Workshop: Digital Projects Clinic
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Today’s agenda

- Introductions
- Overview
  - Definitions, examples, documents
  - Small group discussion
- BREAK
Questions about you...

- How many of you...
  - Have done a digital project?
  - Have digitized some stuff but aren’t sure what to do with it?
  - Have been thinking about it...?
Recollection Wisconsin is a collaborative initiative of WiLS, Wisconsin Historical Society, Wisconsin Department of Public Instruction, UW-Milwaukee, UW-Madison, Milwaukee Public Library and Marquette University. For more information, visit recollectionwisconsin.org/dpla.
Building a digital collection

- Selecting materials
- Reformatting materials (scanning, photographing)
- Creating metadata (standardized and searchable descriptive information)
- Storing and maintaining digital files and metadata
- Providing access
Building a digital collection

Four Core Elements

- Select
- Scan
- Store
- Share
Examples

- Langlade County Historical Society
  - http://content.mpl.org/langlade
- Circus World Museum
  - http://circus.pastperfectonline.com
- Winding Rivers Library System
  - http://www.wrlsweb.org/echo/
Langlade County Historical Society

About this collection

A. J. Kingsbury Photographs

Athur J. Kingsbury was a photographer based in Antigo, who traveled throughout northern Wisconsin in the first two or three decades of the 20th century. His photographs were used to create picture post card views of Antigo, several other towns andumber camps, mines, railroad locomotives and depots and the Ojibwe and Menominee Indians of the region. The Indian photographs are particularly noteworthy as they document the Indians as they adapted to the growing influence of white settlers.

http://content.mpl.org/langlade
## Archive Record

<table>
<thead>
<tr>
<th>Collection</th>
<th>Poster</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call number</td>
<td>CWi 18189</td>
</tr>
<tr>
<td>Title</td>
<td>Ringling Bros. Circus</td>
</tr>
<tr>
<td>Date</td>
<td>1905</td>
</tr>
<tr>
<td>Object Name</td>
<td>Lithograph</td>
</tr>
<tr>
<td>Creator</td>
<td>Srobridge Litho Co.</td>
</tr>
<tr>
<td>Scope &amp; Content</td>
<td>1 Sheet Flat</td>
</tr>
<tr>
<td></td>
<td>Title: Kings of the Circus World</td>
</tr>
<tr>
<td></td>
<td>Portraits of Al., Alf. T. Otto, John, and Charles Ringling in brown circles trimmed with leaves,</td>
</tr>
</tbody>
</table>

http://circus.pastperfectonline.com
http://www.wrlsweb.org/echo/
Planning – Partnerships
Team up with your local public library

- Eastern Shores Library System
- Indianhead Federated LS and WI Valley Library Service
- Lakeshores Library System
- Outagamie Waupaca and Nicolet Federated LS
- South Central Library System (in development)
- South West Library System (in development)
- Winding Rivers Library System
Planning - timeline

**Timeline will vary greatly depending on...**
- Project scope
- Types of materials
- Staff experience
- Available resources

**One model:**
- 1/3 reformatting
- 1/3 metadata
- 1/3 management, quality control, etc.

Planning - budget

Potential project costs:

- Hardware and software
- Outsourcing to a vendor
- Storage for digital files
- Online access platform
- Archival storage supplies
- Staff/interns/volunteers

McMillan Memorial Library, Wisconsin Rapids
Finding funding

Grants:
- WI Council for Local History mini-grants
- Wisconsin Humanities Council
- Regional/local corporations or foundations

In-kind contributions:
- Tech support
- Equipment use
- Promotion
- Labor
Document your decisions

- Document...
  - How you did it
  - Why you did it
  - Where you put it

Digital Project Planning Worksheet
http://recolletionwisconsin.org/localhistory16
Tips from other digitizers

If I could do it all over again, I would:

- Tackle a smaller group of materials at first
- Make sure two people started the project at the same time so we could help each other
- Start with a clearer plan
- Take the time to sort and research the physical collection before digitizing
- Have firm deadlines to help me stay on track
Small group discussion

- Describe a current project you’re working on, or a collection you’re considering digitizing.
  
