

# Workshop: Introduction to Digital Projects

October 20, 2017

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University of Wisconsin-Milwaukee



# Today's agenda

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- Introductions
- Overview: Why do we digitize? (1:00-1:45)
- Planning (partnerships, timelines, budgets), 1:45-2:00
- Selection – and Copyright, 2:00-2:30
- Reformatting (Scanning!), 2:30-2:45
- BREAK 2:45-3:00
- Storage and preservation, 3:00-3:10
- Metadata, 3:10-3:40
- Audiences and Stakeholders, 3:40-4:00



Waterford Public Library/University of Wisconsin  
Digital Collections

# Introductions and Questions about you...

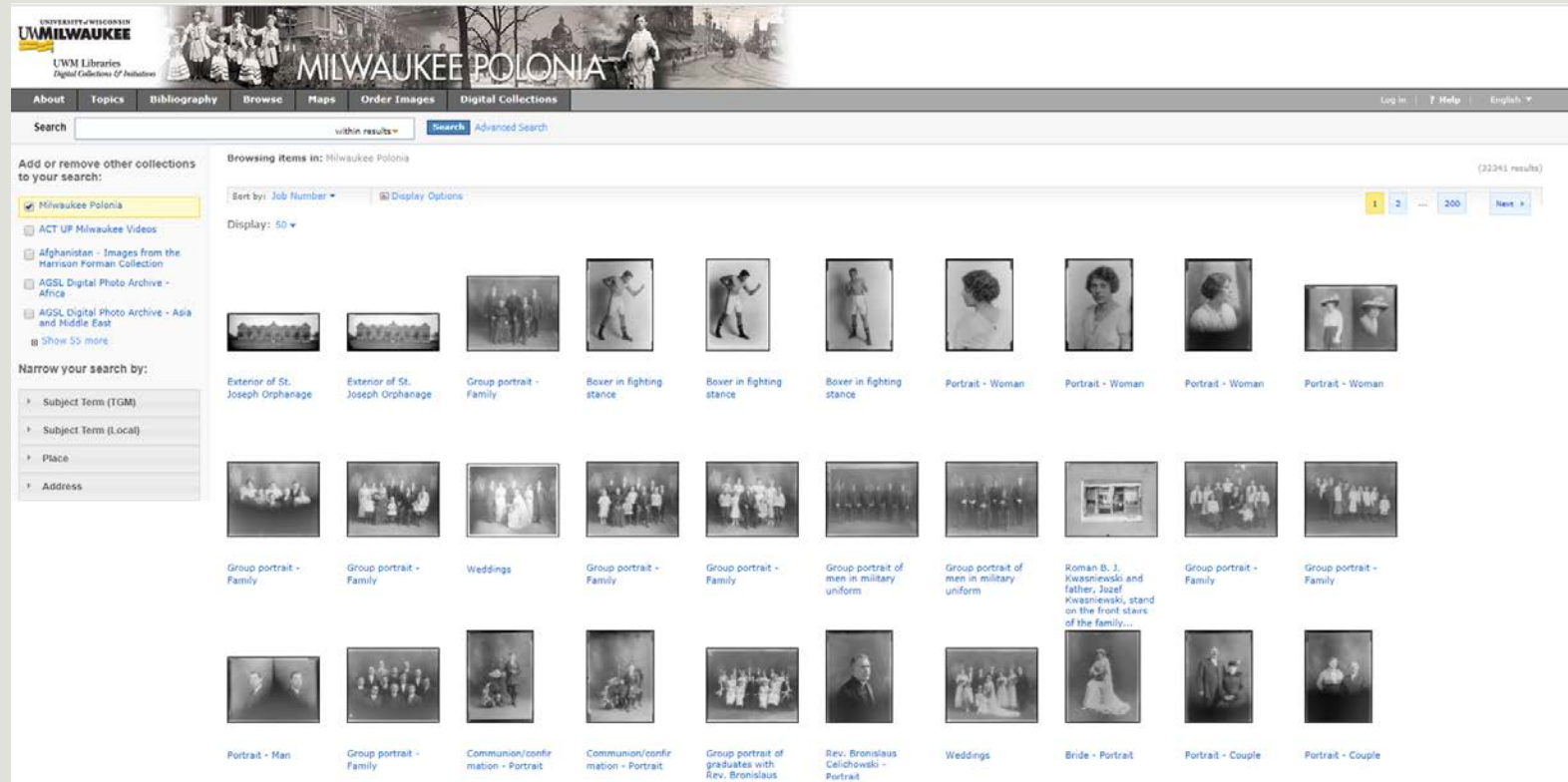
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- How many of you...
  - Have done a digital project?
  - Have digitized some stuff but aren't sure what to do with it?
  - Have been thinking about it?

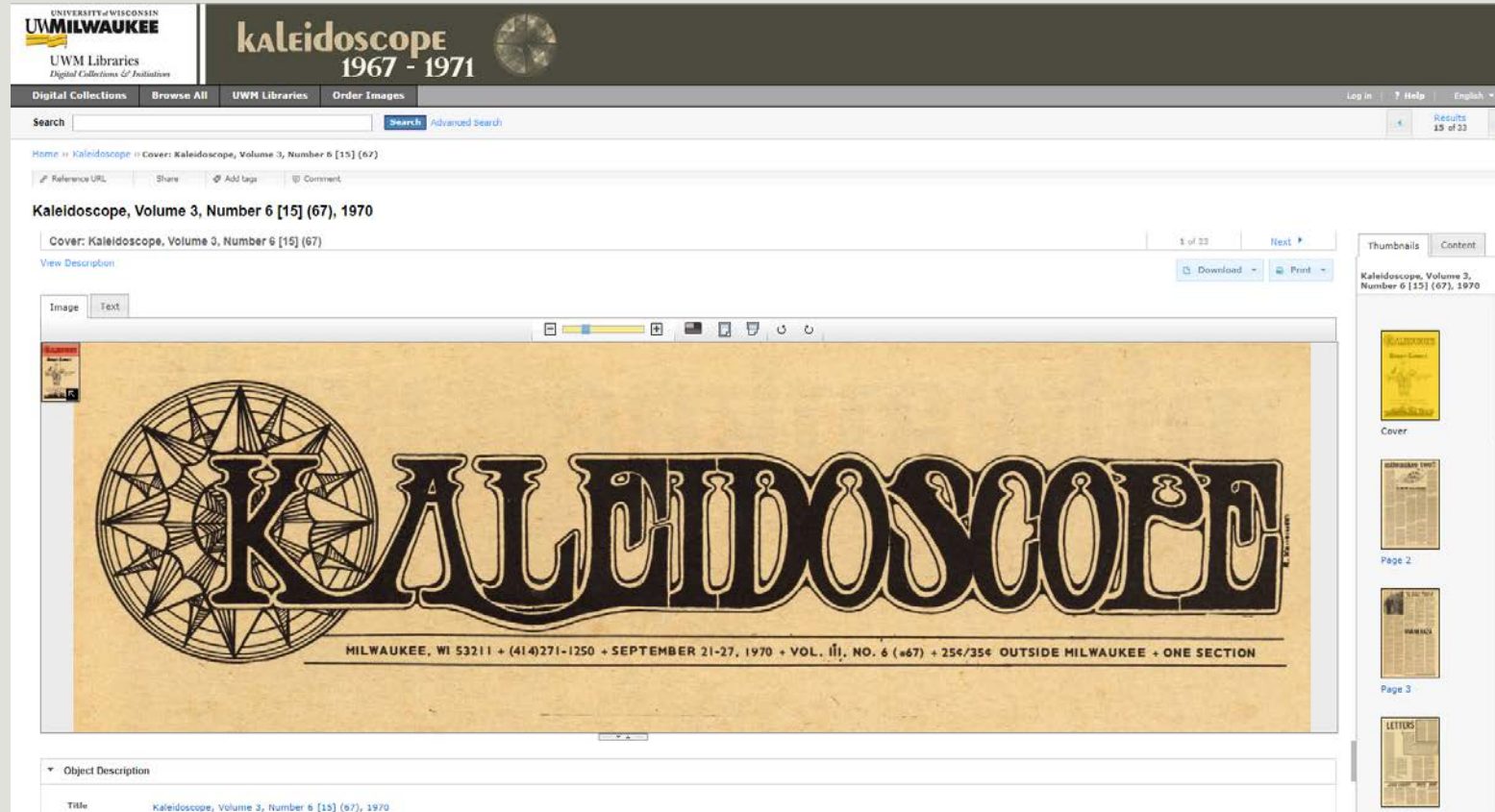


*Ellsworth's Antarctica ship (Wyatt Earp) and airplane (Polar Star), Dunedin, 1933-34. Polar Exploration: Images from the American Geographical Society Library, UWM Digital Collections*

