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INFO 282-10 Fall 22

Digital Asset Management

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Project #2: Video Collection Analysis

Analyzing a small digital video collection provided critical access and content

management lessons. Developing a metadata model and creating metadata presented many

opportunities to examine opportunities and problems associated with copyrighted video content.

The deliverable is a set of records and draft taxonomy designed to meet the needs of a specific

use case. The outcome also addresses problems with rights management, access through

technical data, and discoverability.

Justification and reasoning behind the metadata fields chosen.

I built the metadata models on PBCore, which is based on DCMI. Because video

metadata can be far more extensive than for image assets, I felt that PBCore was more

appropriate than DCMI or MODS. IPTC, as a photo-specific schema, also doesn't adequately

handle time-based media. However, not every PBCore field applied to the context of this

assignment, so I focused on core fields that would meet a use case for a creative marketing team.

As I analyzed the clips and experimented with metadata fields and taxonomy creation, the

use case for a creative marketing campaign developed. I considered what problems the

associated metadata needed to solve and what metadata was appropriate (Horodyski, 2016). One

potential problem was rights and licensing information. Another was finding the right asset to

represent an idea. Associated questions that came to mind were, what if you wanted an asset that

depicted a specific scene or a particular type of fighting? How might a marketing team go about finding a collection of clips that were both dystopic and featured explosions? These questions influenced how I developed descriptions and the resulting taxonomy. If I had focused on the general population of movie fans, the metadata model and descriptive content would have reflected their interests, much like IMDB, Rotten Tomatoes, or Fandom.

Discuss any possible automatically generated metadata for the video clips.

One of the benefits of continuously improving file formats, such as MPEG-4 to MPEG-7, is that the embedded technical and structural data continues to grow. In addition, to file type and format information, the mp4 clips are embedded with the codec (H.264), the color profile (HD (1-1-1)), and the duration. Depending on the end-use of the assets, such information may be helpful or extraneous. For digital curators and media specialists, technical metadata aids in preservation or facilitating delivery methods.

Autogenerated administrative data is also infinitely valuable for DAM. While it may not address the clip's content, it provides a history of its lifecycle. That history includes who created it, who edited it and when, what version it is, and statistics about its access and use. As Dittmer (2012) describes in the GA Communication Teams case study, such metadata facilitates workflows across teams. Automated metadata helped usher creative projects through several stages and provided better control over an asset.

Schaffel (2006) makes a compelling argument for using a DAMS to harvest metadata from assets, transforming them from passive to active or "intelligent." This process is ideal for managing the explosion of assets we create daily. For this project, scrapping embedded metadata and using an AI would have reduced some of the labor in applying descriptive information. Descriptive metadata that a DAMS could potentially extract is the time code of where the clip is

within the film, speech-to-text, and facial or object recognition. For example, an AI connector could have extracted keywords such as *robot, flamethrower, fireball, archive,* and *Tom Sawyer* from *Video Clip #14*. Recognizing a character like Tom Sawyer is possible because AIs now have the ability for facial recognition. Instead of manually researching and describing actors, the system will generate that info.

However, there are drawbacks. The AI may recognize the actor over the character, which is unhelpful if searching for a character. The actors are blurred in many of the clips, making facial recognition impossible. Additionally, the AI may not recognize a face if it is not in its reference database.

There is also something to be said for a human-derived description: "A robot with a flamethrower creates an explosion as Tom Sawyer runs through an archive of ancient dusty scrolls and books." It's added value metadata that establishes the context and a sequence of events instead of keywords. Additionally, an AI may not make the conceptual connection between books, scrolls, and dust and generate the term *archive*. Creating associations and concepts is where a structured taxonomy is more valuable than autogenerated tags (Solomon, 2016).

Discuss any possibilities for "bulk" entry data for the video clips.

A couple of opportunities for bulk metadata entry arose during cataloging: inherited data and prepopulated templates.