  SHARE....

- Why are you digitizing (or planning to digitize) these materials?

- What challenges have you encountered (or might encounter in the future)?
Select

Wisconsin Historical Society WHi-36392
Three Key Questions

- Should I digitize it?
- Can I digitize it?
- May I digitize it?
Should I?

Which materials are...

- most significant to the story of your community?
- most requested/used?
- easiest?
- at risk?
Scope, Size, and Capacity

- Clearly define the scope of your project.
  - Be disciplined about subject scope and significance.

- Be realistic about the scale of your project.
  - Start small. Don’t bite off more than you can chew!

Slide adapted from DPLA Public Library Partnerships Project
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Can I?

Don’t scan a mess!

Minimally processed collection

“Yeah, we have some stuff...”

Slide adapted from DPLA Public Library Partnerships Project
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May I?

Considering copyright

Owning a physical item does not (generally) mean you hold the copyright to that item.
What’s the copyright status?

- Item is in the **public domain**
  - No longer under copyright; you’re free to use
- Item is **in copyright**
  - Contact copyright holder to request permission to publish online
- Item is an **orphan work**: presumed to be in copyright, but copyright holder is unknown or cannot be located
  - Risk management decision
What’s in the public domain in 2016?

- Any work published before 1923
- Works published between 1923-1977; copyright was not registered or renewed
- Unpublished works; creator died before 1946
- Unpublished, anonymous works created before 1896
http://rightsstatements.org

Three Categories of Rights Statements

- IN COPYRIGHT: Statements for works that are in copyright
- NO COPYRIGHT: Statements for works that are not in copyright
- OTHER: Statements for works where the copyright status is unclear
Scan
Philosophy of Reformatting

Reformat once
- Less handling = less wear
- Do it right the first time
- Digitize for the future: high quality

Reformatting costs money
- Equipment
- Time
- Storage space

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When NOT to scan it yourself

- **Oversized** materials
  - Maps, blueprints, etc.
- **Fragile** books, scrapbooks, glass plates, etc.
  - Bindings can be damaged by laying flat to scan
  - Anything with flaking, cracked or otherwise fragile surface
- **Newspapers** or other **microfilm**
- **Oral histories, film, or other a/v materials**
  - RADD at UW-Madison SLIS
  - NEH – WI veterans’ oral histories project
Hardware and software

- Flatbed scanner
  - Consider size of scanning bed

- Scanners for special formats
  - Slides
  - Overhead/book scanner

- No scanning “wands” or similar devices

- Photo editing software
  - Photoshop Elements
  - GIMP (open source)
Scanning images

Resolution (ppi) depends on size of original

<table>
<thead>
<tr>
<th>Size</th>
<th>Min. resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>35mm slide</td>
<td>2100ppi</td>
</tr>
<tr>
<td>3” x 5”</td>
<td>600ppi</td>
</tr>
<tr>
<td>5” x 7”</td>
<td>400ppi</td>
</tr>
<tr>
<td>8” x 10”</td>
<td>300ppi</td>
</tr>
</tbody>
</table>

- 24-bit color
- Save as uncompressed TIFF

*Murphy Library, UW-La Crosse*
Scanning text

- **Handwritten texts**
  - 300-400ppi
  - 24-bit color or 8-bit grayscale
  - Save as uncompressed TIFF
  - Transcribe (if feasible)
Scanning text

- **Printed texts**
  - 300ppi
  - 8-bit grayscale
  - Save as uncompressed TIFF
  - Use OCR (Optical Character Recognition) software to generate a searchable transcript

L. E. Phillips Memorial Library, Eau Claire
General tips

- Turn off all “auto” settings
- Scan one image at a time
- Crop after scanning
- Handle carefully and return to proper storage ASAP
Scanning: Quality control

- Review digital files on a regular schedule
- Especially important when working with volunteers, students or vendors!

