

- *Potential Clients.* Potential clients who are interested in the style and quality of artwork may pay the company a site visit prior to signing a contract for deliverables.
- *Marketing and Sales.* This group uses the media in presentations to customers and potential customers

In the interview process, Mary is concerned not only with the overall process of use but also with exactly how the assets will be cataloged and then retrieved. For example, she establishes a standard file-naming scheme that guarantees unique file names. In addition, she creates a database structure that incorporates the needs of artists, management, programmers, and corporate counsel that includes:

- *Artist/Licenser.* Name of the creator.
- *Copyright Holder.* The copyright holder of the multimedia.
- *Creation Date.* The date the media was created or acquired.
- *Creation Tool/Version.* Name and version of the software used to create the asset.
- *File Name.* The full name of the media file, as it appears on the computer.
- *Index Terms.* Standardized names used to classify the media, in this case using a vocabulary developed by the National Library of Medicine for its multimedia holdings.
- *License Expiration Date.* If licensed, the date of expiration.
- *License Restrictions.* For acquired multimedia, the restrictions imposed by the supplier.
- *Physical Location.* Where the actual multimedia resides in the company's information system.
- *Project.* Name of the project the media is intended to support.
- *Source File.* For media rendered from models or other sources, the name of the source file.