

# Manual

This standards guide is a reference for metadata creation for University Marketing and Creative Service's Digital Asset Management System (DAMS), based on Dublin Core Metadata Element Set, 1.1. This guide was developed based on the Dolph Briscoe Center for American History and University of Virginia Library's qualified metadata schemas. Metadata is a set of data that gives information about a given object's content. Comprehensive and standardized metadata is imperative for searching and preservation purposes. Each digital file is an item and will be described at the item level and includes descriptive, administrative, and technical fields. The guide will include a controlled vocabulary as well as examples to follow. Pre-defined lists can be created using Portfolio.