Because several clips were from the same film, they can be treated as child records or instantiations of the parent film record. These could have been batch uploaded and linked to the parent record. Creating parent-child records allows for cascading metadata. For example, clips

from the Matrix (1999) would inherit metadata from the film records, such as date, creators, publishers, genre, coverage, and rights and access statements. Another strategy is to find a sibling clip from the same film and clone a new child record that references the same movie.

Templates with prepopulated metadata are highly desirable in a DAMS. Templates can be prepopulated with administrative data such as access, rights, and permissions. Additionally, the DAMS could contain multiple templates that reflect media, department, or context. The advantage of having a template is the ease of updating rights or accessing information across asset records. If a condition changes for a set of 1000 clips, it is time-consuming and a waste of staff time to update metadata asset by asset.

Discuss any licensing and/or legal information associated with these video clips in a DAM system?

While short, these clips are protected under copyright as published works, even if unidentifiable. Additionally, they are owned by companies with a lot of power and willingness to pursue any perceived form of violation. In a way, those factors make managing these clips straightforward. The challenge for a creative marketing team is managing (re)use of the clip. The DAM must track permissions and licensing agreements and facilitate layered access permissions. Another complexity in video rights management includes layered copyrights within the content, such as music, product placement, artwork, or even embedded clips (OpenText, 2020). Fortunately, these clips have no soundtracks, so there is only one DRM layer to track and manage.

A good DAMS will track the activity associated with an asset's rights management. For the use of these clips, the organization needs to know was a license fee paid and the contract

terms of use. Keeping track of this data ensures compliance and mitigates legal risks. It saves time and money tracking permissions (Durst et al., 2020).

That said, rights management for these clips is simple because our educational use falls under fair use—until we do something else with them.

Evaluate the collection as a whole in terms of access. What issues, if any, are there?

The most significant threat to access in this collection is the quality and completeness of its metadata. These clips do not have corresponding audio, so there is not an opportunity for speech-to-text. Instead, users rely on the asset manager to apply metadata representing their interests and search patterns (Horodyski et al., 2022). In other words, metadata must fit the user's needs and be complete enough to surface in response to different contextual uses (Duval et al., 2002). But there has to be a balance between providing what users need and what can be reasonably supplied with limited resources.

Where completeness is ideal, specificity is critical in providing access through discoverability. Austerberry (2013) points out that searching in a DAMS will fail its users if the results include thousands of results. Specificity surfaced as a problem in this project when dealing with genre metadata. The records in this assignment include a genre field that reflects those in IMDB or Rotten Tomatoes. However, the field seems rather useless. *Action* as a genre term is too broad, considering the vast number of movies that fall in that category. IMDB returns 371,791 for *Action* and doesn't provide subsets of the genre. A user trying to find an action movie set in the future is not interested in James Bond. In contrast, Action--*DieselPunk* surfaces *A League of Extraordinary Gentlemen* and weeds out series like *James Bond*. To that end, movie databases should accommodate a hierarchical taxonomy

that facets types of action movies. The advantage of facets is that if a user starts with *Action* or *Adventure*, the DAMS provides a filter for narrowing to child genres. In this way, they are more likely to find that 1987 dystopian film they're in the mood for.

Metadata is also dependent upon the information available in the asset. The unidentified clips in this collection are still usable if the user needs a generic depiction of an explosion or costumes. But if the user also wants to understand the clip's context, that information is not available. The metadata is incomplete. Therefore, if a user searches for Video clip #15 with James Bond AND explosions, the clip won't appear in the results.

Evaluate the collection in terms of its organization with consideration for its taxonomy. If these video clips were part of a digital reference collection within a DAM system, how would you classify it and why?

As already stated, designated users were a consideration for the video collection's taxonomy. In keeping with the idea of a creative department using the clips for a marketing campaign, I developed the taxonomy around concepts and descriptions they might search for. Terms include settings, types of actions and stunts, types of characters, and social themes. These topics emerged during the analysis and descriptive process. From there, I developed a draft of controlled terms and hierarchy based on themes that emerged while determining topical subjects. See Appendix B: Sample Taxonomy for the themes and their structure.

