



IPTC Photo Metadata Conference 2021

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IPTC PMD Standard v2021.1

- New Properties for “Accessibility” (details next)
- Refining how Dates should be handled
- ‘Deep Cleaning/Update’ of spec & notes
- Updated TechReference docs (YAML/JSON)

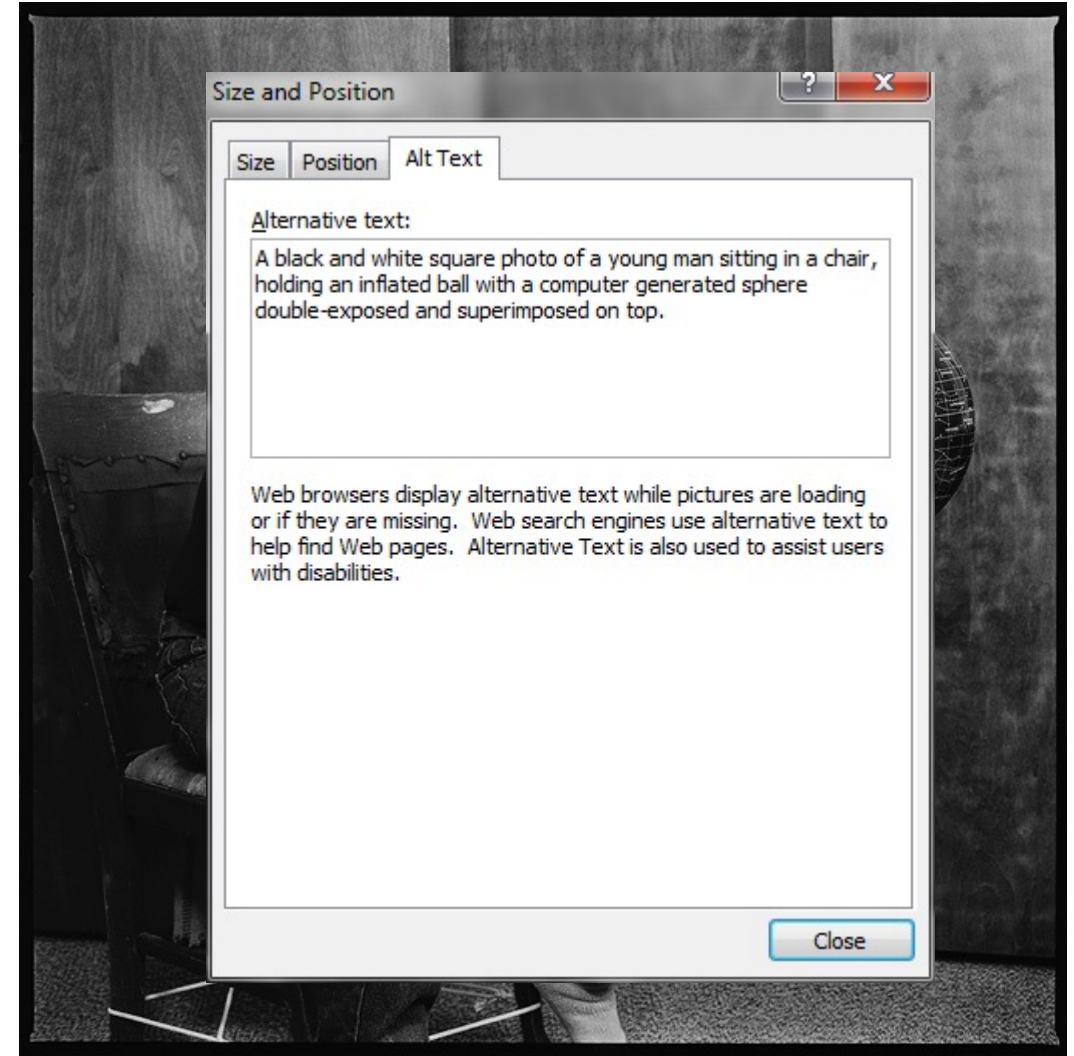
[Link to Latest Standard](#)



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New fields focus on 'Accessibility'

- Alt Text (Accessibility)
 - Used to assist users who can't see the image
 - For use on the web or in ePubs
- *Name: Alt Text (Accessibility)*
- *Definition: A brief textual description of the purpose and meaning of an image that can be accessed by assistive technology or displayed when the image is disabled in the browser. It should not exceed 250 characters.*
- *Implementation Note(s): It may help to show a warning on the editing interface when 250 characters are exceeded.*



