Multimedia Databases: Managing Text and Pictures in Cyperspace

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

JACK POWERS is director of the Graphics Research Laboratory and publisher of ELECTRIC PAGES, an interactive fax, audiotex and Internet journal on the future of publishing in the Information Age. He consults on publishing and new media technologies with commercial, corporate and government publishers in the U.S., Europe, Asia and South America. The author of six books and numerous videos on computers and print, Jack's articles appear in *American Printer, Computer Pictures, Editors Only, Folio, France Graphique, LAN, Micro Publishing News, Multimedia PC World, PRE-, Prepress Asia, Publish, Publishing & Production Executive* and other publications; the moderator of the Prepress Asia and Asia Print/Singapore conferences, he lectures at many international conferences including the Berlin DTP Congress, Imagerie Electronique, Norske Fagpresses Forening and Multimedia Canada. He has served as a director or advisor to the National Composition & Prepress Assn, the Typographers Int'l Assn, NYC ACM SIGGRAPH, the National Business Forms Assn and the Typographers Assn of New York and he is chairman of the NYC Board of Ed Graphic Arts Educational Advisory Commission.

Contact the Graphics Research Lab at 405 Fourth Street, Brooklyn New York 11215, PHONE 718-499-1884, FAX 718-499-1970, EMAIL GRLab@aol.com, INTERNET http://www.electric-pages.com.