

Thing > CreativeWork

The most generic kind of creative work, including books, movies, photographs, software programs, etc.

Property	Expected Type	Description
Properties from Thing		
additionalType	URL	An additional type for the item, typically used for adding more specific types from external vocabularies in microdata syntax. This is a relationship between something and a class that the thing is in. In RDFa syntax, it is better to use the native RDFa syntax – the 'typeof' attribute – for multiple types. Schema.org tools may have only weaker understanding of extra types, in particular those defined externally.
alternateName	Text	An alias for the item.
description	Text	A short description of the item.
image	URL	URL of an image of the item.
name	Text	The name of the item.
sameAs	URL	URL of a reference Web page that unambiguously indicates the item's identity. E.g. the URL of the item's Wikipedia page, Freebase page, or official website.
url	URL	URL of the item.
Properties from CreativeWork		
about	Thing	The subject matter of the content.
accessibilityAPI	Text	Indicates that the resource is compatible with the referenced accessibility API (WebSchemas wiki lists possible values).
accessibilityControl	Text	Identifies input methods that are sufficient to fully control the described resource (WebSchemas wiki lists possible values).
accessibilityFeature	Text	Content features of the resource, such as accessible media, alternatives and supported enhancements for accessibility (WebSchemas wiki lists possible values).

accessibilityHazard	Text	A characteristic of the described resource that is physiologically dangerous to some users. Related to WCAG 2.0 guideline 2.3. (WebSchemas wiki lists possible values)
accountablePerson	Person	Specifies the Person that is legally accountable for the CreativeWork.
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
alternativeHeadline	Text	A secondary title of the CreativeWork.
associatedMedia	MediaObject	The media objects that encode this creative work. This property is a synonym for encodings.
audience	Audience	The intended audience of the item, i.e. the group for whom the item was created.
audio	AudioObject	An embedded audio object.
author	Organization or Person	The author of this content. Please note that author is special in that HTML 5 provides a special mechanism for indicating authorship via the rel tag. That is equivalent to this and may be used interchangeably.
award	Text	An award won by this person or for this creative work.
awards	Text	Awards won by this person or for this creative work. (legacy spelling; see singular form, award)
citation	CreativeWork or Text	A citation or reference to another creative work, such as another publication, web page, scholarly article, etc.
comment	UserComments	Comments, typically from users, on this CreativeWork.
contentLocation	Place	The location of the content.
contentRating	Text	Official rating of a piece of content—for example, 'MPAA PG-13'.
contributor	Organization or Person	A secondary contributor to the CreativeWork.
copyrightHolder	Organization or Person	The party holding the legal copyright to the CreativeWork.
copyrightYear	Number	The year during which the claimed copyright for the CreativeWork was first asserted.
creator	Organization or Person	The creator/author of this CreativeWork or UserComments. This is the same as the Author property for CreativeWork.
dateCreated	Date	The date on which the CreativeWork was created.
dateModified	Date	The date on which the CreativeWork was most recently modified.
datePublished	Date	Date of first broadcast/publication.
discussionUrl	URL	A link to the page containing the comments of the CreativeWork.