IPTC PMD: Focus on Accessibility

New fields focus on 'Accessibility'

- Alt Text (Accessibility)
- Extended Description (Accessibility)

Name: Extended Description (Accessibility)

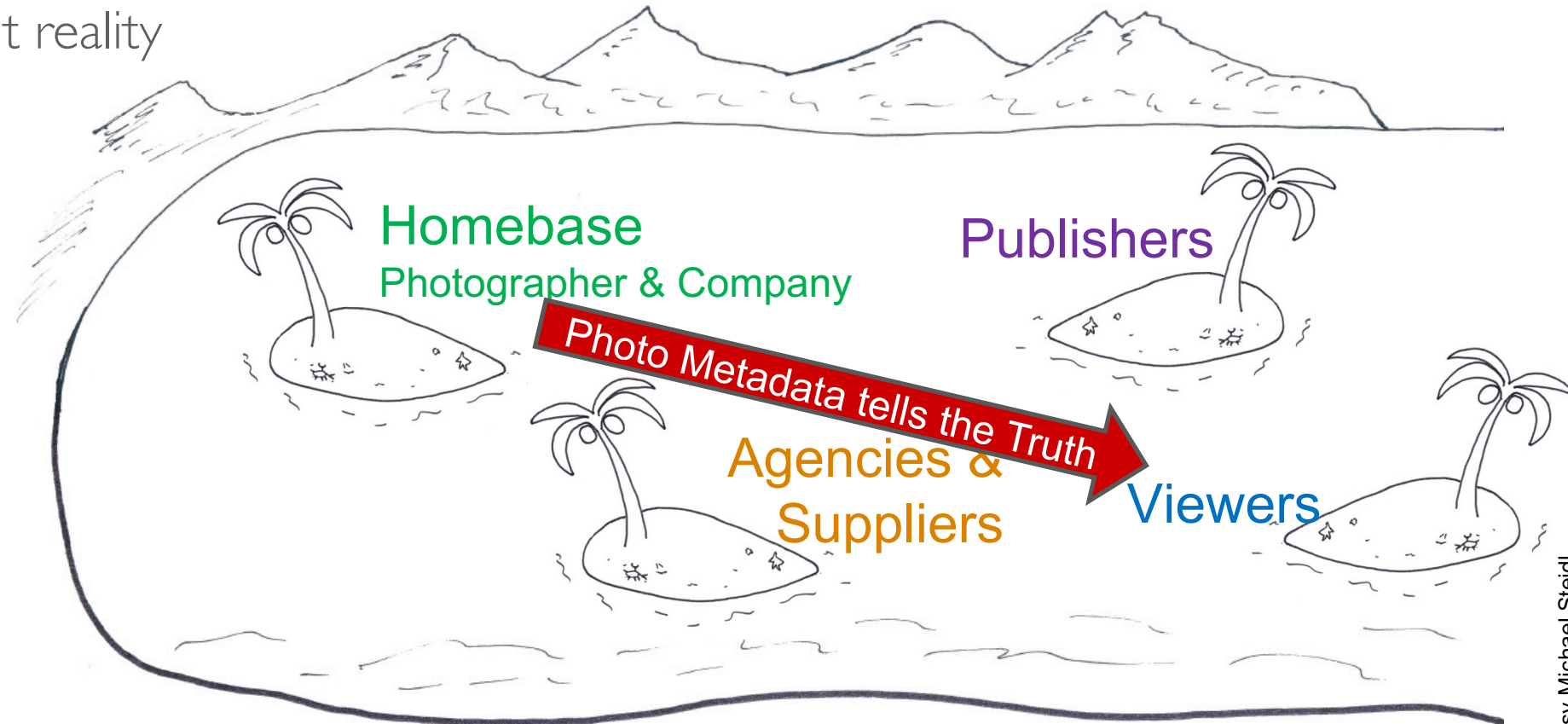
Definition: A more detailed textual description of the purpose and meaning of an image that elaborates on the information provided by the Alt Text (Accessibility) property. This property does not have a character limitation and is not required if the Alt Text (Accessibility) field sufficiently describes the image.

