

Planning for and Managing Digital Projects

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Introductions and Outcomes

- Who am I?
- Who are you?
- What do we hope to learn?
 - How to select collections for digitization
 - Preparations and working on a project
 - Publishing collections
 - The impact of digitization on services

Initial Considerations

- Type of Project
- State of Collections
- Infrastructure
- Staff Training
- Funding
- Standards

Type of Project

- ❑ Can be dictated by state of collections
- ❑ Online Inventories (EAD, ...)
 - If not fully processed – processing project.
- ❑ Imaging or full-text
 - Item level access required

State of Collections

- Are collections fully accessible at the item level?
- What is physical condition of items
- Copyright status

Infrastructure

Production

- In-House
- Outsourced

Publication

- In-House
- Outsourced
 - OCLC's CONTENTdm
 - Flickr...

Staff Training

- Experience with technology
 - Can dictate whether project completed in-house or outsourced
- “Professional” vs. Volunteers
 - “Standards” and supervision

Funding

- Organizational funds
- Grants
 - Cost-share
 - Equipment
 - Salaries
 - Out-sourcing

Standards for Master Files

- Have been established for most media and become routine for
 - Tiff for images (or jpeg2000)
 - 600dpi, RGB for most items.
 - Color helps capture tonal qualities even in b/w.
 - Grayscale for black and white negatives.
 - Lossless compression
 - Wav for sound
 - Guidelines freely available online.
- Master image should be use-neutral

Let's Get Started

- Identifying the collection
 - Why this?
 - Current use?
 - Access?
 - Copyright status?

- Should always ask these questions

Plan of Work

- Who needs to be involved?
 - Make sure EVERYONE is onboard. Who does what, when?
 - Tendency to inflate involvement.
- How much of their time is involved?
 - Usually expressed in %
- No experience with previous projects?
 - Run a test batch for in-house functions.
- Can project be completed in time?

How are you want to pay for it?

Funding Sources

- Internal funds?

- Grants?

- Both? (Cost-share)

- Many grants require institutional commitments. 50% not unusual.

Budgeting

- Need to account for everything.
 - Staff (who, what level, fringe rate, ...)
 - Equipment needs
 - For production
 - For presentation
 - Long term planning.
Digital = Buy Now, Pay Forever
 - Indirect costs
 - Required by some to cover admin costs, lights, ...

So, you got a grant.

- When does the check arrive?
- Can you start early?
 - “Forward-funding”
- Does the plan of work still hold?
 - Staff changes
 - Budgetary changes
- Infrastructure
 - Are you ready?

Workflows

- Make sure collection ready to go
 - Do not wait for the grant to start if there are things that need to be done before you get to the funded part.
- Start as early as you can
 - Things have a way of happening.
 - Hire staff and purchase equipment
 - Get training if needed

Workflows

- Does everything need to be done in a linear fashion or can they be done on parallel tracks? E.g.:
 - Scanning
 - Metadata creation
 - Quality control
 - Should be ongoing
 - Do again before publishing
 - Be prepared for later fixes/tweaks

Digitization – Master Images

- Naming conventions
 - Unique within project
 - Directory structure
 - Unique within site
 - KIS(S)
 - Numeric – 0001.tif, 0002.tif, ...
 - Can also be descriptive if matches images in inventory and on object.
 - Descriptive – jhnoyes1.tif, jhnoyes2.tif...
 - Can get very confusing.
 - BACK UP, BACK UP, BACK UP
 - Use Neutral
 - More in next workshop – Sept 21

Digitization – Screen Images

- In general, systems like CONTENTdm can convert .tif to .jpg for display
- Scale to fill most common screen dimensions (1024 x 768)
 - Remember to take browser/interface into account.
 - Compression of image for faster download
 - Smaller image less attractive for “misuse”

Digitization – Rights Mgmt

- If it's online expect it to be "misused"
 - Provide good quality image, but make impractical to use in publications...
 - Smaller size, discrete watermarking, ...
- Provide hi-res images on demand
 - Have form for photo-duplication that states terms of use...
 - Important source of revenue (\$13K@SU)
- Advertise avail. of hi-res images.

Metadata

- Vital to all digital projects
- Standards
 - MARC, DC, VRA, EAD, ...
 - Format can be adapted to other environments
 - Databases
 - Static pages
 - Migration
 - Create only once if possible.
 - Standards Cross-walk – Export into other format.

Slide 20

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Covered in more detail on 6/6 in Metadata session.

Library, 8/29/2007

Working with Metadata

- In CONTENTdm option to create and upload on item by item basis.
- Work in “off-line” database or spreadsheet
 - Database has “prettier” interface
 - Can be exported to spreadsheet
 - Excel is your friend, really
 - Allows data to be manipulated easily
 - Especially practical for larger projects

Publishing Options

- Own server
 - Maintenance – You're responsible
 - Database driven environment
 - Static pages
 - Maintenance unwieldy
 - Longer load times
 - Difficult to search
 - BUT
 - Often best/only option for small operations

Publishing Options

Hosted service

- Maintenance – Someone else's problem
- CONTENTdm
- Facebook, Flickr, ...
 - May be practical, but beware of “terms of use” and YOUR rights.
 - Proprietary sites – What about long term preservation, extracting, records.

