

Copyright and Metadata made easy



Lesson Plan 2

Metadata – Looking for a needle in a haystack

Overview

Copyright and metadata made easy

These lesson plans provide step-by-step activities to guide pupils through the decisions and considerations they must make before publishing an image, video or sound recording online.

The lessons begin simply, avoiding complicated licensing issues, then build in complexity. We have designed these 6 lessons to help pupils develop their digital skills in areas outlined in the **Digital Competence Framework**, with specific focus on copyright and metadata. At the start of each lesson plan we identify the **DCF Strands and Elements** covered.

Lessons 1 - 3 are designed for Key Stage 2 and help pupils to gain a basic understanding of metadata and copyright.

Lessons 4 - 6 are designed for Key Stage 3 and 4, and explore how copyright applies when using other people's creative work and using photographs of people. Some information in lessons 4 - 6 may also be useful and interesting to Key Stage 2 pupils.

Before you start

- People's Collection Wales is a website packed full of fascinating photographs, documents, videos and stories about the history, culture and people of Wales
- Visit the Teaching Toolbox section of People's Collection Wales to see how pupils can publish content and use the website to improve digital competence skills **www.peoplescollection.wales/learn/digital**
- The skills developed when creating an account and uploading items to People's Collection Wales closely match many of the requirements of the Digital Competence Framework. Learn how to upload items and create collections using our easy to follow user guides **www.peoplescollection.wales/help-centre**

Lesson 2

Metadata - Looking for a needle in a haystack

Lesson Objective: To understand what metadata is and why we need it

Digital Competence Framework

Key Stage 2

Citizenship: 1.1 Identity, image and reputation

Key Messages

- Metadata is the information you attach to a creative work to describe it
- There are hundreds of billions of images online! Searching for an image without good metadata is like looking for a needle in a haystack
- Good metadata to add includes your name, a title, the date and the location – Who, What, When and Where
- Metadata can show that a creative work is yours
- ‘Keywords’ or ‘Tags’ are a type of metadata that you add to your work to help people search for it on the internet

Extra Information

- There are two additional documents that support this lesson; **Metadata Template** and **Good Metadata Example**. Find these at the end of this lesson
- We have created a quiz on Hwb to help you assess your pupil’s knowledge and skills after they have completed this lesson
[Lesson 2 Quiz - What is metadata?](#)
- Metadata is data about data. For example, a photograph is a piece of data. The metadata for that photograph gives you additional information about the photograph. It could include who took it, what it’s a picture of, the date it was taken and the location, i.e. who, what, when and where
- A digital image can have additional metadata including the image format, size, resolution, etc.
- Metadata is very important in the digital age but it doesn’t just apply to digital data. Before digitisation it was traditionally used in card catalogues in libraries. The metadata for a library book would include the book title, author, year of publication, publisher and subject

- Keywords make it more likely that others will find your creative work online, as all image libraries and online searches tend to use the same keywords
- This lesson will take about 1 hour



Task 1

Take the pupils drawings from lesson 1; task 1, and place them on the table. Ask the pupils to mix up all the images then ask them to find their own. Quickly claim that some of the images are yours and take them away.

Questions:

- Was it hard to find your image?
- How can you prove the image is yours?
- Did you put your name on the picture?
- Did anyone see you draw your picture?
- How would you feel if your picture was taken or if someone else claimed to have drawn it?



Task 2

Ask the students to place all the images on the table again, this time imagining that when they put their image on the table it is being uploaded to the internet.

Questions:

- How will you find your image?
- Guess how many results the internet will bring up for your local town?

Perform an internet search to show how many results return when you enter the name of your local town. Tell your pupils that it is estimated that there are hundreds of billions of images online.

Questions:

- Now you know how many results there are, do you think it would be harder or easier to search for your image on the web? (like looking for a needle in a haystack)
- Have you ever uploaded an image?
- Have you ever used an image from the web to make anything?
- How do you think you could make your image more searchable?



Task 3

Explain that metadata is information you can attach to your picture to describe it. It will make it easier to find it on the internet and also prove that you own the image. As there are billions of images online then searching for an image without good metadata is like looking for a needle in a haystack.

Show the pupils the **Good Metadata Example**.

Explain that:

- If you labelled your image with Who? What? Where? When? then it will be much easier to find online
- 'Keywords' or 'Tags' are words that you add to your work to help people search for it on the internet. Keywords are a type of metadata



Task 4

Hand out the Metadata Template. Use the 'teachers sheet' of the metadata template to explain to the class what all the different fields mean. This template will draw together all the metadata and copyright information that you will need to correctly upload an item to People's Collection Wales.

Ask the pupils to complete the template with the correct metadata and copyright information for their image. Attach the Metadata Template to their image (with a paperclip or staple) and keep them safe. You may choose to use this image and information in lesson 3.



Task 5

Ask the pupils to complete this Hwb playlist quiz to test their knowledge [Lesson 2 Quiz - What is metadata?](#)

Metadata Template

Basic Metadata

Title:

Description:

.....

.....

Current Owner:

Original Creator:

Tags:

Copyright Information (Licenses)

Rights Type:

Rights Holder:

Rights Date:

Metadata Template

Descriptions for Teachers

Title: Write *what* here. Keep it short and relevant.

Description: Write *who, what, where* and *when* here. Describe what you can see or hear. It may also help to think about *why* this item is interesting.

Current Owner: The person who owns the work now (e.g. the pupil or the school).

Original Creator: The person who made this creative work (e.g. the pupil).

Tags: Words that you add to your work to help people search for it on the internet.

Rights Type: Usually copyright. Other rights types include performance rights and design rights.

Rights Holder: The person who owns the copyright, this is usually the creator.

Rights Date: The date the work was created.

Good Metadata

Metadata is the information or words used to describe a creative work online. Every image, video, sound recording or document needs metadata. This information will help to group your work with other similar items. Metadata also helps people find your work when they search online.

Who

What

When

Where

Title: Write *what* here. Keep it short and relevant.

Description: Write *who*, *what*, *when* and *where* here. Describe what you can see or hear. It may also help to think about *why* this item is interesting.

Example

Replica Roman Mask

A replica **Roman mask** worn by cavalry during reenactments held at the National Roman Legion Museum. Masks like this were worn by Roman cavalry during displays at places like the **amphitheatre in Caerleon.**



During Saturnalia, **Romans** entertained themselves with dice and games, but also with events like gladiator fighting at the amphitheatre. This object was chosen and photographed by [Somerton Primary School](#) to complement their video about Saturnalia. This was part of the **2016** Kids in Museums Takeover Day at the National Roman Legion Museum, Caerleon.