# Why do we digitize?



# Why do we digitize?

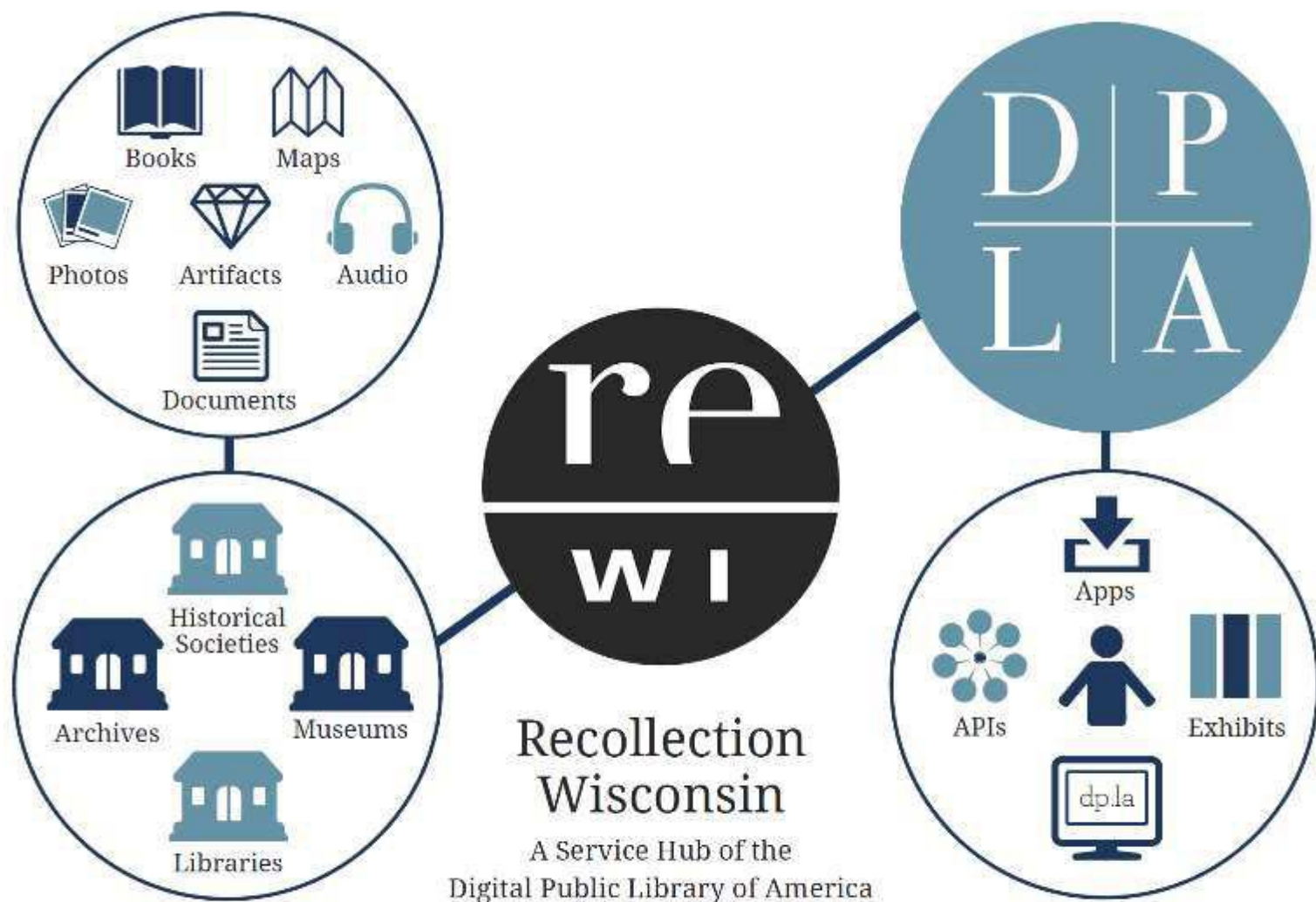


# Why do we digitize?

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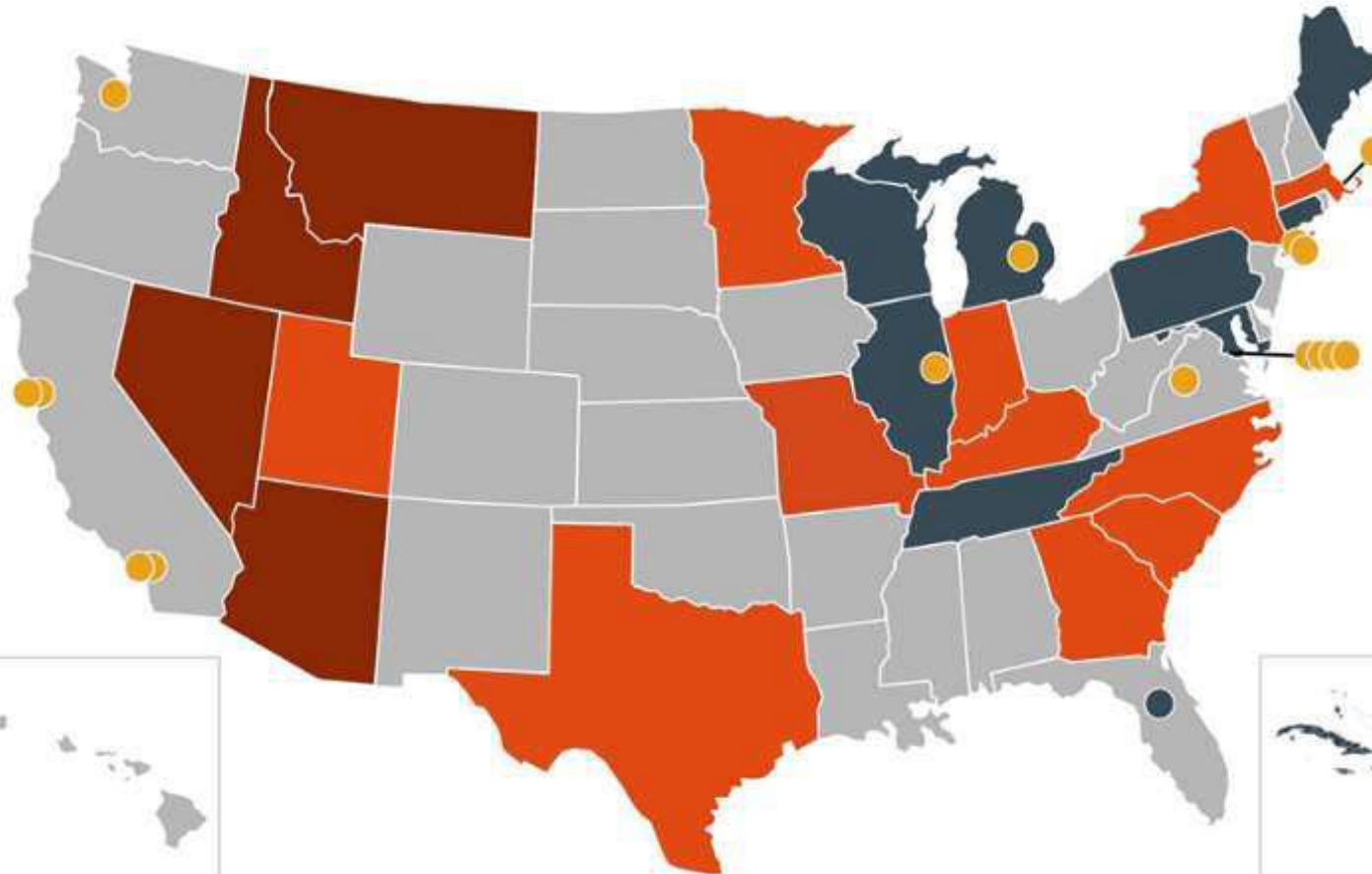






Recollection Wisconsin is a collaborative initiative of WiLS, Wisconsin Historical Society, Wisconsin Department of Public Instruction, UW-Milwaukee, UW-Madison, Milwaukee Public Library and Marquette University. For more information, visit [recollectionwisconsin.org/dpla](http://recollectionwisconsin.org/dpla).

