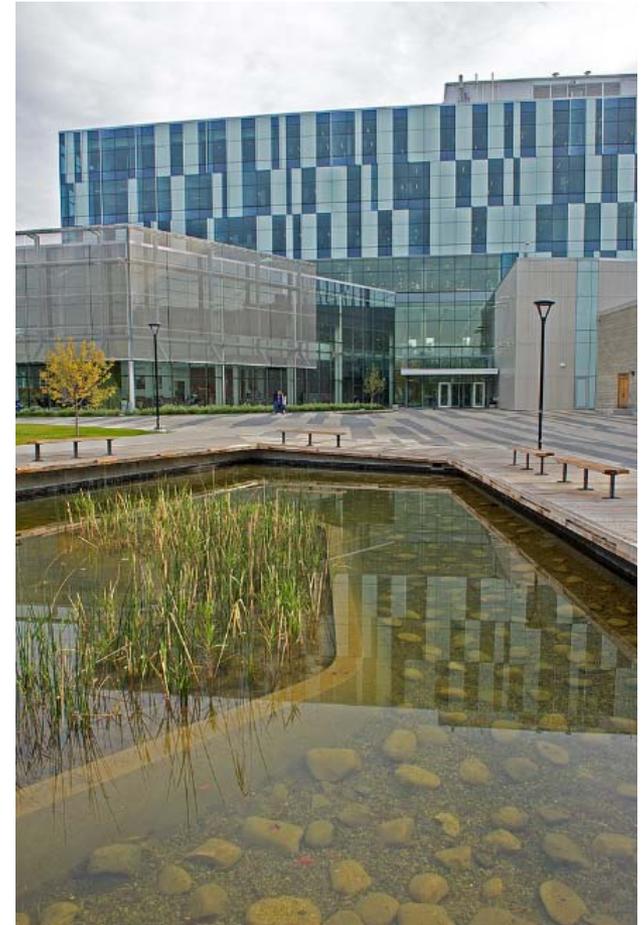


Marketing Librarians, Practice, and Spaces in the 21st Century:

Development of Multimedia Creation Services and Resources in the Taylor Family Digital Library, University of Calgary

Marilyn Nasserden,
Shawna Sadler, and
Dylan Tetrault
March 31st, 2012
ARLIS/NA Conference, Toronto



Overview

- TFDL planning process:
Why multimedia creation services?
- Collections of the 21stc
- Collaborations
- Digital Media Commons
 - Facilities, hardware, software, services



TFDL Planning Process

Process review teams (2003)

- Fine Arts unit (Library) and Visual Resources Centre are aligned conceptually
- In 2007, they become one administrative unit



TFDL Planning Process

TFDL Implementation Team (2008-9)

- Collections
- Learning Services
- **Media Technology**
- Outreach
- Research Support
- Staffing



TFDL Planning: Collections...

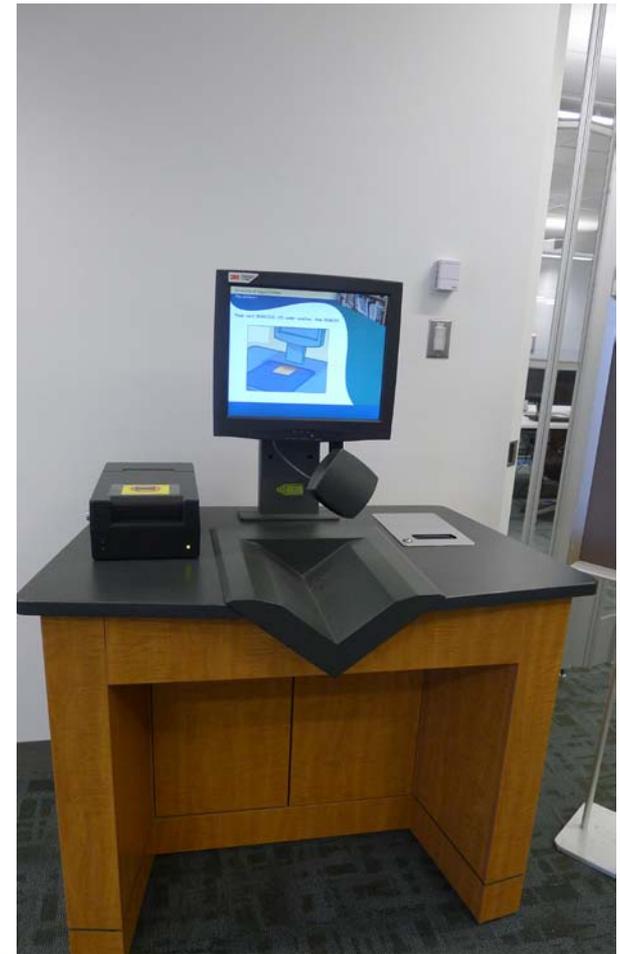
- Digital media use is an integral part of student life
- Apply user-focused, learner-driven concepts to collections
- Increased importance of media collections: streaming video, streaming audio, digital images, video games
- Interactive media – allowing users to interact with content, e.g. creating playlists or presentations; manipulating data – and provide tools to do so
- Develop collections that allow for re-use, re-mixing, mash-ups
- Facilitate public domain, creative commons, royalty-free content. Guidance for (ambiguous) copyright issues

Collaboration between TFDL units

- Visual & Performing Arts
- Digital Media Commons
- Learning Commons
- Spatial & Numeric Data (SANDS)
- Visualization Lab
- Libraries and Cultural Resources
- U of Calgary IT
- Student Success Services
- Students Union (funding contributions)

TFDL Visual & Performing Arts

- Collections now browsable
- RFIDed for self checkout
- CDs and DVDs in lockable cases



Digital Media Commons: Mac Pro Computer Workstations

➤ Standard OSX Software:

- iMovie
- Garage Band
- iPhoto...

