDELINES:**

This field is relatively defined depending on how many layers of information are available for the media asset. In some cases, this field is an extra layer of information in addition to the SPECIFIC FORMATION/PLACE

Examples:  
PERSON/GROUP/THING: Tyrannosaurus  
SPECIFIC FORMATION/PLACE: Utah Museum of Natural History  
COLLECTIVE FORMATION/PLACE: Salt Lake City

In other cases, there is barely any distinction between this field and the SPECIFIC FORMATION/PLACE and this field can just be left empty, such as a picture of the Museum building with no specific foreground information.

1. Specificity. Be as specific as possible. This means that the description and choice of words should EXACTLY represent the topic of the work, being neither broader or narrower than the topic. Example: if a work focuses on a particular Indian tribe, mention the EXACT tribe name instead of describing American Indians in general (which should be entered in the subject general field).
2. Cases. Always capitalize the first word for this field.
3. Dates (additional). If it is a person and the birth/death dates are know, put in them in a parenthesis beside the person's name. Example: If a person's specific birth or death date is known, enter the year only in the form of: (b.year):  
Scott M. Matheson (b.1929)  
(notice there is NO SPACE between the b. and the year)  
If both birth and death dates are known, enter the range of years in the form of: (year-year) Example:  
Avard Fairbanks (1897-1987)

POC	asset content: affiliation or title	150			Additional information for the field PERSON/GROUP/THING only (i.e., official title).
<p><b>GUIDELINES:</b></p> <p>Example: PERSON/GROUP/THING: Brigham Young (1801-1877) AFFILIATION/TITLE: second LDS Church President (1847-1877), first Governor of Utah Territory (1850-1857)</p> <p>Punctuation. Separate each descriptive element with a comma if there is more than one.</p> <p>Cases. Do NOT capitalize the beginning word since this field is always used in association with PERSON/GROUP/THING. Capitalize all special nouns.</p>					
POC	asset content: activity	alphanumeric	255		Additional information regarding a particular action/activity for the preceding field PERSON/GROUP/THING only
<p><b>GUIDELINES:</b></p> <p>Example: PERSON/GROUP/THING: Heber J. Grant AFFILIATION: president of the Church of Jesus Christ of Latter-day Saints ACTIVITY: on KZN Radio</p> <p>It can also stand alone by itself without a preceding PERSON/GROUP/THING, if it is unknown or unimportant who/what carries the action/activity. Example: Dancing (it doesn't matter who is dancing or the dancers are unknown) *Notice that the first word is capitalized in this case. Please read the following Form/Grammar/Punctuation for details.</p> <p>This is the field that can be used if a media item belongs to Special Education disciplines and certain subject behaviors need to be indicated, such as: perseverance behavior.</p> <p>Punctuation. Separate each descriptive element with a comma if there is more than one.</p> <p>Cases. Do NOT capitalize the beginning word unless it is the first field following the SUBJECT FIELD skipping the PERSON/GROUP/THING field. Capitalize all special nouns.</p>					