editor	Person	Specifies the Person who edited the CreativeWork.
educationalAlignment	AlignmentObject	An alignment to an established educational framework.
educationalUse	Text	The purpose of a work in the context of education; for example, 'assignment', 'group work'.
encoding	MediaObject	A media object that encode this CreativeWork.
encodings	MediaObject	The media objects that encode this creative work (legacy spelling; see singular form, encoding).
genre	Text	Genre of the creative work
headline	Text	Headline of the article
inLanguage	Text	The language of the content. please use one of the language codes from the IETF BCP 47 standard
interactionCount	Text	A count of a specific user interactions with this item—for example, 20 UserLikes , 5 UserComments , or 300 UserDownloads . The user interaction type should be one of the sub types of UserInteraction
interactivityType	Text	The predominant mode of learning supported by the learning resource. Acceptable values are 'active', 'expositive', or 'mixed'.
isBasedOnUrl	URL	A resource that was used in the creation of this resource. This term can be repeated for multiple sources. For example, http://example.com/great-multiplication-intro.html
isFamilyFriendly	Boolean	Indicates whether this content is family friendly.
keywords	Text	The keywords/tags used to describe this content.
learningResourceType	Text	The predominant type or kind characterizing the learning resource. For example, 'presentation', 'handout'.
mentions	Thing	Indicates that the CreativeWork contains a reference to, but is not necessarily about a concept.
offers	Offer	An offer to transfer some rights to an item or to provide a service—for example, an offer to sell tickets to an event, to rent the DVD of a movie, to stream a TV show over the internet, to repair a motorcycle, or to loan a book.
provider	Organization or Person	The organization or agency that is providing the service.
publisher	Organization	The publisher of the creative work.
publishingPrinciples	URL	Link to page describing the editorial principles of the organization primarily responsible for the creation of the CreativeWork.
review	Review	A review of the item.
reviews	Review	Review of the item (legacy spelling; see singular form, review).

sourceOrganization	Organization	The Organization on whose behalf the creator was working.
text	Text	The textual content of this CreativeWork.
thumbnailUrl	URL	A thumbnail image relevant to the Thing.
timeRequired	Duration	Approximate or typical time it takes to work with or through this learning resource for the typical intended target audience, e.g. 'P30M', 'P1H25M'.
typicalAgeRange	Text	The typical expected age range, e.g. '7-9', '11-'.
version	Number	The version of the CreativeWork embodied by a specified resource.
video	VideoObject	An embedded video object.

More specific types

- **Article**
.....
- **Blog**
.....
- **Book**
.....
- **Clip**
.....
- **Code**
.....
- **Comment**
.....
- **DataCatalog**
.....
- **Dataset**
.....
- **Diet**
.....
- **Episode**
.....
- **ExercisePlan**
.....
- **ItemList**
.....
- **Map**
.....
- **MediaObject**
.....
- **Movie**
.....
- **MusicPlaylist**
.....
- **MusicRecording**
.....
- **Painting**
.....
- **Photograph**
.....
- **Recipe**
.....
- **Review**
.....
- **Sculpture**
.....
- **Season**
.....
- **Series**
.....
- **SoftwareApplication**
.....
- **TVSeason**
.....
- **TVSeries**
.....
- **WebPage**
.....
- **WebPageElement**
.....

This class contains derivatives of IPTC rNews properties. rNews is a data model of publishing metadata with serializations currently available for RDFa as well as HTML5 Microdata. More information about the IPTC and rNews can be found at rnews.org.

Example 1

Original HTML:

```

<a href="category/books.html">Books</a> >
  <a href="category/books-literature.html">Literature & Fiction</a> >
  <a href="category/books-classics">Classics</a>


The Catcher in the Rye - Mass Market Paperback
by <a href="/author/jd_salinger.html">J.D. Salinger</a>
4 stars - 3077 reviews

Price: $6.99
In Stock

Product details
224 pages
Publisher: Little, Brown, and Company - May 1, 1991
Language: English
ISBN-10: 0316769487

Reviews:

5 stars - <b>"A masterpiece of literature" </b>
by John Doe. Written on May 4, 2006
I really enjoyed this book. It captures the essential challenge people face
as they try make sense of their lives and grow to adulthood.

4 stars - <b>"love it LOLOL111!" </b>
by Bob Smith, Written on June 15, 2006
Catcher in the Rye is a fun book. It's a good book to read.