As for creating a reference collection, I envision a few specific genre collections: action/fantasy, action/sci-fi, action/spy. Other options might be *technology in action movies and dystopian themes in action movies.* This strategy should avoid the problem of overly broad genre categories used by popular movie databases. Of course, these collections' effectiveness depends upon user needs and feedback.

In summary, the project had three critical takeaways. A DAMS is a powerful tool to leverage in the metadata creation process. It can extract data, generate descriptive terms, and facilitate relationships between assets. Two, that tool will fail its users without sufficient metadata. And three, a tailored taxonomy is not merely nice-to-have; it enhances discoverability, creates contextual meaning, and prevents the "dreaded 'no-results'" (Carner, 2016).

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Appendix A: Video clip records

Identifier	Video 1	
Title	Scene	Video clip #1
	Movie	*Matrix Revolutions*
	Series	*The Matrix* film series
Creator	Director, writer	Lana Wachowski; Lilly Wachowski
Contributor	Actor	Keanu Reeves; Hugo Weaving
Description	Neo and Agent Smith fight in a warehouse setting. The two collide mid-air and Neo flies back into a wall. Both characters are dressed in their trademark outfits: Smith wears a black suit with tie and aviator glasses. Neo wears sunglasses and a long black coat.	
Release date	November 5, 2003	
Publisher	Warner Bros. (Distributor) Village Roadshow Pictures (Production)	
Coverage	(Time/geographic region)	
Language	English	
Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.	

Access and use restrictions	Contact copyright holder for further information.
Audience rating	R

Clip duration	00:00:07	Clip location	HH:MM:SS
Format (Type)	video/mp4	Color	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_01.mp4		

Genre	Action; Sci-Fi
Subject	dystopia; virtual reality; martial arts; abandoned warehouses, cyberpunk, fight scenes

Identifier	Video 2	
Title	Scene	Video clip #2
	Movie	*Die Another Day*
	Series	*James Bond* film series
Creator	Director	Lee Tamahori
Contributor	Actor	John Cleese; Pierce Brosnan
Description	Q demonstrates to James Bond the new version of the Aston Marten DB10 and its hidden weapons. The scene takes place in an empty station in the London Underground metro system. Bond throws a binder of papers in front of the car causing the hood mounted guns to turn and shoot.	
Release date	November 20, 2002	
Publisher	Production	Eon Productions Metro-Goldwyn-Mayer
	Distributor	MGM Distribution Co. 20th Century Fox
Coverage	Geographic region	London, UK; London Underground
Language	English	

Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.
Access and use restrictions	Contact copyright holder for further information.
Audience rating	PG-13

Clip duration	00:00:03	Clip location	HH:MM:SS
Format (Type)	video/mp4	Color	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_02.mp4		

Genre	Action; Adventure; Thiller
Subject	spycraft; technology; Aston Martin DB10; guns

Identifier	Video 3	
Title	Scene	Video clip #3
	Movie	*RoboCop*
	Series	*RoboCop* film series
Creator	Director	Paul Verhoeven
Contributor	Actor	Peter Frederick Weller
Description	The scene takes place in an industrial site. A man in black uniform shoots at RoboCop, but misses. Something behind RoboCob explodes into a fireball that rains down sparks and flames as he continues to march forward. He is without his helmet.	
Release date	July 17, 1987	
Publisher	Production	Orion Pictures
	Distributor	Orion Pictures
Coverage	(Time/geographic region)	
Language	English	

Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.
Access and use restrictions	Contact copyright holder for further information.
Audience rating	R

Clip duration	00:00:02	Clip location	HH:MM:SS
Format (Type)	video/mp4	Color	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_03.mp4		

Genre	Action; Crime; Sci-Fi
Subject	dystopia; cyborgs; law enforcement; fight scenes, explosions