POC	asset content: specific formation or place	alphanumeric	255		This field is relatively defined depending on how many layers of information are available for the item. In some cases, this field is a higher hierarchy than the PERSON/GROUP/THING.
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					<p><b>GUIDELINES:</b></p> <p>Example: PERSON/GROUP/THING: Tyrannosaurus          SPECIFIC FORMATION/PLACE: Utah Museum of Natural History          COLLECTIVE FORMATION/PLACE: Salt Lake City</p> <p>In other cases, there are not so many layers of information and there is barely any distinction between this field and the PERSON/GROUP/THING, so this field can just stand all by itself while leaving the PERSON/GROUP/THING FIELD empty.</p> <p>Punctuation. . Separate each descriptive element with comma if there is more than one.</p> <p>Cases. Do NOT capitalize the beginning word unless it is the first field following the SUBJECT FIELD. Capitalize all special nouns.</p>
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POC	asset content: collective formation or place	alphanumeric	255		Enter names of places that can be broken down to smaller elements, e.g., names of cities/towns, lakes and rivers, national parks.
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					<p><b>GUIDELINES:</b></p> <p>Example:          Salt Lake City          Lehi          Arches National Park</p> <p>Punctuation. Separate each descriptive element with comma if there is more than one.</p> <p>Cases. Do NOT capitalize the beginning word unless it is the first field following the SUBJECT FIELD. Capitalize all special nouns.</p>
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POC	asset content: county	alphanumeric	150	<p>[UTAH'S 29 COUNTIES]</p> <ul style="list-style-type: none"> <li>• Beaver County</li> <li>• Box Elder County</li> <li>• Cache County</li> <li>• Carbon County</li> <li>• Daggett County</li> <li>• Davis County</li> <li>• Duchesne County</li> <li>• Emery County</li> <li>• Garfield County</li> <li>• Grand County</li> <li>• Iron County</li> <li>• Juab County</li> <li>• Kane County</li> <li>• Millard County</li> <li>• Morgan County</li> <li>• Piute County</li> <li>• Rich County</li> <li>• Salt Lake County</li> <li>• San Juan County</li> <li>• Sanpete County</li> <li>• Sevier County</li> <li>• Summit County</li> <li>• Tooele County</li> <li>• Uintah County</li> <li>• Utah County</li> <li>• Wasatch County</li> <li>• Washington County</li> <li>• Wayne County</li> <li>• Weber County</li> <li>• other</li> </ul>	Enter a county or counties that are related to the content of the media asset.
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**GUIDELINES:**

This field can be blank if the content has nothing to do with a particular county. Example: Simon Bamberger (b. 1846); Utah. (note that county info is not relevant here)

If there is more than one county involved, manually enter them separated by a comma and one space. No ending punctuation. Example: Cache County, Emery County (note NOT Cache and Emery Counties)

POC	asset content: state	alphanumeric	150	<p>[USA 50 states &amp; territories]</p> <ul style="list-style-type: none"> <li>• Alabama</li> <li>• Alaska</li> <li>• Arizona</li> <li>• Arkansas</li> <li>• California</li> <li>• Colorado</li> <li>• Connecticut</li> <li>• Delaware</li> <li>• Florida</li> <li>• Georgia</li> <li>• Guam</li> <li>• Hawaii</li> <li>• Idaho</li> <li>• Illinois</li> <li>• Indiana</li> <li>• Iowa</li> <li>• Kansas</li> <li>• Kentucky</li> <li>• Louisiana</li> <li>• Maine</li> <li>• Maryland</li> <li>• Massachusetts</li> <li>• Michigan</li> <li>• Minnesota Mississippi</li> <li>• Missouri</li> <li>• Montana</li> <li>• Nebraska</li> <li>• Nevada</li> <li>• New Hampshire</li> <li>• New Jersey</li> <li>• New Mexico</li> <li>• New York</li> <li>• North Carolina</li> <li>• North Dakota</li> <li>• Ohio</li> <li>• Oklahoma</li> <li>• Oregon</li> <li>• Pennsylvania</li> <li>• Puerto Rico</li> <li>• Rhode Island</li> <li>• South Carolina</li> <li>• South Dakota</li> <li>• Tennessee</li> <li>• Texas</li> <li>• Utah</li> <li>• Vermont</li> <li>• Virgin Islands</li> <li>• Virginia</li> <li>• Washington</li> <li>• West Virginia</li> </ul>	<p>Enter name of the state the content belongs to. It will be mostly Utah by default.</p>
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- Wisconsin
- Wyoming
- other

**GUIDELINES:**

This field can be blank if the content has nothing to do with a particular state.

If there is more than one state involved, manually enter them separated by a comma and one space. No ending punctuation. Example: New Mexico, Utah

POC	asset content: country	alphanumeric	150		If a particular country or countries are important to the media asset's content, they will be entered into this field.
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**GUIDELINES:**

This field can be blank if the content has nothing to do with a particular country.