```

With Schema.org:

```

<body itemscope itemtype="http://schema.org/WebPage">
...
<div itemprop="breadcrumb">
  <a href="category/books.html">Books</a> >
  <a href="category/books-literature.html">Literature & Fiction</a> >

```

```

    <a href="category/books-classics">Classics</a>
</div>

<div itemscope itemtype="http://schema.org/Book">


<span itemprop="name">The Catcher in the Rye</span> -
    <link itemprop="bookFormat" href="http://schema.org/Paperback">Mass Market
by <a itemprop="author" href="/author/jd_salinger.html">J.D. Salinger</a>

<div itemprop="aggregateRating" itemscope itemtype="http://schema.org/AggregateRating">
    <span itemprop="ratingValue">4</span> stars -
    <span itemprop="reviewCount">3077</span> reviews
</div>

<div itemprop="offers" itemscope itemtype="http://schema.org/Offer">
    Price: <span itemprop="price">$6.99</span>
    <meta itemprop="priceCurrency" content="USD" />
    <link itemprop="availability" href="http://schema.org/InStock">In Stock
</div>

```

Product details

```

<span itemprop="numberOfPages">224</span> pages
Publisher: <span itemprop="publisher">Little, Brown, and Company</span> -
    <meta itemprop="datePublished" content="1991-05-01">May 1, 1991
Language: <span itemprop="inLanguage">English</span>
ISBN-10: <span itemprop="isbn">0316769487</span>

```

Reviews:

```

<div itemprop="review" itemscope itemtype="http://schema.org/Review">
    <span itemprop="reviewRating">5</span> stars -
    <b>"<span itemprop="name">A masterpiece of literature</span>" </b>
by <span itemprop="author">John Doe</span>,
    Written on <meta itemprop="datePublished" content="2006-05-04">May 4, 2006
    <span itemprop="reviewBody">I really enjoyed this book. It captures the essence of the
    challenge people face as they try make sense of their lives and grow to adulthood.
</div>

<div itemprop="review" itemscope itemtype="http://schema.org/Review">
    <span itemprop="reviewRating">4</span> stars -
    <b>"<span itemprop="name">A good read.</span>" </b>
by <span itemprop="author">Bob Smith</span>,
    Written on <meta itemprop="datePublished" content="2006-06-15">June 15, 2006
    <span itemprop="reviewBody">Catcher in the Rye is a fun book. It's a good read.
</div>

```

```

</div>
...
</body>

```

Example 2

Original HTML:

```

Resistance 3: Fall of Man
by Sony
Platform: Playstation 3
Rated: Mature

```

With Schema.org:

```

<div itemscope itemtype="http://schema.org/CreativeWork">

<span itemprop="name">Resistance 3: Fall of Man</span>
by <span itemprop="author">Sony</span>,
Platform: Playstation 3
Rated:<span itemprop="contentRating">Mature</span>
</div>

```

Example 3

Original HTML:

```

<div>
  <dl>
    <dt>Name:</dt>
    <dd>Holt Physical Science</dd>
    <dt>Brief Synopsis:</dt>
    <dd>NIMAC-sourced textbook</dd>
    <dt>Long Synopsis:</dt>
    <dd>N/A</dd>
    <dt>Book Quality:</dt>
    <dd>Publisher Quality</dd>
    <dt>Book Size:</dt>

```

```

<dd>598 Pages</dd>
<dt>ISBN-13:</dt>
<dd>9780030426599</dd>
<dt>Publisher:</dt>
<dd>Holt, Rinehart and Winston</dd>
<dt>Date of Addition:</dt>
<dd>06/08/10</dd>
<dt>Copyright Date:</dt>
<dd>2007</dd>
<dt>Copyrighted By:</dt>
<dd>Holt, Rinehart and Winston</dd>
<dt>Adult content:</dt>
<dd>No</dd>
<dt>Language:</dt>
<dd>English US</dd>
<dt>Essential Images:</dt>
<dd>861</dd>
<dt>Described Images:</dt>
<dd>910</dd>
<dt>Categories:</dt>
<dd>Educational Materials</dd>
<dt>Grade Levels:</dt>
<dd>Sixth grade, Seventh grade, Eighth grade</dd>
<dt>Submitted By:</dt>
<dd>Bookshare Staff</dd>
<dt>NIMAC:</dt>
<dd>This book is currently only available to public K-12 schools and c
United States for use with students with an IEP, because it was create
supplied by the NIMAC under these restrictions. Learn more in the NIMA
</dl>
<div class="bookReviews">
  <h2>Reviews of Holt Physical Science (0 reviews)</h2>
  <div class="bookReviewScore">
    <span>0 - No Rating Yet</span>
  </div>
</div>
</div>