Impact on Public Services

- ❑ Be careful what you wish for!
- ❑ Increased digital and web presence = increased need of more staff to handle flood of questions/duplication orders
- ❑ Once your collections are online, they will be found by a global audience.
 - Indexing via Google
 - Have a plan for responding to requests for information and copies
 - ❑ Information on duplication costs
 - ❑ Information on managing your rights
 - Request to publish, fee structure, ...

Impact on Public Services

- Increase of access to material makes for easier transaction?
- Yes and No.
 - YES
 - More direct ref questions (i.e. exact description and box #)
 - Increase in income for photo-duplication orders, other fees
 - NO
 - More questions = more staff time
 - More remote questions/orders = less visiting researchers

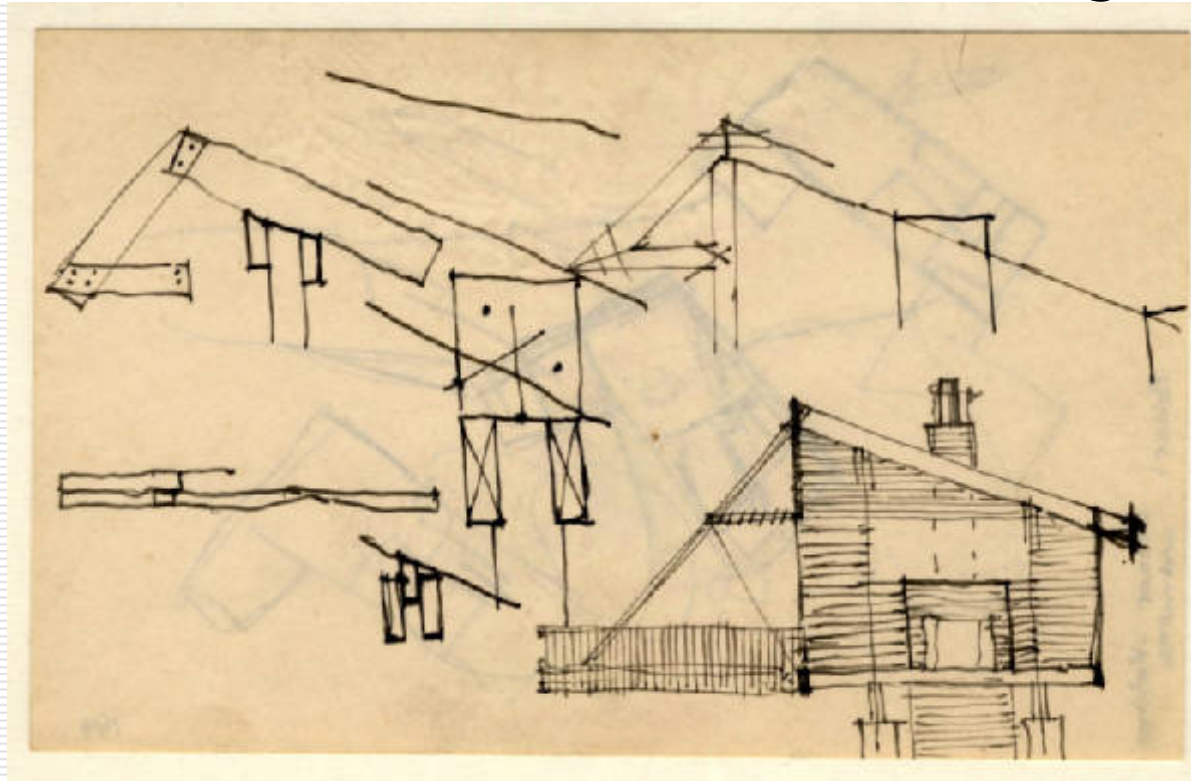
Success stories @ SUL

- Saw increase in questions pertaining to/publication permissions for digital images.
- Some examples:
 - [Eisenmann](#) -
Discovery Health Channel's
Sideshow Stars: The True Story



Example – Exhibitions

- [Marcel Breuer](#) architectural drawings



Example – Print Publications

- Street and Smith
 - “Yellow Kid” – favorite for secondary school textbooks worldwide
- Erie Railroad Glass Plate Negatives



Example – Research and Instruction

- [Oneida Community](#) – genealogy, graduate study



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Biggest Impact - Inventories

- Mounting of collection inventories has the most significant impact on accessibility and use of collections
 - Allows researchers to see scope of collections
 - Container lists at varying levels
 - Box, folder, item
 - Assists staff because researchers are better prepared

Thank you

- For more information, please feel free to contact me at:
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