Multimedia Databases: Managing Text and Pictures in Cyberspace

Putting things into digital form is easy. However, organizing, sorting and managing them once they’re in the computer is a bit trickier. The new tools for building multimedia databases can help save time and effort in production while bringing important benefits in the creative stages.

TEXT DATABASE TRENDS
— ASCII text foundations
— Tagging and generic coding
— Xyvision, Interleaf, Frame
— Ventura, MS Word, WordPerfect
— Flat file vs indexed text searching
— HTML files for the World Wide Web

IMAGE DATABASE TRENDS
— Single user (Fetch, Shoebox)
— Client/server nets (AP, DEC)
— Editorial (human) indexing
— Thesaurus systems
— Rights, royalties and prior use links

PAGE DATABASE TRENDS
— Native composition format
— Import by reference (Frame)
— Adobe Acrobat

MULTIMEDIA DATABASE TRENDS
— Audio and animation servers
— Video servers
— Virtual reality servers
— Multimedia management systems

CD-R: MAKE YOUR OWN CD-ROMS
— Hardware and software
— Organizing principles
— Storage utility
— Portfolio disks
— Sharing space
— The hi-res trap

PRODUCTION ISSUES
— Added costs for database mgmt
— Pulling together all the files
— Matching print to digital data
— Archiving to tape or disk

CREATIVE ISSUES
— New editorial paradigm
— The impact of searchability
— Right and royalties
— “Fragment” retrieval

BUSINESS ISSUES
— Optimizing creative investment
— Increasing editorial productivity
— Developing new media spin-offs
— Saving money on production

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