- 
- A map of the Hawaiian Islands, with the main island of Hawaii highlighted in a darker shade to indicate the study area.





# 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**



*Wisconsin Historical Society*

# Building a digital collection

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## Five Core Elements

- Select
- Scan
- Describe
- Store
- Share

# Examples

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- ◉ 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

Hosted by the Milwaukee Public Library



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Home > Langlade County Historical Society

## Langlade County Historical Society



Rainbow Falls at the Wolf River

### About this collection

**A. J. Kingsbury Photographs**  
 Arthur 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 and lumber camps, resorts, 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.

### Recent Additions

Receive updates for this collection



Elcho Eagle newsletter Vol. 1  
 No. 15, CCC  
 Camp 657, 1936-05-25



Elcho Eagle newsletter Vol. 1  
 No. 12, CCC  
 Camp 657, 1936-02-15




<http://content.mpl.org/langlade>

[Library Home](#)[New Search](#)[Keyword Search](#)[Advanced Search](#)[Random Images](#)[Archives](#)[Photos](#)[Libraries](#)[Objects](#)

## Archive Record

[< Return To Search Results](#)[Email to a Friend](#)

Collection Poster

Call number CWi 18189

[Return To Site](#)

Title Ringling Bros. Circus

Date 1905

Object Name Lithograph

Creator Srobridge Litho Co.

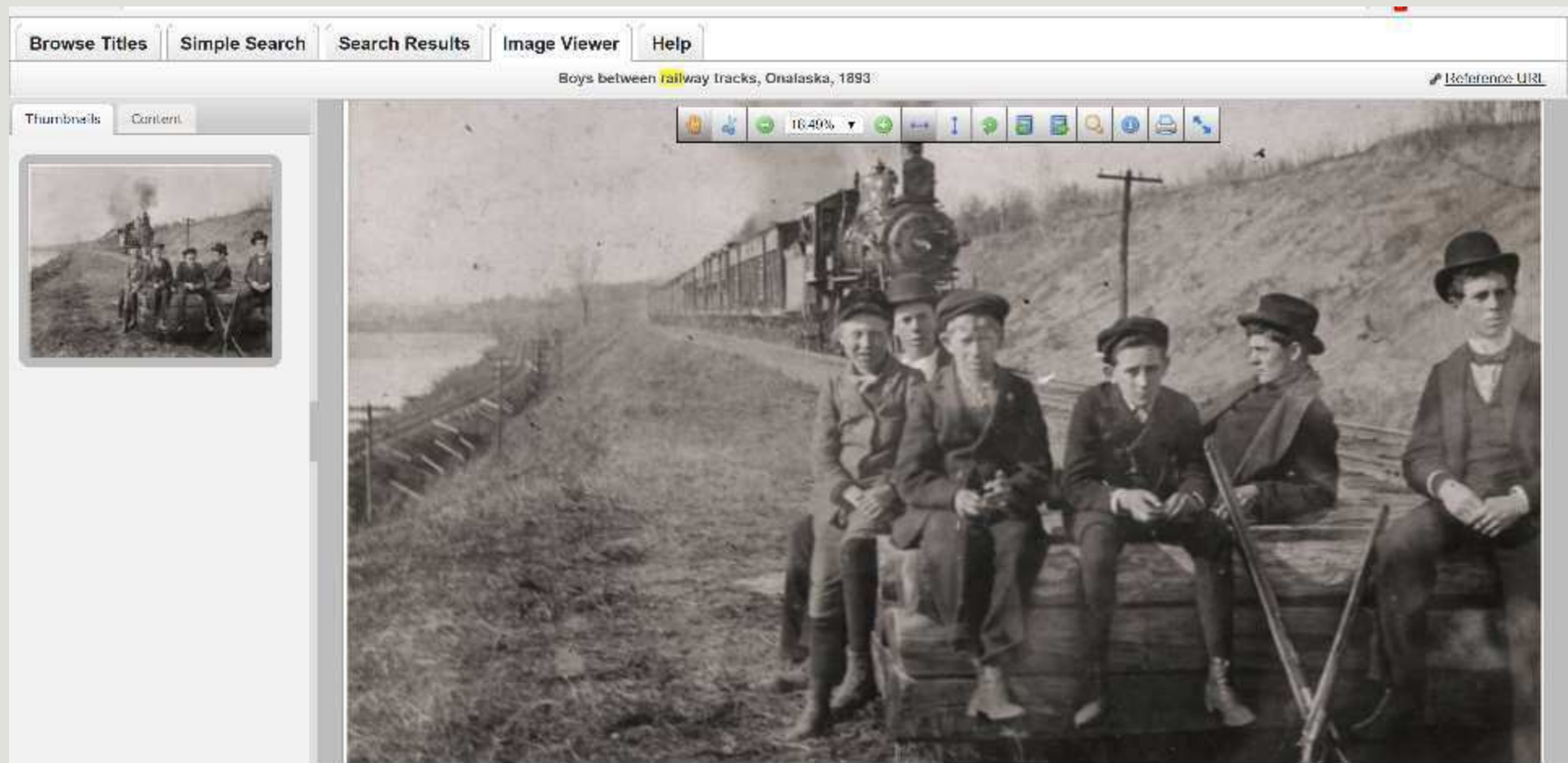
Scope & Content 1 Sheet Flat

Title: Kings of the Circus World

Portraits of Al., Alf, T. Otto, John, and Charles Ringling in brown circles trimmed with leaves.

<http://circus.pastperfectonline.com>





<http://www.wrlsweb.org/echo/>

# Planning – Partnerships

Team up with your local public library

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- Monarch Library System
- Indianhead Federated LS and WI Valley Library Service
- Lakeshores Library System
- Outagamie Waupaca and Nicolet Federated LS
- South Central Library System
- 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.

Source: Steven Puglia, "The Costs of Digital Imaging Projects," RLG DigiNews v. 3, no. 5 (1999)



