

0 CONTENT FORM AND MEDIA TYPE AREA

Introductory note

The purpose of the content form and media type area is to indicate at the very beginning of the record both the fundamental form(s) in which the content of a resource is expressed and the type(s) of carrier used to convey that content so as to assist catalogue users in identifying and selecting resources appropriate to their needs.

The content form and media type area is comprised of three elements, namely, (1) a term (or terms) derived from a closed list of *Content Form* categories, (2) a *Content Qualification* derived from a closed list of subcategories, and (3) a closed list of *Media Type* categories.

Contents

- 0.1 Content form
- 0.1.2 Content qualification
- 0.2 Media type

Recommended punctuation

- A. Enclose Content Qualification terms in parentheses immediately following the Content Form term ().
- B. Precede each subsequent Content Qualification term by a space, semicolon, space (;).
- C. Precede each Media Type term by a space, colon, space (:).
- D. Precede each subsequent Content Form by full stop, space (.).
- E. Precede each subsequent Content Form : Media Type statement by a space, plus sign, space (+)

Examples

Content Form (Content Qualification) : Media Type
Content Form (Content Qualification ; Content Qualification) : Media Type
Content Form. Content Form (Content Qualification) : Media Type
Content Form (Content Qualification) : Media Type : Media Type
Content Form (Content Qualification). Content Form (Content Qualification) : Media Type
Content Form (Content Qualification) : Media Type + Content Form (Content Qualification) : Media Type

Prescribed source

The whole resource.

0.1 Content Form (mandatory)

Content Form categories reflect the fundamental form(s) in which the content of a resource is expressed. Terms from the following list should be given in the language and script chosen by the cataloguing agency, using as many terms as are applicable to the resource being described. Alternatively, for resources comprised of mixed content where three or more forms are applicable, the term “multiform” is given. It is recommended that national bibliographic agencies, and those cataloguing agencies that participate in a network sharing bibliographic data, record as many terms as are applicable to the resource being described.

Content Form Terms

Content Form Term	Definition and Scope of Term
Image	A resource consisting of content expressed through line, shape, shading, etc., intended to be perceived visually. An image can be still or moving, in two or three dimensions, and may include sound. Examples include art reproductions, maps, photographs, remote sensing images, stereographs, motion pictures, and lithographs.
Music	A resource that communicates ordered tones or sounds in succession, in combination, and in temporal relationships to produce a composition having unity and continuity. Music can be written (notation), performed, or recorded in analogue or digital formats as vocal, instrumental, or mechanical sounds having rhythm, melody, or harmony. Examples include written music, such as scores or parts, and recorded music, such as concert performances, opera, and studio recordings.
Text	A resource that communicates in a primarily verbal language through written words, symbols and numbers intended for reading through, such as a narrative; may have illustrations and data. Examples include books (printed or electronic), correspondence, databases of journals, and microfilmed newspapers.
Dataset	A resource consisting of digitally-encoded data intended to be processed by a computer. Includes numeric data, environmental data, etc., used by applications software to calculate averages, correlations, etc., or to produce models, etc., but not normally displayed in its raw form. Excludes digitally recorded music [<i>see music</i>], or language [<i>see spoken word</i>], or sounds [<i>see sound</i>], or computer-reproduced images [<i>see images</i>] or text [<i>see text</i>].
Program	A resource consisting of digitally-encoded instructions intended to be processed and performed by a computer. Includes operating systems, applications software, etc.

Sound	A resource consisting of sounds made by animals, birds, naturally occurring sources of noise, or such sounds simulated by the human voice or digital (or analogue) media. Examples include recordings of bird song, animal calls, and sound effects, but exclude recorded music [<i>see music</i>], and recorded <i>human</i> speech [<i>see spoken word</i>].
Movement	A resource representing the expression of motion, i.e., the act or process of changing the position of an object or person. Examples include dance notation, stage actions, or choreography, but exclude moving images, such as motion pictures [<i>see image</i>]
Object	A resource consisting of three-dimensional material, either naturally occurring entities, or human-made /machine-manufactured artefacts. Also referred to as three-dimensional structures or realia, examples of artefacts include sculpture, models, games, jigsaw puzzles, coins, toys, buildings, equipment, clothing, cultural, and other items. Naturally occurring entities include fossils, rocks, insects, biological specimens on slides, etc. Cartographic objects include globes, relief models, and cross-sections intended to be viewed from the side in three-dimensional form.
Spoken word	A resource representing the sound of the human voice talking. Examples include talking books, radio broadcasts, oral history recordings, and audio recordings of plays, whether recorded in analogue or digital format.

