Planning for and Managing Digital Projects

Peter D. Verheyen
Preservation and Digital Access Librarian
Special Collections Research Center
Syracuse University Library
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pdverhey@syr.edu
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 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.
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
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:

- Peter Verheynen
  Preservation and Digital Access Lib’n
  Special Collections Research Center
  Syracuse University Library
  pdverhey@syr.edu
  315.443.9756