WHI-4352

# Planning - budget

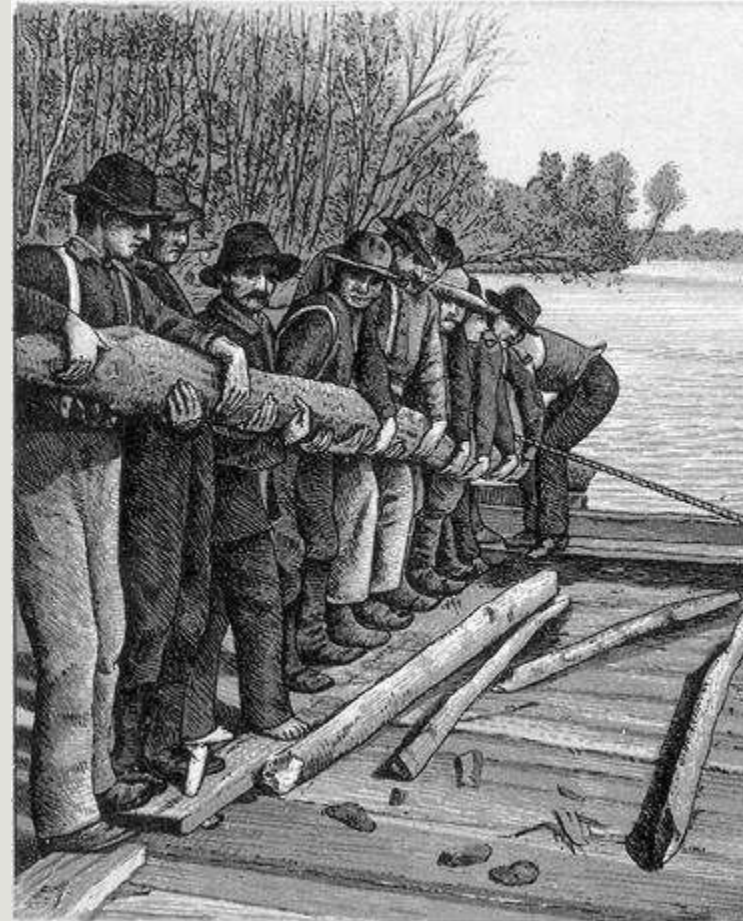
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## Potential project costs:

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

**Digitization Cost Calculator** (*note: this tool will get better over time with more and more data*):

<http://dashboard.diglib.org/>



*McMillan Memorial Library, Wisconsin Rapids*



# Finding funding

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## 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



*Ripon College*



# Tips from other digitizers

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## **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

# Document your decisions

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



*Sinclair Lewis Typing  
Image ID: WHi-51874*

**Digital Project Planning Worksheet**

<http://recollectionwisconsin.org/localhistory17>

# Small group discussion



*Murphy Library, UW-La Crosse*

- 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

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





Milwaukee Public Library

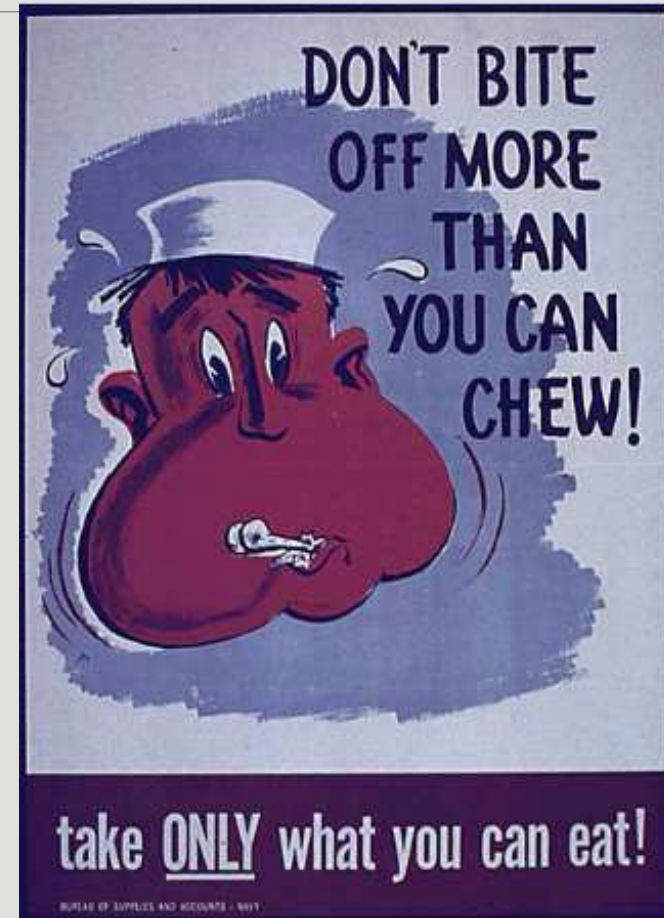
## Should I?

### 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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*National Archives*

# Can I?

*Don't scan a mess!*



Minimally processed collection



**PROCESSED COLLECTIONS**



Slide adapted from DPLA Public Library Partnerships Project  
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UW-Milwaukee Libraries

May I?

Considering copyright

*Owning a physical item does not (generally) mean you hold the copyright to that item.*

# What's the copyright status?

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- 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 (unless copyright has been transferred to your institution)
- 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?

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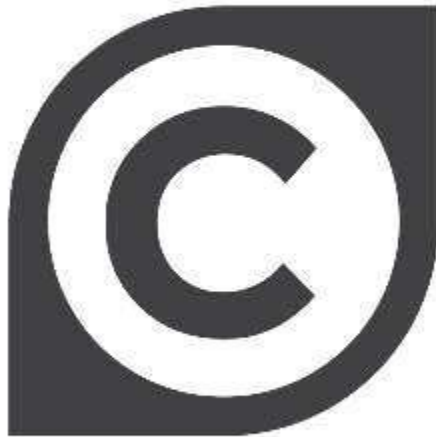
- ◉ Any work **published** before 1923 (does not cover unpublished materials!)
- ◉ Works **published** between 1923-1977; copyright was not registered or renewed
- ◉ **Unpublished** works; creator died before 1946
- ◉ **Unpublished, anonymous** works created before 1896

<http://rightsstatements.org>

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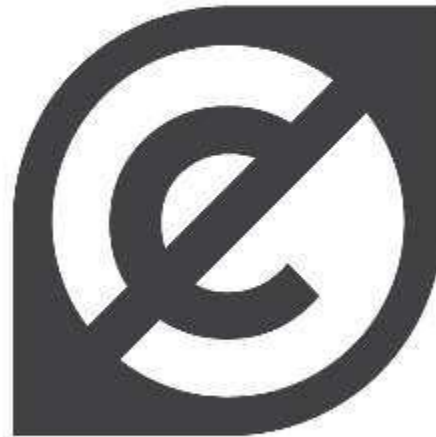
## Three Categories of Rights Statements

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



*St. Norbert College*

# Philosophy of Reformatting

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## Reformat once

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

## Reformatting costs money

- Equipment
- Storage Space
- Time



*National Archives and Records Administration*

Slide courtesy of DPLA Public Library Partnerships Project  
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# When NOT to scan it yourself

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- **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

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- Flatbed scanner
  - Consider size of scanning bed
- Scanners for special formats
  - Slides
  - Overhead/book scanner
  - Digital camera
- No scanning “wands” or similar devices
- Photo editing software
  - Photoshop
  - GIMP (open source)





# Scanning images

Resolution (ppi) depends on size of original

Size	Min. resolution
35mm slide	4000ppi
3" x 5"	800ppi
5" x 7"	625ppi
8" x 10"	400ppi