If there is more than one country involved, manually enter them separated by a comma and one space. No ending punctuation. Example: United States, Mexico, Canada

POC	asset content: related keywords	alphanumeric	unlimited		The Related Keywords are used to supplement the terms/names already entered in the various fields of the summary description (see Subject General, etc.).
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**GUIDELINES:**

Use related keywords under these conditions:

(a) synonyms for the words/phrases

Example: Utes / Ute Indians / Nucu / Native Americans / American Indians /

(b) variant name forms (older/newer, formal/informal, maiden/married, etc.)

Example: University of Deseret / University of Utah / Note that older names are needed only if the content covers that part of the history when the older name is involved.

(c) variant spellings

Example: theatre / theater /

(d) irregular plural forms (for regular ones, use plural form in the summary description fields)

Example: foot / feet /

POC	asset content: transcript	alphanumeric	unlimited		transcript of any video or audio
POC	asset content: anecdotal comments	alphanumeric	unlimited		additional supplied text by experts that adds color or insight to the description of the media asset not otherwise identified in the more specific content related fields.
POC	asset "speech-to-text" transcript	alphanumeric	unlimited		Result of Virage Speech-to-Text software which creates an approximate transcript of the asset.
	asset "speech-to-text" producer/director/subject matter expert/client comments	alphanumeric	unlimited		On many occasions, the only way to begin the process of refining the content or subject metadata is by recording/transcribing the comments of a producer/director, content expert or client. These rough comments can be included in a field, then harvested for their metadata "gems."

## FOR MEDICAL CONTENT WISH LIST...

DISTRIBUTED METADATA: CONTENT					
FOR MEDICAL CONTENT WISH LIST					
	asset content, medical: system	alphanumeric	30	<ul style="list-style-type: none"> <li>• Cardiovascular System</li> <li>• Central Nervous System</li> <li>• Dermatological System</li> <li>• Endocrine System</li> <li>• Female Urogenital System</li> <li>• Gastrointestinal System</li> <li>• Male Urogenital System</li> <li>• System</li> </ul>	

- Musculoskeletal System
- Peripheral Nervous System
- Renal UroGenital System
- Respiratory System
- Reticuloendothelial System
- Sense Organs

- abdomen
- adrenal
- ankle
- anus
- aorta
- appendix
- arm
- artery
- back
- biochemistry
- bladder
- blood
- body
- bone
- bone marrow
- brain
- breast
- bronchus
- buttock
- cell
- cerebellum
- cervix
- chemistry
- chest
- colon
- connective
- cranial nerve
- CSF
- duodenum
- ear
- ECG
- elbow
- embryo
- epididymis
- epiglottis
- esophagus
- eye
- face
- fat
- feces
- fetus

asset content,  
medical: organ

alphanumeric

- figure
- foot
- forearm
- gallbladder
- ganglion
- hand
- head
- heart
- hip
- hypothalamus
- joint
- kidney
- knee
- lab
- larynx
- leg
- liver
- lung
- lymph node
- lymphatics
- mediastinum
- medulla
- meninges
- micro
- midbrain
- mouth
- muscle
- neck
- nerve
- nose
- ovary
- oviduct
- pancreas
- parathyroid
- pelvis
- penis
- pericardium
- pharynx
- pineal
- pituitary
- placenta
- pleura
- pleural fluid
- pons
- prostate
- rectum
- salivary gland
- shoulder
- sinus
- skin
- skull
- small bowel
- soft tissue