Identifier	Video 4	
Title	Scene	Video clip #4
	Movie	*RoboCop*
	Series	*RoboCop* film series
Creator	Director	Paul Verhoeven
Contributor	Actor	Peter Frederick Weller
Description	RoboCop is blasted through a set of glass paned doors. They shatter as he lands on his back and slides across the floor of an open office or reception area.	
Release date	July 17, 1987	
Publisher	Production	Orion Pictures
	Distributor	Orion Pictures
Coverage	(Time/geographic region)	
Language	English	

Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.
Access and use restrictions	Contact copyright holder for further information.
Audience rating	R

Clip duration	00:00:02	Clip location	HH:MM:SS
Format (Type)	video/mp4	Color	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_04.mp4		

Genre	Action; Crime; Sci-Fi
Subject	dystopia; cyborgs; law enforcement; fight scenes

Identifier	Video 5	
Title	Scene	Video clip #5
	Movie	*The Fifth Element*
Creator	Director, writer	Luc Besson
Contributor	Actor	Bruce Willis
Description	An explosive weapon hits an island bar in the middle of a hotel ballroom. It causes an explosion that sends a chair flying. Korben Dallas hides beneath the bar, covering his face with his arm.	
Release date	May 7, 1997	
Publisher	Production	Gaumont
	Distributor	Gaumont Buena Vista International
Coverage	Time	New York City; Space; future
	Geographic region	
Language	English	
Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.	

Access and use restrictions	Contact copyright holder for further information.
Audience rating	R

Clip duration	00:00:02	Clip location	HH:MM:SS
Format (Type)	video/mp4	Color	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_05.mp4		

Genre	Action; Adventure; Thriller; Sci-Fi
Subject	dystopia; futurism; explosions, hotel ballrooms

Identifier	Video 6	
Title	Scene	Video clip #6
	Movie	*The Fifth Element*
Creator	Director, writer	Luc Besson
Contributor	Actor	Bruce Willis
Description	People huddle against the floor in a hotel ballroom while an explosive weapon flies overhead and hits an island bar. It causes an explosion. Korben Dallas hides beneath the bar, covering his face with his arm.	
Release date	May 7, 1997	
Publisher	Production	Gaumont
	Distributor	Gaumont Buena Vista International
Coverage	Time	Future
	Geographic region	New York (N.Y.); Space
Language	English	
Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.	
Access and use restrictions	Contact copyright holder for further information.	

Audience rating	R

Clip duration	00:00:02	Clip location	HH:MM:SS
Format (Type)	video/mp4	Color	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_06.mp4		

Genre	Action; Adventure; Thriller; Sci-Fi
Subject	dystopia; futurism; explosions, hotel ballrooms

Identifier	Video 7	
Title	Scene	Video clip #7
	Movie	*The Matrix*
	Series	*The Matrix* film series
Creator	Director, writer	Lana Wachowski; Lilly Wachowski
Contributor	Actor	Keanu Reeves; Laurence Fishburne
Description	Morpheus and Neo fight using martial arts in a traditional Japanese room. Morpheus drops from above and just misses Neo who has rolled away. Morpheus's knee leaves a crater in the tatami.	
Release date	March 24, 1999	
Publisher	Production	Warner Bros.; Village Roadshow Pictures
	Distributor	Warner Bros.; Roadshow Entertainment
Coverage	(Time/geographic region)	
Language	English	
Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.	

Access and use restrictions	Contact copyright holder for further information.
Audience rating	R

Clip duration	00:00:02	**Clip location**	HH:MM:SS
Format (Type)	video/mp4	**Color**	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_07.mp4		

Genre	Action; Thriller; Sci-Fi;
Subject	dystopia; futurism; martial arts; fight scenes

Identifier	Video 8	
Title	Scene	Video clip #8
	Movie	*Planet of the Apes*
	Series	*Planet of the Apes* film series
Creator	Director	Franklin J. Schaffner
	Writer (original)	Pierre Boulle
Contributor	Actor	
Description	Three apes have a human captive in a forest setting. Something explodes behind them, causing the group to flee.	
Release date	February 8, 1986	
Publisher	Production	APJAC Productions; 20th Century Fox
	Distributor	20th Century Fox
Coverage	Time	Future
	Geographic region	North America
Language	English	
Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.	