- 24-bit color or
- 8-bit grayscale
- Save as uncompressed TIFF

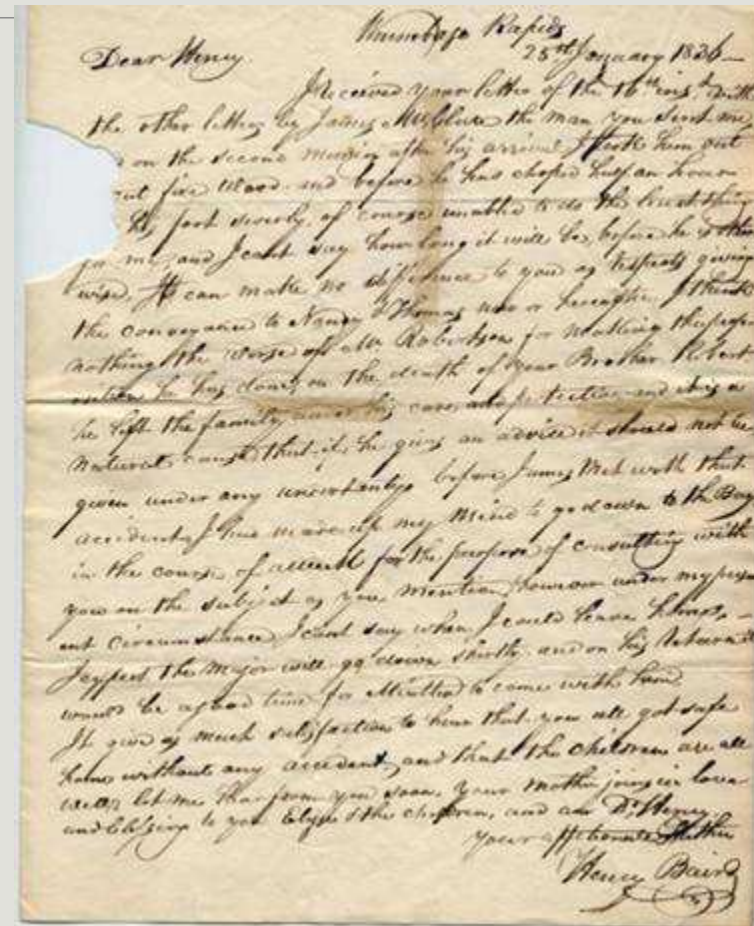


*Murphy Library, UW-La Crosse*

# Scanning text

## Handwritten texts

- 400ppi
- 24-bit color
- 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

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- Turn off all "auto" settings
- Scan one image at a time
- Crop *after* scanning
- Handle carefully and return to proper storage ASAP



Neville Public Museum of Brown County

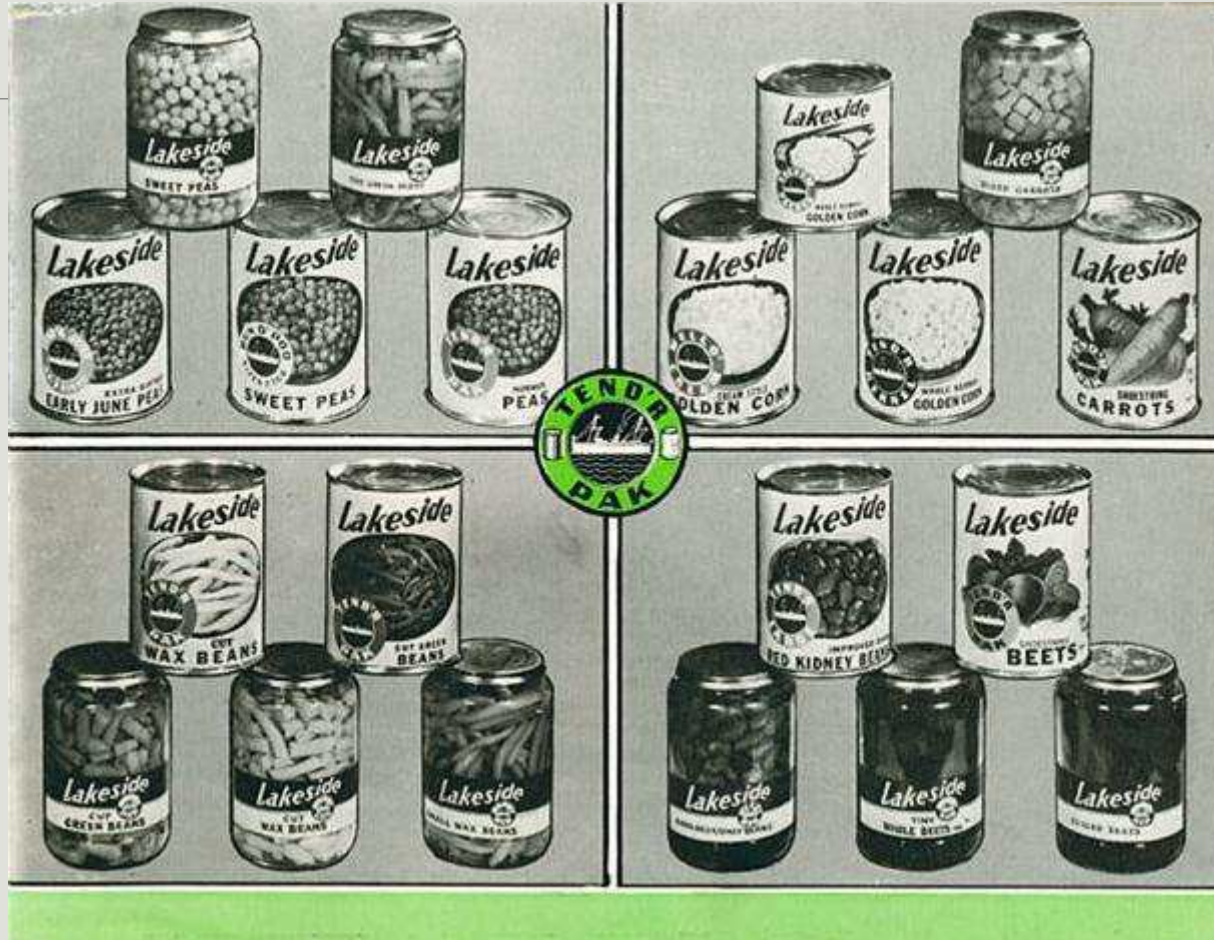
# Scanning: Quality control

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- 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



# Store



Manitowoc Public Library/ University of Wisconsin Digital Collections



# Key Decision Points

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- How many copies are you going to make?
- What are you going to store them on?
- Where are you going to store them?



*Post Office  
Image ID: WHI-9135*

# 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



UW-Madison Archives

# Storage media

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

# Document your decisions

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



*Sinclair Lewis Typing*  
*Image ID: WHi-51874*

# File naming

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



Wisconsin Historical Society WHI-19562



# File naming: Examples

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- **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

# Share



*Milwaukee Public Library*

# 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?



*Grant County Historical Society*

## Wisconsin Dells, Wisconsin



Get full image from  
University of Wisconsin  
Digital Collections 

Created Date	1930-01-01/1939-12-31
Partner	<a href="#">Recollection Wisconsin</a>
Contributing Institution	<a href="#">University of Wisconsin Digital Collections</a>
Description	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.
Location	<a href="#">Wisconsin--Wisconsin Dells</a>
Type	image
Subject	<a href="#">Cities and towns</a> <a href="#">Excursion boats</a>
Rights	This image cannot be copied or reproduced without the permission of the University of Wisconsin-La Crosse, Murphy Library, Special Collections
URL	<a href="http://digital.library.wisc.edu/1711.dl/SSRecIDSearch?repl1=LaCrosseSteamboat&amp;repl2=LaCrosseSteamboat.steam27577.bib">http://digital.library.wisc.edu/1711.dl/SSRecIDSearch?repl1=LaCrosseSteamboat&amp;repl2=LaCrosseSteamboat.steam27577.bib</a>

### Subject

Stereoscopic views	178
Rivers	85
Rock formations	78
Excursion boats--Wisconsin River	64
Cities and towns	56

[More »](#)

### Location

Wisconsin	200
Wisconsin Dells	95
Wisconsin--Wisconsin Dells	88
Columbia County	79
United States	73

[More »](#)

Metadata is what makes  
your digital content  
discoverable,  
searchable and useful.



# Recollection Wisconsin: Required metadata elements

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Field label	Definition
Title	Title of item. Assigned by author, or by you
Subject	Keywords selected from a controlled vocabulary list
Type	Image, Text, Sound
Rights	Information about copyright status.