- Description Writer definition expanded
 - Can still be used for existing Description
 - Adds support for new 'Accessibility' fields



IPTC PMD: Revisiting the Photo Metadata Islands

This is not our current reality

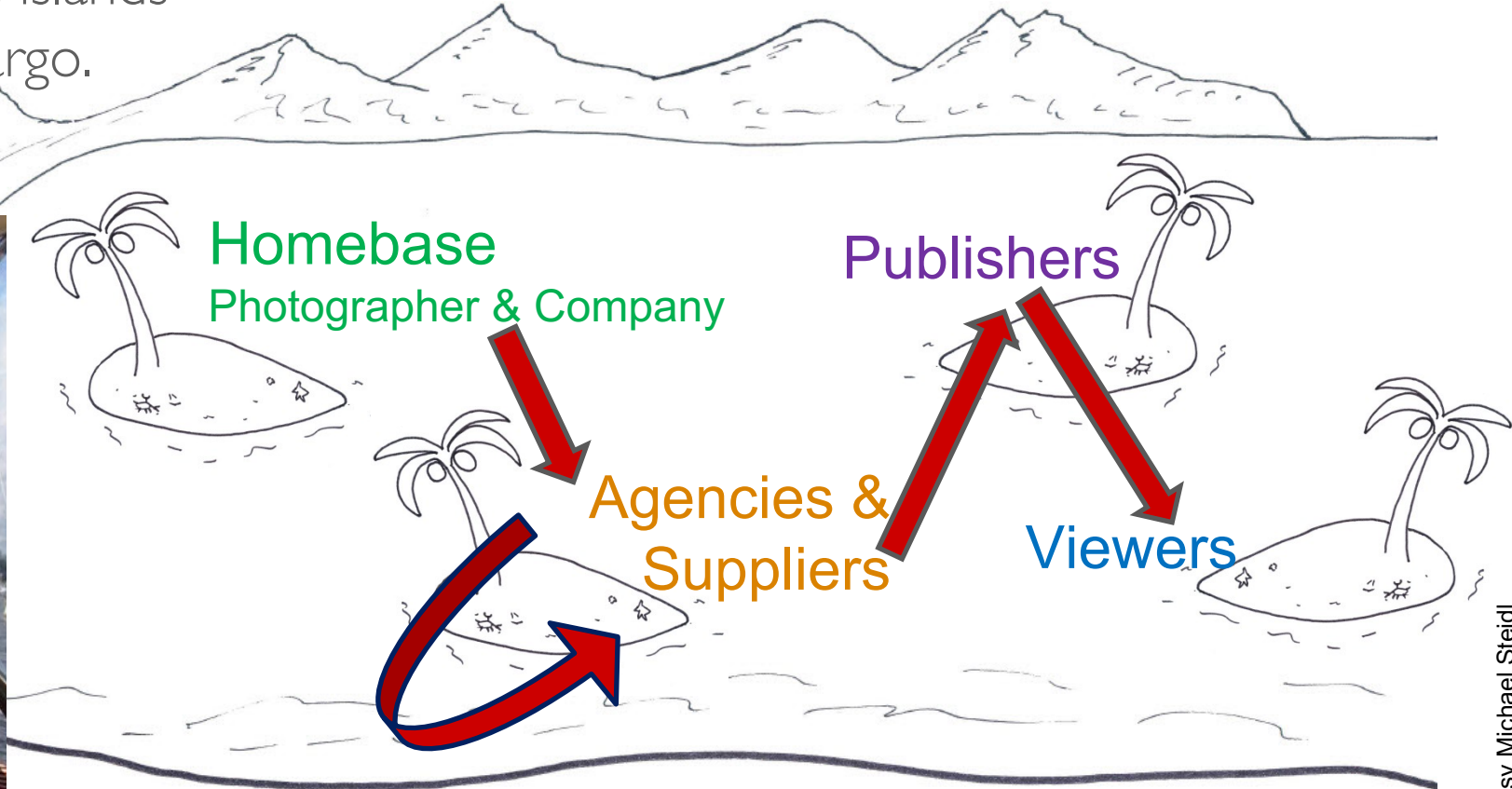




IPTC PMD: Revisiting the Photo Metadata Islands

We need to pilot between the islands without losing our metadata cargo.

Captain Cooper Cat by Stephanie M. Wolters



Courtesy Michael Steidl