If none of the terms listed above applies to the content of the resource(s) being described, the term “other” is given.

0.1.2 Content Qualification

A Content Form category is expanded by one or more Content Qualification sub-categories, mandatory as applicable to the resource being described. Content Qualifications specify the type, sensory nature, dimensionality, and/or presence or absence of motion for the resource(s) being described.

Terms from the following lists are given in the language and script chosen by the cataloguing agency, using as many terms as are appropriate to expand on, or further clarify the corresponding content form category.

Specification of Type	
Cartographic	Content representing the whole or part of the Earth or any celestial body at any scale. Includes maps, atlases, globes, relief models, etc.
Notated	Content expressed through a notational system for artistic purposes (e.g., music; dance; staging) intended to be perceived visually.
Performed	Content expressed in an audible or visible form. Includes recorded performances of music or movement, computer-generated music, etc.

Sensory Specification	
This attribute refers to a human sense through which the content of a resource is intended to be perceived, as distinct from a sense through which it might be perceived either incidentally or with the aid of an intermediating tool other than one which would normally be expected to be used (e.g., a device for transforming digitally encoded alphabetic characters into simulated voice).	
Tactile	Content that is intended to be perceived through touch.
Visual	Content that is intended to be perceived through sight.
Aural	Content that is intended to be perceived through hearing.
Gustatory	Content that is intended to be perceived through taste.
Olfactory	Content that is intended to be perceived through smell.

Specification of Dimensionality	
(for use with Content Form “ <i>image</i> ” only)	
The number of spatial dimensions in which the image content of a resource is intended to be perceived.	
2-dimensional	Image content that is intended to be perceived in two dimensions.
3-dimensional	Image content that is intended to be perceived in three dimensions.

Specification of Motion	
(for use with Content Form “ <i>image</i> ” only)	
The perceived presence or absence of movement in the image content of a resource.	
Still	Image content that is perceived to be static.
Moving	Image content that is perceived to be moving.

0.2 Media Type (mandatory)

Media Type categories record the type(s) of carrier used to convey the content of the resource. Categories generally reflect the format of the storage medium and housing of a carrier in combination with the type of intermediation device required to render, view, run, etc., the content of a resource. Terms from the following list are given in the language and script chosen by the cataloguing agency, using as many terms as are applicable to the resource being described. Alternatively, for resources comprised of mixed media where three or more types are applicable, the term “multimedia” is given. It is recommended that national bibliographic agencies, and those cataloguing agencies that participate in a network sharing bibliographic data, record as many terms as are applicable to the resource being described.

Media Type Terms

Media Type Term	Definition and Scope of Term
Audio	For audio player-enabled resources Media used to store recorded sound, designed for use with a playback device such as a turntable, audiocassette player, CD player, or MP3 player. Includes media used to store digitally encoded as well as analogue sound.
Electronic	For computer-enabled resources Media used to store electronic files, designed for use with a computer. Includes media that are accessed remotely through file servers, as well as direct-access media such as computer tapes and discs.
Microform	For microform reader-enabled resources Media used to store reduced-size images, designed for use with a device such as a microfilm or microfiche reader. Includes both transparent and opaque micrographic media.
Microscopic	For microscope-enabled resources Media used to store minute objects, designed for use with a device such as a microscope to reveal details invisible to the naked eye.
Projected	For projector-enabled resources Media used to store moving or still images, designed for use with a projection device such as a motion picture film projector, slide projector, or overhead projector. Includes media designed to project both two-dimensional and three-dimensional images
Stereographic	For stereograph viewer-enabled resources Media used to store pairs of still images, designed for use with a device such as a stereoscope or stereograph viewer to give the effect of three dimensions.

Unmediated	<p>For unmediated resources (no mediation device required to use/perceive the resource)</p> <p>Media used to store text, music notation, images, forms, etc., designed to be perceived directly through one or more of the human senses without the aid of an intermediating device. Includes media containing visual and/or tactile content produced using processes such as printing, engraving, lithography, etc., embossing, texturing, etc., or by means of handwriting, drawing, painting, etc. Also includes media used to convey three-dimensional forms such as sculptures, models, etc. Human-produced artefacts and naturally occurring entities are likewise considered unmediated resources.</p>
Video	<p>For video player-enabled resources</p> <p>Media used to store moving or still images, designed for use with a playback device such as a videocassette player or DVD player. Includes media used to store digitally encoded as well as analogue images.</p>

If none of the terms listed above applies to the content of the resource(s) being described, the term “other” is given.