# Recollection Wisconsin:

Field Name	Sample Data
Creator	Bartle, F. C.
Date	1920-1930
Materials	Photographs
Description	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.
Location	Middleton, Wisconsin
Collection	DiVall Family Collection



*Middleton Area Historical Society*

# 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

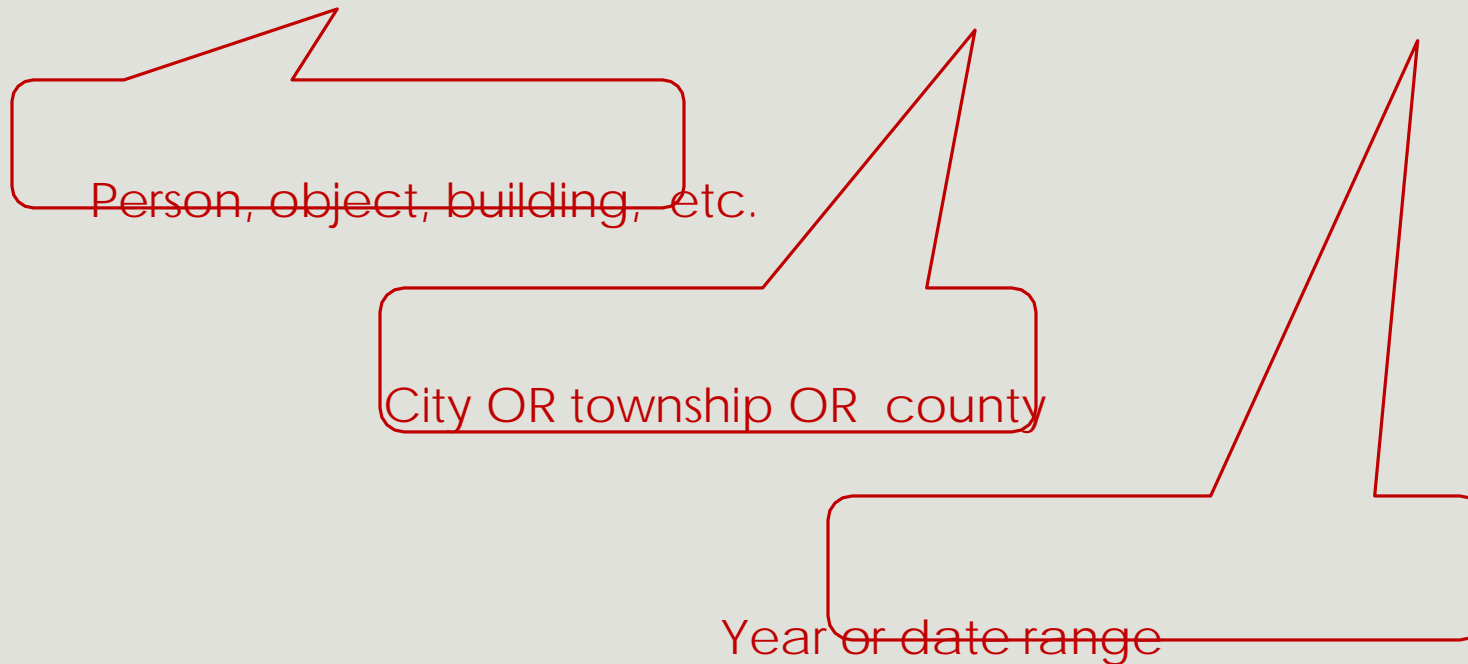
Slide courtesy of DPLA Public Library Partnerships Project  
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# Creating titles for photos

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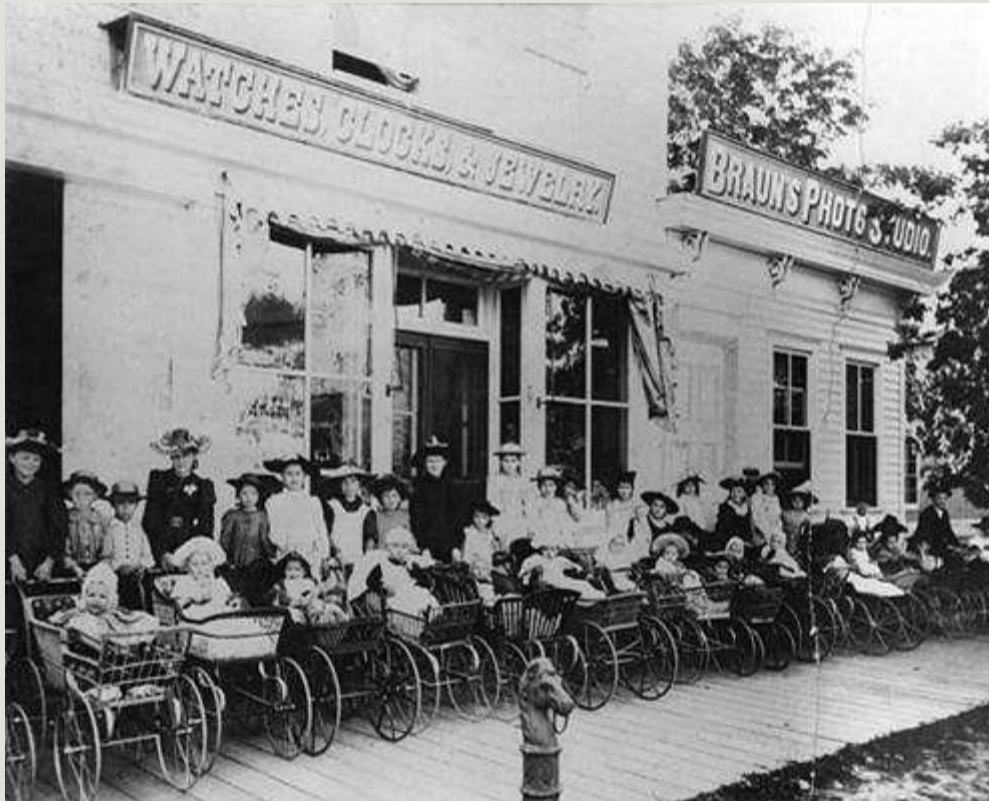
SUBJECT, LOCATION, DATE



Only include an element IF KNOWN

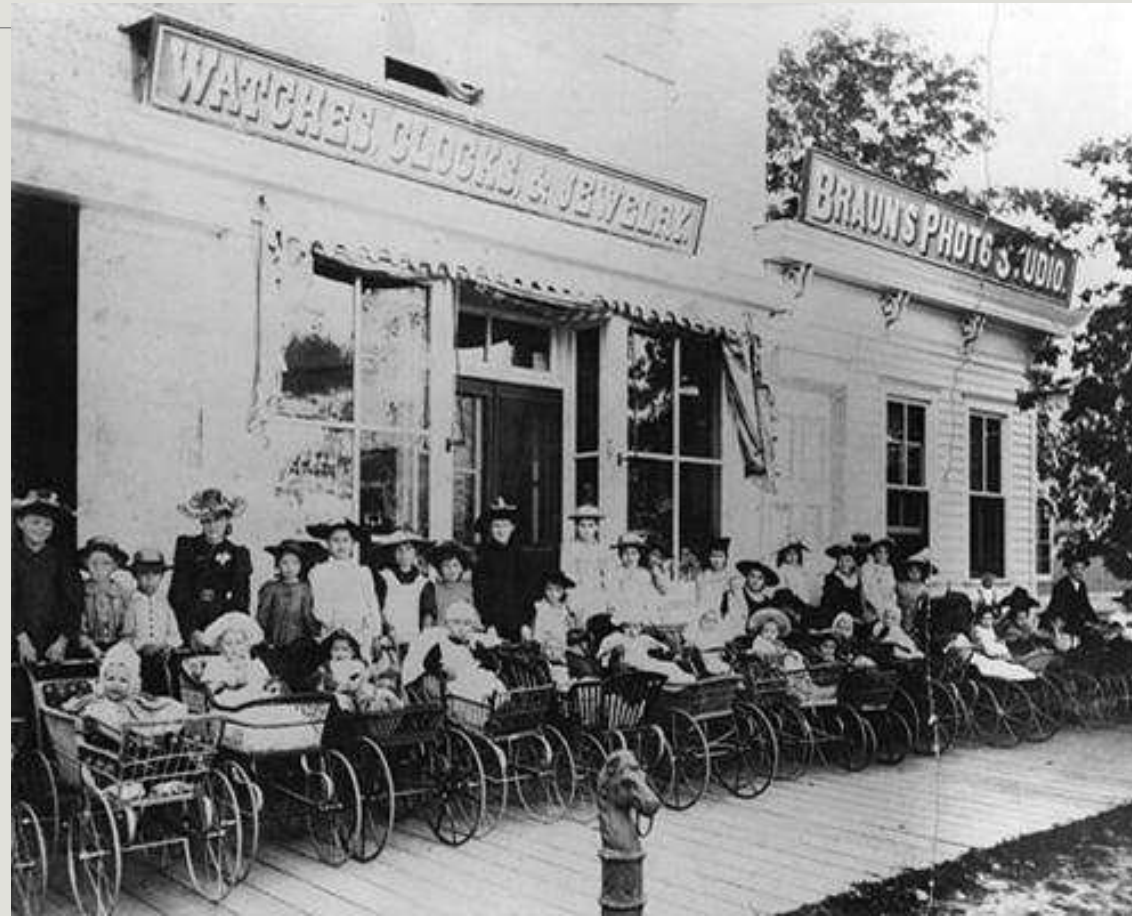
# People and places

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- 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



(SUBJECT, LOCATION, DATE)



# 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

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(SUBJECT, LOCATION, DATE)

# Metadata: Subject headings

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- 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.

