Content Repurposing File Format Guide

The goal of this process is to create high quality digital originals that will form a repository of imagery useful in a variety of contexts and mitigate the need for re-scanning or re-encoding in the future. Initially, the repurposing process sets out to create an archival copy of the highest resolution, both in terms of colour depth (bits per pixel) and of pixel density (dot per inch). Representations of these images are subsequently produced for network delivery via web or file transfer.

Still Images
As a general rule, images should be scanned at a high resolution, 300 dpi minimum, as .tif or .png files since these are lossless formats. They can be reformatted into GIF (line drawings) or JPEG (continuous tone photographic images) formats for web delivery, but downloadable originals should be in .tif or .png.

The resolution should yield a 300 dpi image at 8x10 inches. When scanning negatives or positives, target resolution should be above or about 2500 DPI on a 35mm format slide or negative.

Digital Video
Video should be encoded using QuickTime, Windows Media, Real Video, MPEG2 or MPEG4. *MPEG1 should not be used.*

Video should be encoded in three different data rates, 56K, 100K and 300K for delivery on the various commercially available network services. Real Surestream and Windows Intelligent Stream can take on encoded file and deliver it at the required data rate.

Audio
Audio should be encoded in MP3, WAV, or QuickTime at CD quality 44Khz, 16 bit or DAT quality 44Khz, 16 bit.

Metadata
Wherever possible, all fields in the information function of the encoding application (i.e. Photoshop, Illustrator, Adobe Acrobat, MS Word) should be completed by the appropriate person as a foundation to the metatagging process, which will continue in other stages of the repurposing process.