Some things to look for:
- File can be opened
- File name follows convention
- Image is not skewed or off-center
- No unwanted materials (dust, hair) or digital artifacts
Key Decision Points

- How many copies are you going to make?
- What are you going to store them on?
- Where are you going to store them?
Maintaining files over time

LOCKSS: “Lots of copies keep stuff safe”

- 2 x 2 x 2
  - Save two copies of each file
  - In two different locations
  - On two different types of storage media

One TIFF master file (scanned photo) = 20-40MB
# Storage media

<table>
<thead>
<tr>
<th>Technology</th>
<th>Size</th>
<th>Stability</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flash storage</td>
<td>4 – 256 GB</td>
<td>5-20 years or less</td>
<td>$0.50/GB</td>
</tr>
<tr>
<td>Hard drive</td>
<td>1 TB – ?</td>
<td>25-30 years, prone to mechanical failure</td>
<td>$0.05/GB +++</td>
</tr>
<tr>
<td>DVD-R/+R</td>
<td>4.7 GB</td>
<td>100–200 years (?) for high-quality media</td>
<td>$2.50–4.00/disc = $0.50–0.85/GB</td>
</tr>
<tr>
<td>The Cloud</td>
<td>1 – 30 TB</td>
<td>?</td>
<td>$0.002–0.10/GB monthly</td>
</tr>
</tbody>
</table>
Document your decisions

- Document...
  - Where is it?
  - Who can access it? (and how)
  - File naming convention

Sinclair Lewis Typing
Image ID: WHi-51874
File naming

- Keep folder labels and file names short
- Keep naming conventions simple and logical
- Use only lower case letters, numbers, and dashes or underscores
- Don’t use spaces or special characters ("" <> | ? \ / : @ ’ * & . )
File naming: Examples

• **Photograph with accession # 2011.32.1**
  201132001.tif OR 2011_32_001.tif

• **Series of images by photographer John Smith**
  smith001.tif, smith002.tif, smith003.tif

• **Not so good ...**

  Glassplate16039 Auto repair in basement025.tif
  MPLA.004.95.Vine.003.a.jpg
Metadata: what is it?

- Descriptive metadata = information about the content of the item
  - What am I looking at?
  - Who created it? When? Where?
  - Who owns it?
  - How can I use it?
## Wisconsin Dells, Wisconsin

<table>
<thead>
<tr>
<th>Created Date</th>
<th>1930-01-01/1939-12-31</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner</td>
<td>Recollection Wisconsin</td>
</tr>
<tr>
<td>Contributing Institution</td>
<td>University of Wisconsin Digital Collections</td>
</tr>
<tr>
<td>Description</td>
<td>PHOTO DESCRIPTION: A postcard of Howard White Thunder, a Riverview guide, standing on and pointing forward on an excursion boat on the river in Wisconsin Dells, Wisconsin in the 1930s.</td>
</tr>
<tr>
<td>Location</td>
<td>Wisconsin--Wisconsin Dells</td>
</tr>
<tr>
<td>Type</td>
<td>image</td>
</tr>
<tr>
<td>Subject</td>
<td>Cities and towns, Excursion boats</td>
</tr>
<tr>
<td>Rights</td>
<td>This image cannot be copied or reproduced without the permission of the University of Wisconsin-La Crosse, Murphy Library, Special Collections</td>
</tr>
</tbody>
</table>
Metadata is what makes your digital content discoverable, searchable and useful.
Recollection Wisconsin: Required metadata elements

<table>
<thead>
<tr>
<th>Field label</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Title of item. Assigned by author, or by you</td>
</tr>
<tr>
<td>Subject</td>
<td>Keywords selected from a controlled vocabulary list</td>
</tr>
<tr>
<td>Type</td>
<td>Image, Text, Sound</td>
</tr>
<tr>
<td>Rights</td>
<td>Information about copyright status.</td>
</tr>
</tbody>
</table>
**Recollection Wisconsin:**
Recommended metadata elements