```

With Schema.org:

```
<p>
```

This example shows the addition of Accessibility metadata. Although these pr
a formal enumeration, there is evolving consensus amongst accessibility expe
appropriate values for these properties. This example shows simple text valu

as suggested by www.allymetadata.org.

</p>

```
<div itemscope="" itemtype="http://schema.org/Book">
  <meta itemprop="bookFormat" content="EBook/DAISY3"/>
  <meta itemprop="accessibilityFeature" content="largePrint/CSSEnabled"/>
  <meta itemprop="accessibilityFeature" content="highContrast/CSSEnabled"/>
  <meta itemprop="accessibilityFeature" content="resizeText/CSSEnabled"/>
  <meta itemprop="accessibilityFeature" content="displayTransformability"/>
  <meta itemprop="accessibilityFeature" content="longDescription"/>
  <meta itemprop="accessibilityFeature" content="alternativeText"/>
  <meta itemprop="accessibilityControl" content="fullKeyboardControl"/>
  <meta itemprop="accessibilityControl" content="fullMouseControl"/>
  <meta itemprop="accessibilityHazard" content="noFlashing"/>
  <meta itemprop="accessibilityHazard" content="noMotionSimulation"/>
  <meta itemprop="accessibilityHazard" content="noSound"/>
  <meta itemprop="accessibilityAPI" content="ARIA"/>

  <dl>
    <dt>Name:</dt>
    <dd itemprop="name">Holt Physical Science</dd>
    <dt>Brief Synopsis:</dt>
    <dd itemprop="description">NIMAC-sourced textbook</dd>
    <dt>Long Synopsis:</dt>
    <dd>N/A</dd>
    <dt>Book Quality:</dt>
    <dd>Publisher Quality</dd>
    <dt>Book Size:</dt>
    <dd itemprop="numberOfPages">598 Pages</dd>
    <dt>ISBN-13:</dt>
    <dd itemprop="isbn">9780030426599</dd>
    <dt>Publisher:</dt>
    <dd itemprop="publisher" itemtype="http://schema.org/Organization" ite
    <dt>Date of Addition:</dt>
    <dd>06/08/10</dd>
    <dt>Copyright Date:</dt>
    <dd itemprop="copyrightYear">2007</dd>
    <dt>Copyrighted By:</dt>
    <dd itemprop="copyrightHolder" itemtype="http://schema.org/Organizatio
    <dt>Adult content:</dt>
    <dd><meta itemprop="isFamilyFriendly" content="true"/>No</dd>
    <dt>Language:</dt>
    <dd><meta itemprop="inLanguage" content="en-US"/>English US</dd>
    <dt>Essential Images:</dt>
    <dd>861</dd>
    <dt>Described Images:</dt>
```

```
<dd>910</dd>
<dt>Categories:</dt>
<dd><span itemprop="genre">Educational Materials</span></dd>
<dt>Grade Levels:</dt>
<dd>Sixth grade, Seventh grade, Eighth grade</dd>
<dt>Submitted By:</dt>
<dd>Bookshare Staff</dd>
<dt>NIMAC:</dt>
<dd>This book is currently only available to public K-12 schools and c
United States for use with students with an IEP, because it was create
supplied by the NIMAC under these restrictions. Learn more in the NIMA
</dl>

<div class="bookReviews" itemprop="aggregateRating" itemscope itemtype="h
  <h2>Reviews of Holt Physical Science (<span itemprop="reviewCount">0</
    <div class="bookReviewScore">
      <span><span itemprop="ratingValue">0</span> - No Rating Yet</span>
    </div>
  </div>
</div>
```

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