Narrow your search by:

▸	Article Title
▼	Subject
	frontier & pioneer life (115)
	memoir (106)
	politicians (99)
	german americans (98)
	letter (98)
	civil war, 1861-1865 (95)
	immigration (95)
	politics (90)
	pioneers (89)
	religion (88)
▸	Volume
▸	Year

# 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



*New Berlin Historical Society*

# Tips for assigning subject headings

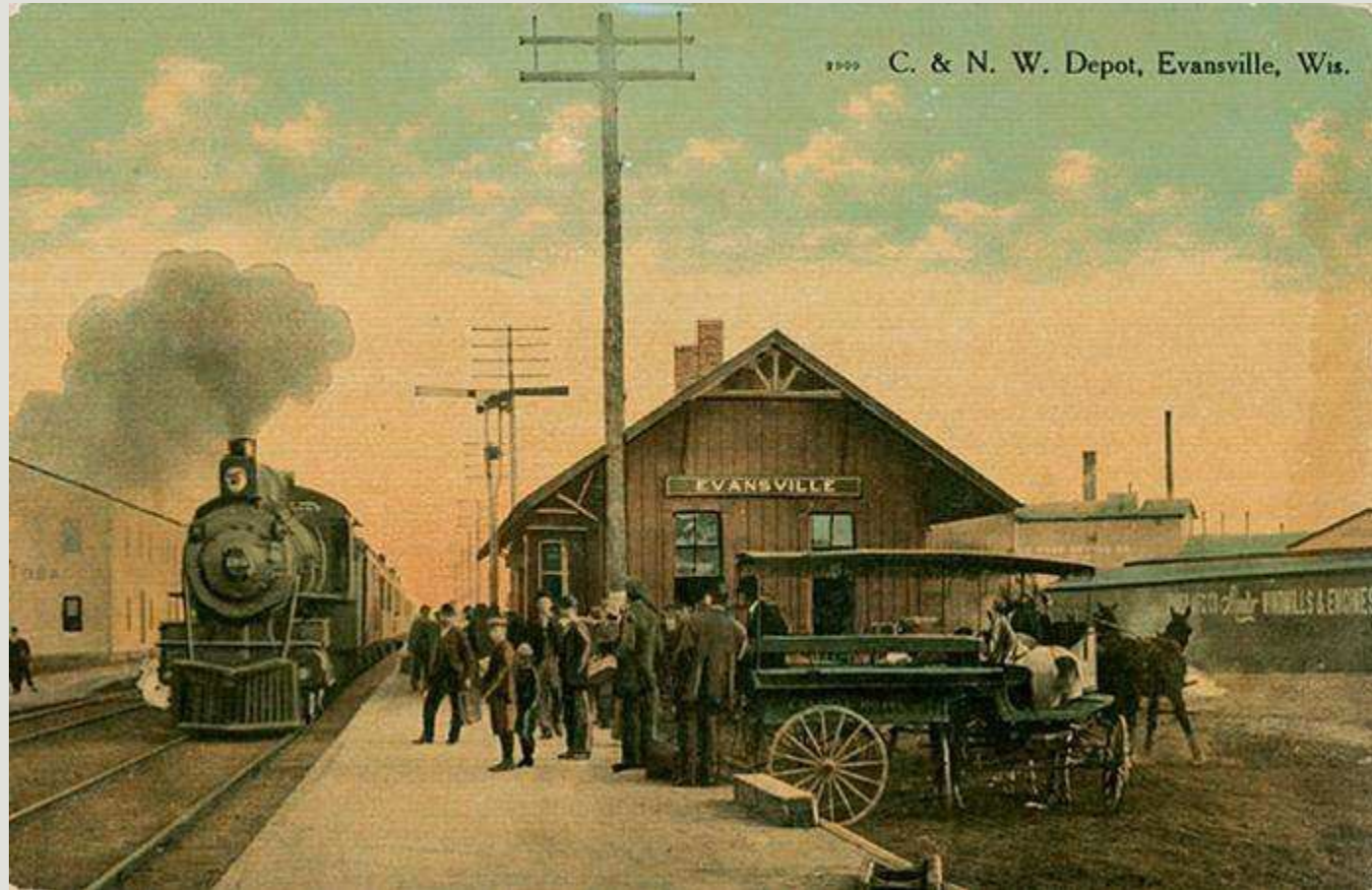
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- Consider the following elements to help select terms:
  - WHO? People - age, gender, occupation, ethnicity
  - WHERE? Building or other setting
  - WHAT? Activities or events
- How did others do it? Look at similar materials/collections for examples
- Aim for 1-5 terms.
- There is no one right answer!



# Sample subject headings

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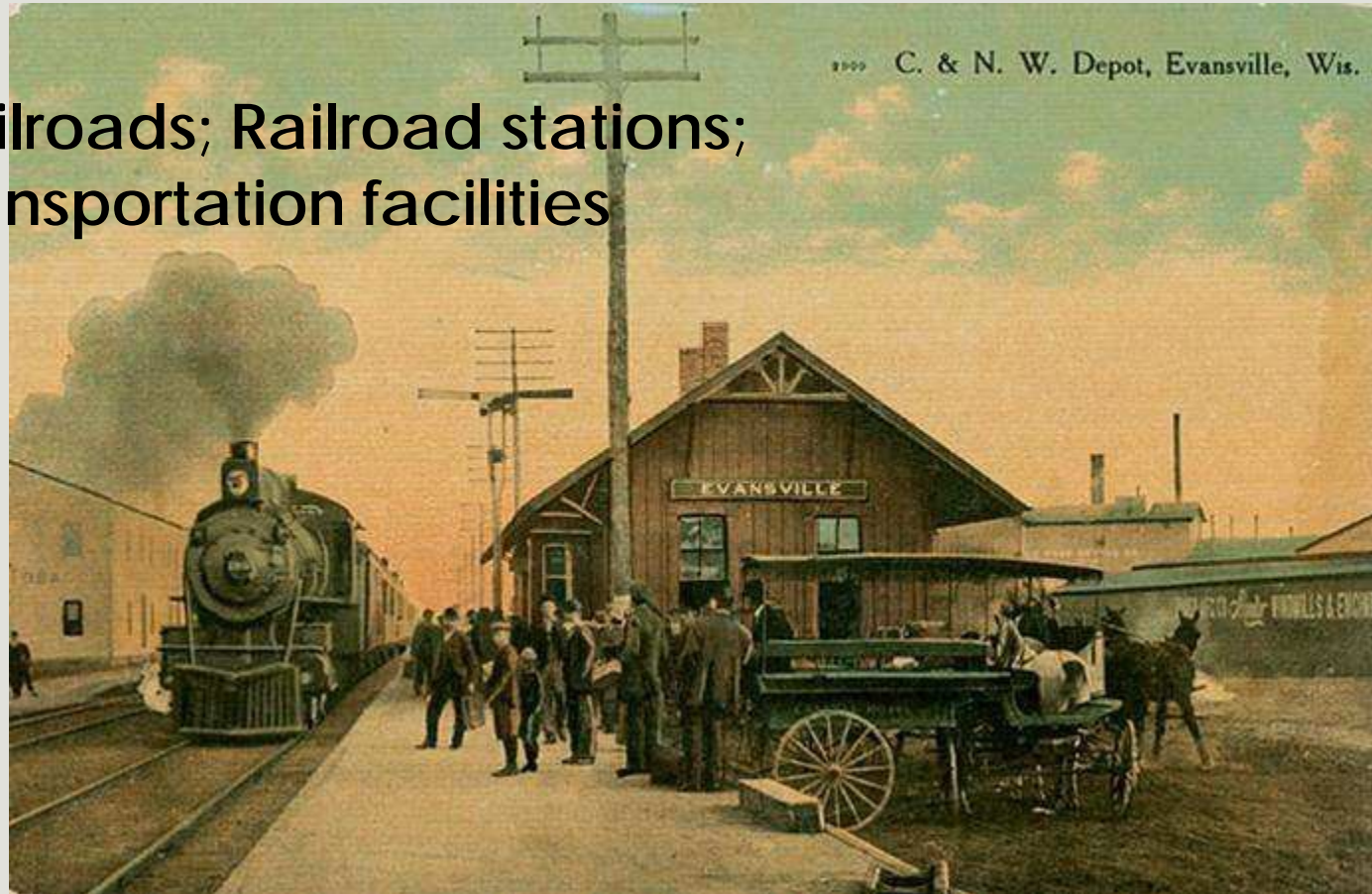