- spinal cord
- spine
- spleen
- sputum
- stomach
- teeth
- testes
- thalamus
- thigh
- thorax
- thymus
- thyroid
- tongue
- tonsil
- trachea
- trauma
- ureter
- urethra
- urine
- uterus
- vagina
- vein
- vessel
- vulva
- wrist

asset content,  
medical: x-ray type

alphanumeric

- air contrast
- angiogram
- barium
- cholangiogram
- CT: computed tomography
- magnetic resonance angiogram
- mammogram
- MRI: magnetic resonance imaging
- myelogram
- other x-ray type
- plain film
- radionuclide scan
- tomogram
- ultrasound



	asset content, medical: MRI type	alphanumeric		<ul style="list-style-type: none"> <li>● T1 weighted MRI</li> <li>● T2 weighted MRI</li> <li>● T1 &amp; T2 weighted MRI</li> <li>● dynamic scanning MRI</li> <li>● gradient echo MRI</li> <li>● proton density MRI</li> </ul>	
	asset content, medical: radiology contrast	alphanumeric		<ul style="list-style-type: none"> <li>● bone window</li> <li>● body coil</li> <li>● head coil</li> <li>● unspecified contrast</li> <li>● with radiology contrast</li> <li>● without radiology contrast</li> </ul>	
	asset content, medical: stain	alphanumeric		<ul style="list-style-type: none"> <li>● see larger field below for specific field values</li> </ul>	
				<ul style="list-style-type: none"> <li>● acid fast bacilli (Ziehl-Neelsen) stain</li> <li>● acid phosphatase stain</li> <li>● acridine orange stain</li> <li>● alcian blue, green stain for amyloid</li> <li>● alkaline phosphatase stain</li> <li>● alpha-fetoprotein stain</li> <li>● amyloid stains with congo red and crystal violet</li> <li>● aniline blue (for collagen) stain</li> <li>● antibody for papilloma virus, SV40, PK, PML, JC</li> <li>● antibody to map2 stain</li> <li>● antibody to prolactin immunoperoxidase stain</li> <li>● antibody to prolactin stain</li> <li>● antinuclear antibody stain</li> <li>● argyrophil reduced silver stain (black) for diffuse endocrine system</li> <li>● atpase for muscle cells stain</li> <li>● autofluorescence stain</li> <li>● autoradiography stain</li> <li>● azocarmine, a connective tissue stain</li> <li>● -</li> <li>● bile stain</li> <li>● Bodian silver stain for axons, tangles and plaques</li> <li>● -</li> <li>● Cajal, reduced silver stain for glia and neurons</li> <li>● calcitonin immunoperoxidase stain</li> <li>● complement, fluorescent antibody stain</li> <li>● congo red for amyloid stain</li> <li>● cresyl violet stain crystal violet stain for amyloid or RNA in immature RBCS</li> </ul>	

- -
- diastase stain, pretreatment for PAS
- Dieterle stain for legionella
- DNA hybridization stain
- -
- elastin stains black
- elastin van Gieson, stains elastin black, collagen red & cytoplasm yellow
- epithelial membrane antigen stain
- esterase stain
- extractable nuclear antigen stain
- -
- fat stained usually with red or black dye & processed without alcohol
- fibrin antibody stain
- Fite-Faraco stain method for leprosy bacilli
- flagellum stain
- Fontana for melanin and argentaffin, a silver stain
- -
- galloxyanin darrow red stain
- galloxyanin methyl green pyronin stain
- galloxyanin, stains myelin
- Giemsa, azure stain for bone marrow or blood smears
- glial fibrillary acid protein antibody with peroxidase-antiperoxidase stain
- glycogen stain
- Golgi silver dichromate impregnation of neurons and glia stain
- Gomori methenamine silver method; base membrane, connective tissue and glycogen. black stain
- Gomori trichrome stain
- GRAM, iodine and crystal violet stain for bacteria, gram- = red, gram+ = black
- Gridley, special stain for amoeba
- Grocott's stain method for fungi and glycogen
- -
- hematoxylin and Papanicolaou stain
- hematoxylin and periodic acid-Schiff stain
- hematoxylin (nuclei) and eosin (cytoplasm) stain
- Hirsch-Pfeiffer, stains the sulfatide accumulated in metachromatic leukodystrophy
- Holzer's method for fibrous glia stain
- horseradish peroxidase stain for immunocytochemistry
- Hortega's silver stain for glia, especially good for microglia
- human chorionic gonadotropin stain
- -
- immunoalkaline phosphatase stain
- immunofluorescence stain
- immunoglobulin A antibody stain
- immunoglobulin G antibody stain
- immunoglobulin M antibody stain