Access and use restrictions	Contact copyright holder for further information.
Audience rating	G

Clip duration	00:00:02	Clip location	HH:MM:SS
Format (Type)	video/mp4	Color	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_08.mp4		

Genre	Adventure; Thriller; Sci-Fi; Fantasy
Subject	post-apocalypse; evolution; civilization; explosions; forests

Identifier	Video 9	
Title	Scene	Video clip #9
	Movie	*The Matrix*
	Series	*The Matrix* film series
Creator	Director, writer	Lana Wachowski; Lilly Wachowski
Contributor	Actor	Keanu Reeves; Hugo Weaving
Description	Agent Smith and Neo fight in an abandoned building lobby. Agent Smith grabs Neo and then punches him across the lobby and into a corner counter. The setting is in a state of decay. The walls are graffitied.	
Release date	March 24, 1999	
Publisher	Production	Warner Bros.; Village Roadshow Pictures
	Distributor	Warner Bros.; Roadshow Entertainment
Coverage	(Time/geographic region)	
Language	English	

Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.		
Access and use restrictions	Contact copyright holder for further information.		
Audience rating	R		

Clip duration	00:00:04	Clip location	HH:MM:SS
Format (Type)	video/mp4	Color	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_09.mp4		

Genre	Action; Thriller; Sci-Fi;
Subject	dystopia; futurism; martial arts; cyberpunk; abandoned buildings; fight scenes

Identifier	Video 10	
Title	Scene	Video clip #10
	Movie	*I, Robot*
Creator	Director	Alex Proyas
	Writer (original)	Jeff Vintar
Contributor	Actor	
Description	Two men in dark security uniforms stand in front of two large closed wooden doors. They are thrown aside as a swarm of humanoid robots burst through doors. The robots are glowing red and have human-like eyes.	
Release date	July 7, 2004	
Publisher	Production	Davis Entertainment; Laurence mark Productions; Overbrook Films; Mediastream IV
	Distributor	20th Century Fox
Coverage	Time	2035

	Geographic region	
Language	English	
Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.	
Access and use restrictions	Contact copyright holder for further information.	
Audience rating	G	

Clip duration	00:00:03	**Clip location**	HH:MM:SS
Format (Type)	video/mp4	**Color**	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_10.mp4		

Genre	Action; Thriller; Sci-Fi;
Subject	dystopia; robots; swarms

Identifier	Video 11	
Title	Scene	Video clip #11
	Movie	*Final Destination*
	Series	*Final Destination* film series
Creator	Director	James Wong
	Writer (original)	Jeffrey Reddick
Contributor	Actor	Devon Sawa; Sean William Scott
Description	Alex Browning runs from a suburban ranch house that then explodes. Billy Hitchcock is waiting at the street on his bike. Both boys are knocked to the ground.	
Release date	March 17, 2000	
Publisher	Production	Zide/Perry Productions; Hard Eight Pictures
	Distributor	New Line Cinema

Coverage	(Time/geographic region)	2000
Language	English	
Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.	
Access and use restrictions	Contact copyright holder for further information.	
Audience rating	R	

Clip duration	00:00:05	Clip location	HH:MM:SS
Format (Type)	video/mp4	Color	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_11.mp4		

Genre	Action; Thriller; Horror
Subject	explosions; suburban settings

Identifier	Video 12	
Title	Scene	Video clip #12
	Movie	*Terminator 3: Rise of the Machines*
	Series	*Terminator* film series
Creator	Director	Jonathan Mostow
	Writer (original)	John Brancato; Michael Ferris; Tedi Srafian
Contributor	Actor	Arnold Schwarzenegger; Kristanna Loken
Description	The Terminator and T-X robots crash through a ceiling while mid-fight. They land on a table sending objects flying. The scene takes place in a clean industrial setting.	
Release date	June 30, 2003	
Publisher	Production	Intermedia; C2 Pictures

	Distributor		Warner Bros.; Columbia TriStar Film
Coverage	(Time/geographic region)	2004	
		Los Angeles	
Language	English		
Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.		
Access and use restrictions	Contact copyright holder for further information.		
Audience rating	R		

