

# Planning for and Managing Digital Projects

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# Introductions and Outcomes

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- 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

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

# Type of Project

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- ❑ 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

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

# Infrastructure

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## Production

- In-House
- Outsourced

## Publication

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

# Staff Training

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

# Funding

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



# Standards for Master Files

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- 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

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- Identifying the collection
  - Why this?
  - Current use?
  - Access?
  - Copyright status?
  
- Should always ask these questions

# Plan of Work

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- 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?

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## Funding Sources

- Internal funds?

- Grants?

- Both? (Cost-share)

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

# Budgeting

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- 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.

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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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**L1**

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

Library, 8/29/2007

# Working with Metadata

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- 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

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- 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

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## 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

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- ❑ 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

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- 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

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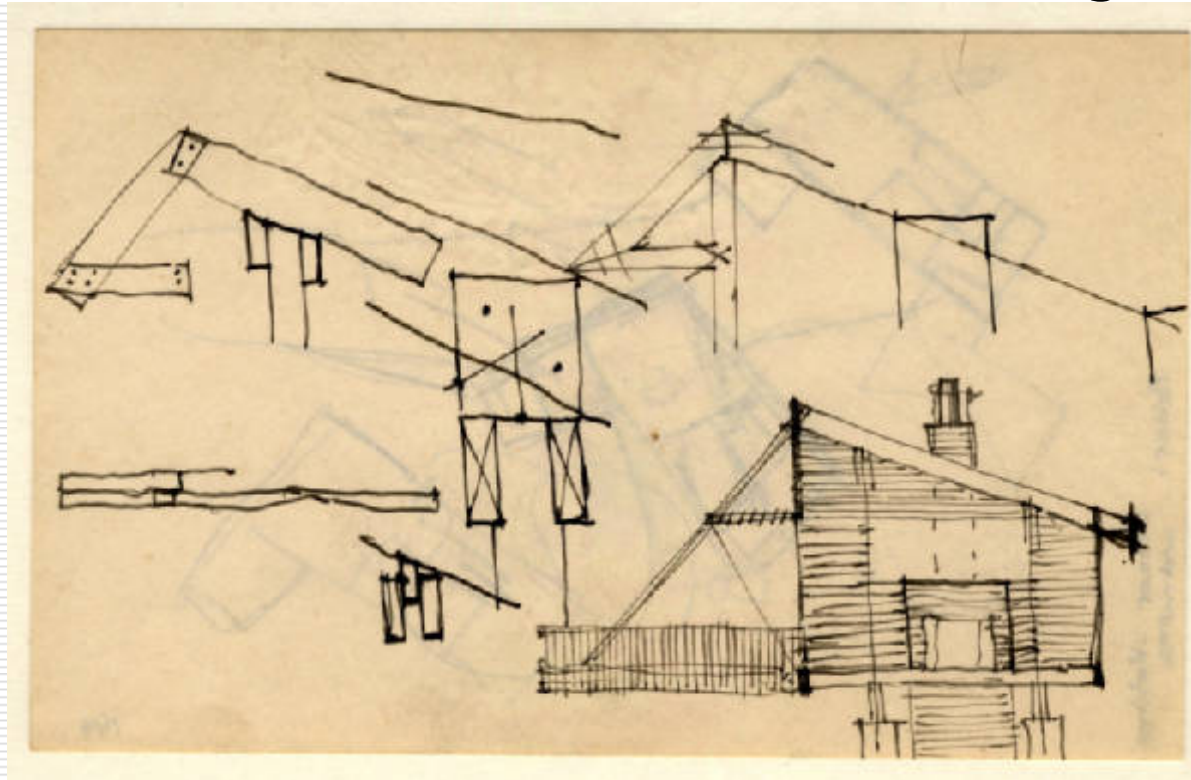
- Saw increase in questions pertaining to/publication permissions for digital images.
- Some examples:
  - [Eisenmann](#) -  
Discovery Health Channel's  
*Sideshow Stars: The True Story*



# Example – Exhibitions

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- [Marcel Breuer](#) architectural drawings



# Example – Print Publications

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



# Example – Research and Instruction

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



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# Biggest Impact - Inventories

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- 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

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