DEVELOPING A VISUAL DIGITAL IMAGE COLLECTION

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Calgary Collections 2005:

The Changing Collections Environment

CLA Pre-Conference   June 15, 2005

Overview

- Partnerships
- Acquiring Visual Digital Images
- Image Database Development
- Standards
- Presentation Tools
- Copyright
- Digital Rights Management

Visual Resources Association

- http://www.vraweb.org

Partnerships

- Educational institutions

- Museums

- Archives

- Libraries

- Others

Converging Interests

- Desire to create similar or compatible content
- Expand and broaden the user base
- Share technology, software, staff & expertise
- Cost effectiveness of collaboration
- Grants

Image Business Plan

- Mission
- Clients
- Challenges
- Vision/desired outcome
- Key products and services
- Development and production
- Finances
- Critical success factors
- Timeline

Collaborative Guidelines

- Policies & procedures (including data standards)
- Prioritization
- Collection management
- Marketing/promotion
- Training
- Sustainability

Keys to collaboration

- Administrative support

- Good communication

- Respect

- Shared values

Acquiring Visual Digital Images

- Digitizing your own
- Purchasing digital image files from image providers
- Subscribing to digital image databases
- Gifts
- Web images

Digitizing Your Own

- Original digital photography
- Digitizing other formats: analog slides, images from books, microformats. Quality of original is important.
- Digital imaging standards
- Requires seeking copyright permissions if you are not the copyright holder

Purchasing Image Files

- Image providers, such as Archivision, Saskia, Hartill, Davis, galleries…

- Image files of various sizes (thumbnails, screen size, and archival)

- Basic image metadata for downloading to your database

- Select individual images or sets of images

- Educational licenses in perpetuity/one-time cost

Purchasing Image Files con't…

- Requires purchase of image database software, server to host image files, and needs ongoing IT support

- Requires development of database, both structure and content according to standards

- Puts onus on institution for digital preservation and migration to new technologies

Subscribing to Image Databases

- E.g. AMICO, ARTstor, Bridgeman, CORBIS, ImagesMD

- Databases of images with metadata provided

- No customization of metadata required

- No selection of images required

- Includes search and sometimes a presentation interface, similar to PowerPoint

Subscribing to Image Databases…

- Annual subscriptions / ongoing costs / lose all access if you don't renew

- Vendor responsibility for digital preservation and migration to new technologies

- Subscribing to image database and purchasing image files both require a digital use agreement with vendor

Gifts

- Quality of the images

- Adequate metadata with the images?

- Need to track origin of images, e.g. copy-stand photography from a book, original photography, purchase from a gallery

Web Images

- Resolution
- Colour authenticity
- Integrity of image, e.g. not altered
- Authoritative website
- Copyright

Image Collection Management Software

- Scalability
- Interoperability / Cross-collection searching
- Standards and controlled vocabularies
- Presentation tools
- Shopping cart feature for image sales
- Digital rights management
- User authentication
- Digital preservation & continued authenticity

Presentation Tools

- Museums, archives, or historical societies: gallery feature to save favourites:
  - for future review and/or
  - to select images for purchase
- Educational institutions:
  - for classroom lectures
  - student review after the lecture
  - faculty research and student assignment presentations

Presentation Tools cont…

- Supports uploads of images from different sources (image files, image databases, web images) into the same presentation?

- Zooms in on details in images for analysis and research?

- Displays multiple images simultaneously for comparison?

- Accept user annotations for the images?

Presentation Tools cont…

- Exports slideshows to give offline presentations in rooms without internet connections?
- Image resolution relative to size of projected image
- Time to load higher resolution images
- Colour distortion and loss of resolution due to projector and/or computer

Presentation Tools cont...

- Standalone: PowerPoint, MDID
- Part of a subscription: AMICO, ImageMD
- Part of image collection management software: Luna's Insight, DiMeMa's CONTENTdm

Metadata Standards

- Data structure (field) standards:
  - VRA Core (Visual Resources Association)
  - Dublin Core
  - MARC
  - EAD (Encoded Archival Description)…
- Data format (coding): MARC…
- Data content (data):
  - AACR2
  - CCO (Cataloging Cultural Objects)
  - RAD (Rules for Archival Description)…
- Classification if needed:
  - LC, ICONCLASS, local…

Metadata Standards cont…

- Data values (subjects):
  - LCSH
  - AAT (Getty Art & Architecture Thesaurus)
  - MeSH
  - TGM (Thesaurus of Graphic Materials)
- Data values (names):
  - LCNA (Library of Congress Name Authorities)
  - ULAN (Union List of Artists Names)…
- Data values (geographic):
  - LCNA or LCSH
  - TGN (Getty Thesaurus of Geographic Names)
  - GIS (Geographic Information Systems)…

Digital Rights Management

- Digital use agreement with vendor

- Image rights tracking in metadata

- DAMS – Digital Asset Management Systems

" In recent years there has been a dramatic expansion of online visual materials. This development has been spurred by two powerful forces: advances and convergence in computing and communications that make it possible and create demand, and the visual orientation of our world that encourages that demand."

Dr. Suzanna Simor (Art Librarian)