➤ Final Cut Express

- video editing

➤ Media Conversion Software

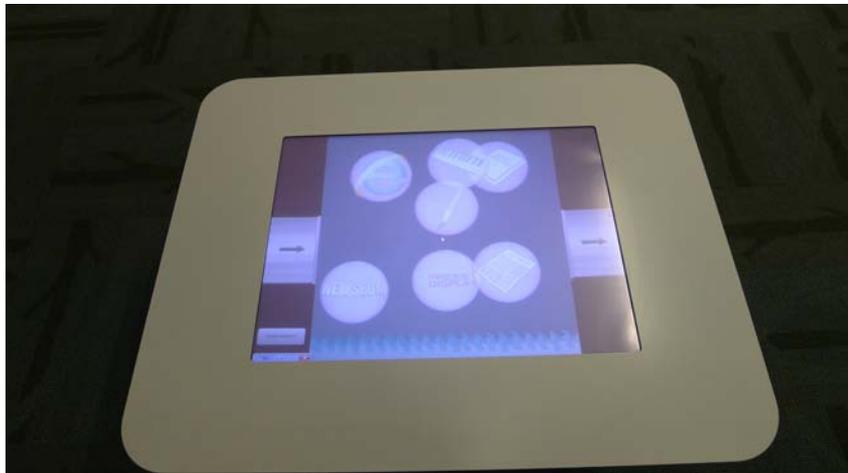
➤ Adobe Creative Suite 5:

- Photoshop
- Illustrator
- Flash
- Premier Pro
- Dreamweaver



Digital Media Commons:

Touch Tables & SDK
Magic Planet & SDK



Digital Media Commons: Four A/V Edit Suites

2 Mac Pro equipped
sound-proof A/V Edit
Suites with high-end
microphones

- Software as
Mac Pro

2 PC equipped
sound-proof A/V
Edit Suites with
high-end microphones

- Adobe Creative Suite 5
- Mango Languages
Language Learning
Software

Digital Media Commons: ...

Numark NS6 4
Channel DJ Controller
and Mixer w/ Serato
Itch 2.0 Software

Midi Keyboards

Colour scanners

Animation and video
game development

- Scratch
- Blender (3D animation)

Music composition:

- Audacity
- Garage Band
- Sound Studio

Digital Media Commons: Games Based Research space

- Current and retro games
- Gaming PCs
- Consoles
- [Games LibGuide](#)



Digital Media Commons: Instruction and User Support

- Peer-to-peer mentoring program in development (with students)
- Equipment loan program
- Visual & Performing Arts desk to accommodate both Digital Media and VP Arts services
- Help: drop-in, phone, e-mail, appointments
- Instruction by demand
- [Multimedia Creation Resources LibGuide](#) (in progress)

Learning Commons

- Spaces for passive and active learning
- Presentation practice rooms – with video playback





Large Instruction Rooms: With Class Spot PBL



Collaborative Workrooms



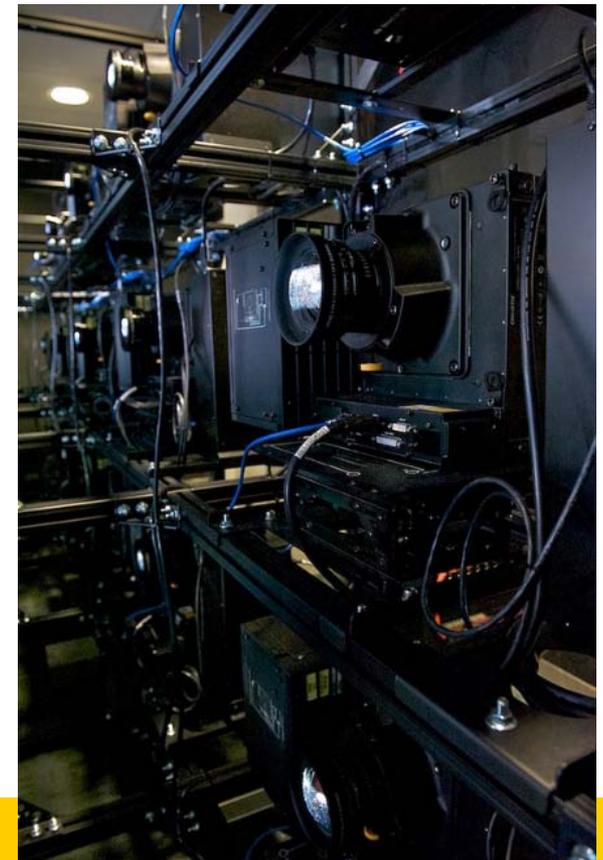
Spatial & Numeric Data

- Classrooms for SPSS and GIS instruction
- Large colour scanner
- 70" screens



Visualization Studio

- Multi-surface computing w high-resolution wall
- Faculty facility



Selected Bibliography

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<http://www.youtube.com/watch?v=F42t64f2VZQ>
- TFDL Implementation Planning Final Reports:
<http://lcr.ucalgary.ca/tfdl-teams/final-reports>
- Clyde, Jerremie. [Games and Related Media LibGuide](#)
- [Multimedia Creation Resources LibGuide](#) (in progress)
- Photos by: Dave Brown, University of Calgary
http://www.flickr.com/photos/uc_imagingservices_db/

Thank you!



TAYLOR FAMILY DIGITAL LIBRARY, LIBRARIES AND CULTURAL RESOURCES