- immunoperoxidase stain
- india ink stain
- interference microscopy - Nomarski stain
- iodine stain
- iron hematoxylin nuclear stain
- iron stain
- -
- Kleihauer Betke-fetal blood stain
- Kluver-Barrera stain, luxol fast blue for myelin & cresyl violet for nerve cells
- -
- lactophenol cotton blue stain for capsules of organisms
- lead citrate and uranyl acetate stain, for electron microscopy
- leukocyte alkaline phosphatase stain
- leukocyte common antigen, immunoperoxidase stain
- luxol fast blue for myelin stain
- luxol fast blue Holmes stain
- luxol fast blue PAS hematoxylin stain
- -
- Marchi-degenerating axon, stains black
- May-Grunwald Giemsa stain for blood and bone marrow
- methyl green pyronine stain for DNA (green) and RNA (red)
- methylene blue , an intravital stain for thin plastic sections of EM material mucicarmine or mucin stain
- Mulligan stain for gross tissue, brain grey matter nuclei are blue
- myelin basic protein stain
- myeloperoxidase stain for granulocytes
- -
- NADH, hydrogen transfer to tetrablue stains type I & IIA muscle fibers
- Nauta stain for degenerating axon terminals
- neuron specific enolase stain to separate neurons from glia
- NISSL stain, methylene blue, toluidine blue or cresyl violet for RNA
- non-specific esterase, stains blue, nuclei are red
- -
- oil red stain, O-lipid red, nuclei blue
- orcein stain for elastic fibers, black/brown
- osmium stain, binds to lipids in membrane, making them electron dense
- -
- Papanicolaou stain
- periodic acid-Schiff stain
- phase microscopy stain
- phosphotungstic acid hematoxylin stain for basal bodies of cilia & glia
- placental alkaline phosphatase stain, an

immunoperoxidase

- plastic sections - usually stained with blue aniline dye
- polarized light source
- potassium hydroxide stain for fungi
- proliferating cell nuclear antibody stain for cells in s phase +
- prostate specific antigen stain seen with immunofluorescence
- -
- reticulin stain for connective tissue, black
- Romanowsky's, prototype of many eosin-methylene blue stains for blood smears & malarial parasites
- -
- silver stain for axons
- silver stains for organisms, axons, and capsules
- silver stain for prolactinoma stain
- specific esterase stain
- succinic dehydrogenase stain
- sudan black, stains fat black
- -
- tartrate resistant acid phosphate stain
- terminal deoxynucleotidyl transferase stain
- thionine (similar to toluidine blue) stain
- toluidine blue used to stain thick plastic sections of EM materials
- trichrome, usually stains connective tissue blue or green
- -
- van Gieson used in collagen staining
- vimentin stain
- Von Braunmuhl's, gold & reduced silver stain for tangles & plaques
- Von Kossa, stains phosphate and therefore calcium
- -
- Warthin-Starry stain - spirochaetes black, tissue yellow
- Weigert's hematoxylin for myelin stain
- Weil's method for myelin stain
- Woelcke (Heidenhain) method for myelin stain
- Wright stain for blood smears
- -
- Ziehl-Neelsen (TB), acid fast stain

asset content,  
medical:  
magnification

alphanumeric

- high magnification: 40-100x
- medium magnification: 10-20x
- low magnification: 2-10x