Clip duration	00:00:03	**Clip location**	HH:MM:SS
Format (Type)	video/mp4	**Color**	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_12.mp4		

Genre	Action; Sci-Fi
Subject	fight scenes; robots; industrial settings

Identifier	Video 13	
Title	Scene	Video clip #13
	Movie	*Die Another Day*
	Series	*James Bond* film series
Creator	Director	Lee Tamahori
Contributor	Actor	John Cleese; Pierce Brosnan
Description	A filing cabinet explodes in an office space throwing James Bond to the floor. Meanwhile a man of Asian descent jumps through a window and runs from the explosion. Bond is in his trademark suit and the man of Asian descent is shirtless and bald.	
Release date	November 20, 2002	

Publisher	Production	Eon Productions Metro-Goldwyn-Mayer
	Distributor	MGM Distribution Co. 20th Century Fox
Coverage	Geographic region	
Language	English	
Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.	
Access and use restrictions	Contact copyright holder for further information.	
Audience rating		

Clip duration	00:00:03	Clip location	HH:MM:SS
Format (Type)	video/mp4	Color	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_13.mp4		

Genre	Action; Adventure; Thriller
Subject	spies; office spaces; guns

Identifier	Video 14	
Title	Scene	Video clip #14
	Movie	*The League of Extraordinary Gentlemen*
	Series	*Terminator* film series
Creator	Director	Stephen Norrington
	Writer (original)	Alan Moore; Kevin O'Neill
Contributor	Actor	Sean West
Description	A robot with a flamethrower creates an explosion as Tom Sawyer runs through an archive of ancient dusty scrolls and books.	

Release date	July 11, 2003	
Publisher	Production	20th Century Fox; Angry Films; International Production Company; JD Productions
	Distributor	20th Century Fox
Coverage	(Time/geographic region)	
Language	English	
Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.	
Access and use restrictions	Contact copyright holder for further information.	
Audience rating	PG-13	

Clip duration	00:00:03	**Clip location**	HH:MM:SS
Format (Type)	video/mp4	**Color**	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_14.mp4		

Genre	Action; Adventure ; Fantasy ; Dieselpunk
Subject	robots; explosions; ancient archives; superheros; supervillains; flamethrowers

Identifier	Video 15	
Title	Scene	Video clip #15
	Movie	*unknown*
	Series	
Creator	Director	
Contributor	Actor	
Description	An explosion in the middle of the jungle.	

Release date		
Publisher	Production	
	Distributor	
Coverage	Geographic region	
Language	English	
Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.	
Access and use restrictions	Contact copyright holder for further information.	
Audience rating		

Clip duration	00:00:00	**Clip location**	HH:MM:SS
Format (Type)	video/mp4	**Color**	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_15.mp4		

Genre	Action
Subject	Jungles; explosions

Identifier	Video 16	
Title	Scene	Video clip #16
	Movie	*The Matrix*
	Series	*The Matrix* film series
Creator	Director, writer	Lana Wachowski; Lilly Wachowski
Contributor	Actor	Keanu Reeves; Laurence Fishburne
Description	Morpheus and Neo fight using martial arts in a traditional Japanese room. Morpheus sidekicks Neo into a wooden beam. Neo lands face down on a tatami mat.	
Release date	March 24, 1999	

Publisher	Production	Warner Bros.; Village Roadshow Pictures
	Distributor	Warner Bros.; Roadshow Entertainment
Coverage	(Time/geographic region)	
Language	English	
Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.	
Access and use restrictions	Contact copyright holder for further information.	
Audience rating	R	

Clip duration	00:00:03	Clip location	HH:MM:SS
Format (Type)	video/mp4	Color	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_16.mp4		

Genre	Action; Thriller; Sci-Fi;
Subject	martial arts; fight scenes

Identifier	Video 17	
Title	Scene	Video clip #17
	Movie	*Terminator 2: Judgment Day*
	Series	*Terminator* film series
Creator	Director	James Cameron
	Writer (original)	James Cameron; William Wisher
Contributor	Actor	Arnold Schwarzenegger; Robert Patrick
Description	The Terminator and T-1000 robots fight in a non-descript hallway. The two terminators throw each other back and forth into the walls.	