<table>
<thead>
<tr>
<th>Field Name</th>
<th>Sample Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creator</td>
<td>Bartle, F. C.</td>
</tr>
<tr>
<td>Date</td>
<td>1920-1930</td>
</tr>
<tr>
<td>Materials</td>
<td>Photographs</td>
</tr>
<tr>
<td>Description</td>
<td>Ralph DiVall (left) and Edwin T. Baltes (right) shave two men seated in barber chairs. According to a family history on file at the Society, DiVall operated this barber shop from the 1920s until his retirement on July 1, 1966.</td>
</tr>
<tr>
<td>Location</td>
<td>Middleton, Wisconsin</td>
</tr>
<tr>
<td>Collection</td>
<td>DiVall Family Collection</td>
</tr>
</tbody>
</table>
How to gather descriptive metadata

• Captions, photo backs
• From the item: names, dates, and places, visual cues from photograph like clothing styles and architecture
• Informal or formal inventory
• Background information like local newspaper articles, encyclopedia articles

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Creating titles for photos

SUBJECT, LOCATION, DATE

- Person, object, building, etc.
- City OR township OR county
- Year or date range

Only include an element IF KNOWN
People and places

- Identify...Who? Where? When?
  - Women
  - Children
  - Babies
  - Carriages/strollers
  - Stores/shops
  - Boardwalk
  - Marathon County
  - 1890-1899
Women and children with babies in carriages, Manitowoc County, 1890-1899
Buildings and cityscapes

- Identify the name of the street or view
- Identify the location (City OR Township OR County)
- Identify the date (Year? Date range?)
100 block of South Main Street, Fort Atkinson, 1940-1949

(SUBJECT, LOCATION, DATE)
Metadata: Subject headings

- Terms or phrases assigned to an item to facilitate searching and browsing a collection.

- Consistent use of subject headings helps link related content in your collection and across disparate collections.
Controlled vocabularies

- A controlled vocabulary is a standardized, pre-determined list of subject headings.
- Some examples of controlled vocabularies:
  - Library of Congress Thesaurus for Graphic Materials
  - Library of Congress Subject Headings
  - Getty Art and Architecture Thesaurus
  - Nomenclature 4.0
Tips for assigning subject headings

- Consider the following elements to help select terms:
  - WHO? People - age, gender, occupation, ethnicity
  - WHERE? Building or other setting
  - WHAT? Activities or events

- How did others do it? Look at similar materials/collections for examples

- Aim for 1-5 terms.

- There is no one right answer!
Sample subject headings
Sample subject headings

Railroads; Railroad stations; Transportation facilities
Sample subject headings
Sample subject headings

Students; Music; Musical instruments; Musicians
Metadata practice

Assign a title and subject(s) to a photo.

Remember the basic title formula:
- SUBJECT, LOCATION, DATE

Select 1-5 subject terms from the short list extracted from the Library of Congress Thesaurus for Graphic Materials (handout).

Full version: http://www.loc.gov/rr/print/tgm1/
Share (continued)
Potential audiences

- Local residents and former residents
- Students and teachers
- Genealogists
- Specialists (e.g. Civil War re-enactors, railroad buffs)
- Academic researchers
- Curious Wisconsinites
Stakeholders and partners

- Board
- Staff and/or volunteers
- Local experts
- Community members
- Chamber of Commerce
- Local government
- Students
- Other organizations in your community/county/region

McMillan Memorial Library, Wisconsin Rapids
Encouraging use

- Add introduction/background information on your own website
- Highlight an item of the day/week/month
- Host an opening event
- Host a slide show or exhibition
Marketing ideas

- Send someone with a laptop or tablet to popular local spots/events to demonstrate digital collections.
- Contribute to relevant pages on Wikipedia and include references pointing to specific digital materials.
- Request that the Chamber of Commerce and other relevant local organizations link to the new digital collections from their websites.
- Send a press release to local media.
Thank You!

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608-616-9756

Melissa McLimans
608-515-8953
melissa@wils.org

Slides and handouts:
recolletionwisconsin.org/localhistory16