

Multimedia Databases

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Database Overview

- ◆ **Text databases**
 - raw text vs fielded text
- ◆ **Image databases**
 - image tagging
- ◆ **Multimedia databases**
- ◆ **Page databases**
 - Integrated text and images

Text databases

- ◆ **Flat file searching**
- ◆ **Boolean operators**
 - AND, OR, NOT
- ◆ **Fielded text**
 - Generically tagged
 - SGML, HTML

Text database preparation

- ◆ **Create in tagged format**
 - SGML, MS Word style sheets
- ◆ **Export from the DTP page**
- ◆ **Edit into database format**

Image databases

- ◆ **Catalog or album creation**
- ◆ **Editorial indexing**
 - batch import plus manual coding
- ◆ **So many images, so few keywords**
- ◆ **Finding digital files**
- ◆ **Printing comp-quality proofs**
- ◆ **Printing “second generation originals”**

Basic image database

- ◆ **Name**
- ◆ **Size and format**
- ◆ **Import date**
- ◆ **"Author"**
- ◆ **Free text descriptors**

Advanced image database

- ◆ **Descriptor menus**
- ◆ **Thesaurus**
 - canned or user-built
 - MultiAd Search, C-Quest
- ◆ **Last usage**
- ◆ **Rights and royalties links**

Production vs creation

- ◆ **Managing the wrong pictures**
- ◆ **The cost of high res**
- ◆ **Optimizing your photo and art investments**

Creative database usage

- ◆ **New editorial paradigm**
 - All elements are electronic at inception
- ◆ **The impact of searchability**
- ◆ **Rights and royalties subsystems**
- ◆ **Fragment retrieval**

Using the picture

- ◆ **Transferring the digital file**
 - off the disk, off the LAN, out of the file folder
 - into TIFF, PostScript, JPEG
- ◆ **Proofing**
 - Ink jet, dye sublimation, wax transfer
- ◆ **Second generation originals**
 - film recorders

Multimedia databases

- ◆ **Static vs continuous file formats**
- ◆ **Sound**
- ◆ **Animation**
- ◆ **Video**
- ◆ **Hi res vs thumbnails**

Page databases

- ◆ **Native composition formats**
 - Quark, PageMaker, MS Word
- ◆ **Proprietary pages**
 - Interleaf, Frame, Envoy, MS Word View
- ◆ **Adobe Acrobat**

Compact Disk, Recordable

- ◆ **Write-once CD drive**
 - drive-only: \$2,000
 - full system: ~\$7,000
 - blank disks: ~\$12
- ◆ **Utility archives**
- ◆ **Stock products**
 - disk pressing: 300 disks for \$400

Systems issues

- ◆ **Single user**
 - Mac and PC
- ◆ **Client/server**
 - LAN and Unix
- ◆ **Structured Query Language (SQL)**

SQL multimedia databases

- ◆ **Cold filters**
- ◆ **Hot links**
- ◆ **The “content” database ideal**
 - One file fits all
- ◆ **The real world**
 - One file spins off medium-specific files

Getting based

- ◆ **Entry-level single user**
 - Fetch, Kudo Image Browser, Image Axs, etc
 - CD-ROM packages
- ◆ **LAN-shared databases**
- ◆ **Client/server networks**
 - AP, DEC, custom systems

Database production

- ◆ **Scanning pictures**
 - Desktop scanners, PhotoCD, prep house
- ◆ **Indexing subjects**
 - Building thesauruses
 - Proofing keywords
- ◆ **Keeping the files up to date**

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