***Lesson Summary:***

The purpose of this lesson is to understand the role metadata plays within a newsroom to strengthen a photo collection/archive. Students will learn how they can add metadata to an image in Photoshop and how they can use the information to learn how to improve the quality of the photo.

***Estimated Duration:***

This lesson will be taught over the course of two 60-minute sessions.

***Instructional Procedures:***

Day 1: (60 mins)

* What is metadata?
  + [Photographer’s Metadata – What it is and How to Use it](https://digital-photography-school.com/photographers-metadata-defined-usage/)
    - What is it?
    - Why is metadata important?
      * It helps to set the scene. Would you have known what story the photo was telling you without a caption/cutline or the date the photo was taken?
        + Date, location, event
      * Copyright information
      * Camera data
        + Shutter speed, program, ISO, aperture, lens and flash.
* ACTIVITY
  + Students will follow along with the instructor to upload a pair of images and add metadata through Photoshop’s file info option.
  + Instruction will be based on the attached PowerPoint presentation.

Day 2: (60 min)

* ACTIVITY:
  + Students will work individually to upload one of their own photos and add the following element of information into Photoshop’s “File Info” option.
    - Document Title
    - Author
    - Description (Caption/Cutline)
    - Keywords
  + Students will then identify what they learned from the camera data that would help to improve the photo.
    - Students should identify any challenges they faced when originally capturing the photo and identify the camera data (shutter speed, ISO or flash) information to help clarify what could have been adjusted to obtain a clearer or higher quality photo.
    - If no issues are found, please explain and include reasoning related to the camera data elements found on the photo’s information.
    - Students should submit two screenshots along with a Word document of their reasoning to the assignment’s request.
      * The two screenshots should show the “File Info” added by the student and the “Camera Data” that will be referenced in the student’s written explanation.
    - See rubric for additional information.

***Materials and Resources:***

* Access online
* Access to Photoshop

***Attachments***

* Students will be provided with a handout of the PowerPoint presentation to follow along during the group activity in Day 1.

***Assessment:***

* Students will be assessed based on their classroom participation (15 points) and metadata in-class activity (25 points). TOTAL: 40 points

***Scoring Guidelines:***

* ***Please see attached rubric.***