	asset content, medical: orientation/plan	alphanumeric		see below for specific field values	
				<ul style="list-style-type: none"> <li>• anterior view</li> <li>• anteroposterior view</li> <li>• axial plane</li> <li>• coronal plane</li> <li>• external surface</li> <li>• horizontal plane</li> <li>• inferior view</li> <li>• internal surface</li> <li>• lateral view</li> <li>• longitudinal orientation</li> <li>• medial view</li> <li>• oblique view</li> <li>• posterior view</li> <li>• posteroanterior view</li> <li>• superior view</li> <li>• sagittal plane</li> <li>• transverse plane</li> <li>• median plane</li> <li>• GI orientation: ascending colon</li> <li>• GI orientation: anus</li> <li>• GI orientation: stomach antrum</li> <li>• GI orientation: bulb of duodenum</li> <li>• GI orientation: cardia of stomach</li> <li>• GI orientation: descending colon</li> <li>• GI orientation: duodenum</li> <li>• GI orientation: lower esophagus</li> <li>• GI orientation: middle esophagus</li> <li>• GI orientation: rectum</li> <li>• GI orientation: sigmoid colon</li> <li>• GI orientation: transverse colon</li> </ul>	

## FOR LESSON PLANS WISH LIST...

DISTRIBUTED METADATA: CONTENT					
FOR LESSON PLANS (COMPLYING WITH UTAH STATE CORE CURRICULUM GUIDELINES)					
POC	asset content, lesson plan: core curriculum area identified by <b>number</b>	alphanumeric		(values are drawn from a pre- established list of core curriculum areas from the Utah State Office of Education)	

POC	asset content, lesson plan: core curriculum area identified by <b>name</b>	alphanumeric		(values are drawn from a pre-established list of core curriculum areas from the Utah State Office of Education)	
POC	asset content, lesson plan: course			(values are drawn from a pre-established list of courses related to the core curriculum areas from the Utah State Office of Education)  (values displayed for user input are dependent on prior selection from core curriculum area)	
POC	asset content, lesson plan: standards			(values are drawn from a pre-established list of standards)  (values displayed for user input are dependent on prior selection from course values)	
POC	asset content, lesson plan: learning objectives			(values are drawn from a pre-established list of learning objectives)  (values displayed for user input are dependent on prior selection from the standards values)	
	asset content, lesson plan: title of lesson plan				
	asset content, lesson plan: abstract/summary				synopsis of the curriculum unit
	asset content, lesson plan: intended learning outcomes				lists of expected student outcomes
	asset content, lesson plan: in class instruction time			<ul style="list-style-type: none"> <li>• 15 mins - 45 mins</li> <li>• 45 mins - 90 mins</li> <li>• 90 mins - 3 hrs</li> <li>• 3hrs - 7 hrs</li> <li>• more than 7 hrs</li> </ul>	an approximation of how much in-class student time is needed to complete the curriculum unit.

	asset content, lesson plan: size of group			<ul style="list-style-type: none"> <li>• individual</li> <li>• pairs</li> <li>• small groups</li> <li>• large groups</li> </ul>	
	asset content, lesson plan: life skills			<ul style="list-style-type: none"> <li>• collaboration</li> <li>• complex thinking</li> <li>• effective communication,</li> <li>• employability</li> <li>• lifelong learning</li> <li>• responsible citizenship</li> </ul>	(deleted by Laura Hunter)
	asset content, lesson plan: teaching/learning styles			<p>(not mutually exclusive)</p> <ul style="list-style-type: none"> <li>• discovery</li> <li>• discussion</li> <li>• hands-on</li> <li>• inquiry</li> <li>• lecture</li> <li>• pictorial</li> <li>• psychomotor</li> <li>• social interaction</li> <li>• written</li> </ul>	teaching methods or learning environments used in the curriculum unit
	asset content, lesson plan: background information				information that the teacher and/or student needs to have before beginning to use the curriculum unit
	asset content, lesson plan: list of needed materials				a list of the physical resources to collect for use with the curriculum unit

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