Release date	July 1, 1991	
Publisher	Production	Carolco Pictures; Pacific Wester Productions; Lightstorm Entertainment; Le Studio Canal+
	Distributor	Tri-Star Pictures
Coverage	(Time/geographic region)	1995
		Los Angeles
Language	English	
Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.	
Access and use restrictions	Contact copyright holder for further information.	
Audience rating	R	

Clip duration	00:00:07	**Clip location**	HH:MM:SS
Format (Type)	video/mp4	**Color**	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_12.mp4		

Genre	Action; Sci-Fi
Subject	fight scenes; robots; industrial settings

Identifier	Video 17	
Title	Scene	Video clip #17
	Movie	*The Fifth Element*
Creator	Director, writer	Luc Besson
Contributor	Actor	Bruce Willis

Description	People huddle against the floor in a hotel ballroom while an explosive weapon flies overhead and hits an island bar. It causes an explosion. Korben Dallas hides beneath the bar, covering his face with his arm.	
Release date	May 7, 1997	
Publisher	Production	Gaumont
	Distributor	Gaumont Buena Vista International
Coverage	Time	Future
	Geographic region	New York (N.Y.); Space
Language	English	
Rights statement	This video clip is excerpted from a copyrighted film and therefore protected by the same copyright laws and restrictions.	
Access and use restrictions	Contact copyright holder for further information.	
Audience rating	R	

Clip duration	00:00:02	Clip location	HH:MM:SS
Format (Type)	video/mp4	Color	color
Sound	no sound		
File name	http://amazon.sjsu.edu/html-jhorodys/INFO_282/INFO_282_17.mp4		

Genre	Action; Adventure; Thriller; Sci-Fi
Subject	dystopia; futurism; explosions, hotel ballrooms

Appendix B: Sample Taxonomy

Environment/Setting

- Urban
    - Futuristic cities
    - Abandoned cities
    - Subways (use for metro)
        - London Underground

- Suburban

- Industrial
    - Abandoned industrial sites
    - Warehouses
    - Factory

- Structures
    - Buildings
        - Skyscrapers

        - Hotels
            - Hotel lobbies
            - Hotel ballrooms

        - Warehouses (See also Industrial)
            - Abandoned warehouses

        - Religious
            - Monetary

        - Ancient archives

    - Office spaces

Action
Fight scenes

- Hand to hand combat
    - Martial Arts
        - Kung Fu, etc.

        - Wire Fu (see also Stunts)
    - Boxing
    - Brawling
    - Self defense

Stunts

- Building stunts

- Acrobatics

- Special effects
    - Computer Graphics Interface (CGI)
    - Wire Fu
    - Green screen

Swarms

- Robot swarms

- Animal swarms

- Insect swarms

Chase
Explosions

- Projectile missiles

- Gas leaks

- Planted bombs

Technology
Spycraft
Weapons

- Weapon systems

- Guns

Automobiles
Robots

- Cyborgs (Human containing robot parts)

- Androids (humanoid shaped robot)

- Robots
    - Robot swarms (*see* Swarms)

Virtual reality

Social commentary
Dystopia
Utopia
Civilization
Evolution
Post-apocalypse
Apocalypse

Law and Justice
Law enforcement
Crime

- Types

Vigilantism

Characters
Teenagers
- Teenage heros
- Bullies

Heros
- Antiheros
- Superheros
- Saviors
- Spy heros
- Robot (*see* Robots; Villains -> Robots)
- Vigilante

Villains
- Robot (*see* Robots; Hero -> Robots)
- Super villains
- Devils/demons
- Death
- Fate
- Femme fatale

Animals
- Anthropomorphic animals
- Talking animals

Sidekicks
- Female sidekicks
- Comedic sidekicks

Spies