# Sample subject headings

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Railroads; Railroad stations;  
Transportation facilities



# Sample subject headings

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# Sample subject headings

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**Students; Music; Musical instruments; Musicians**

# Metadata practice

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

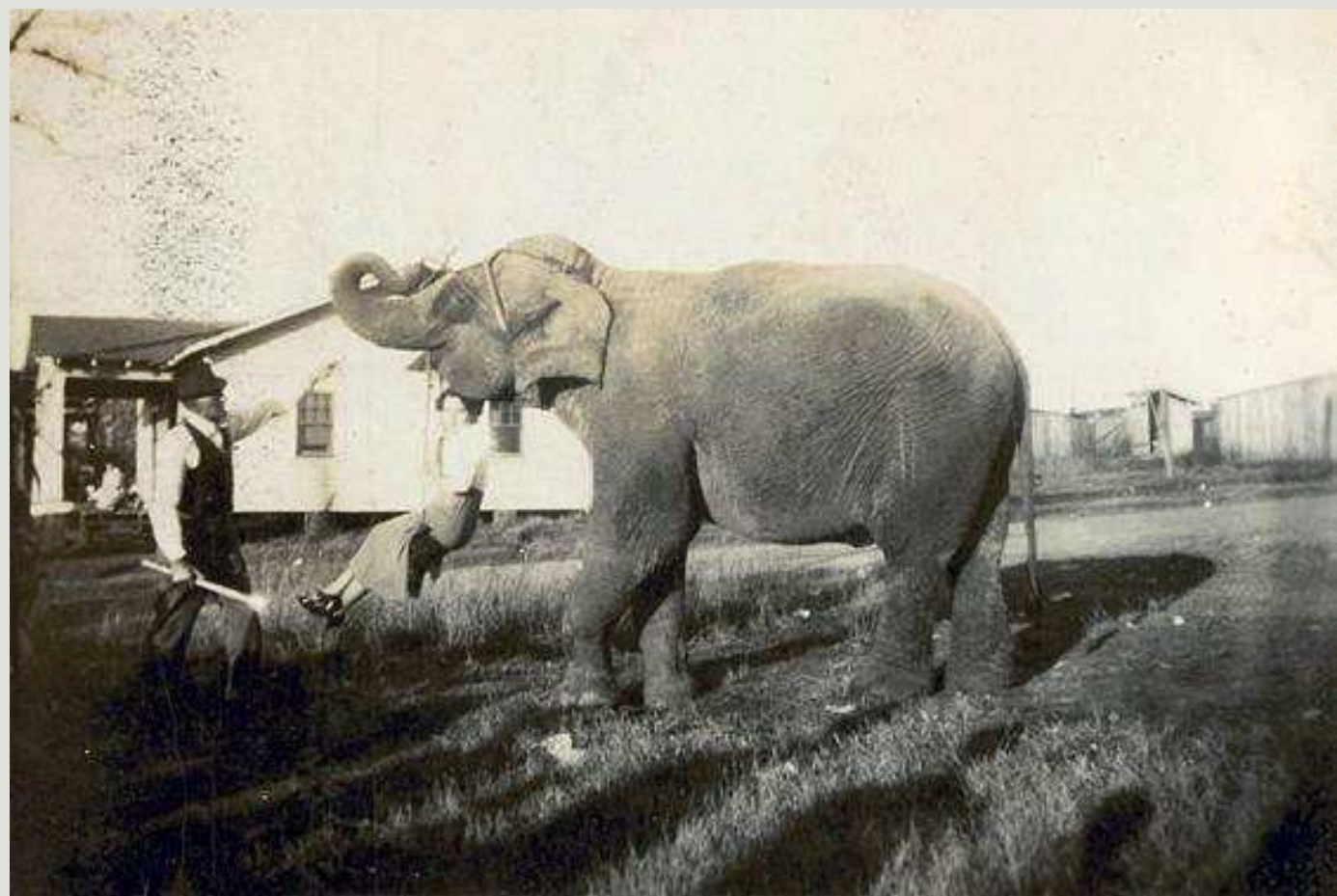
Remember the basic title formula:

- 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)



*Wisconsin Historical Society WHi-37927*



# Potential audiences

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

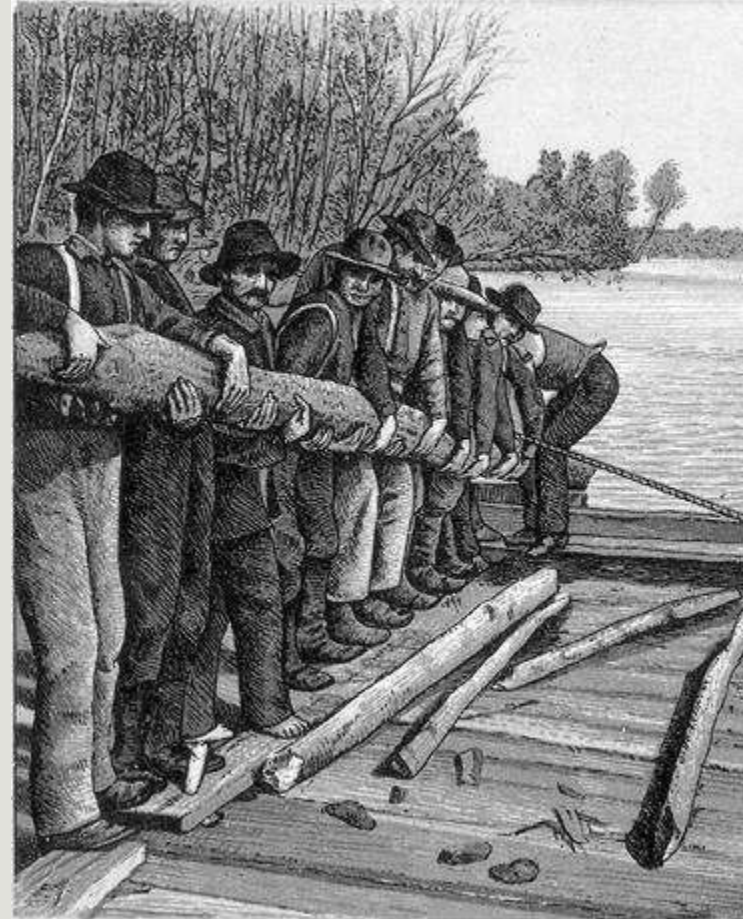


*College of Menominee Nation*

# Stakeholders and partners

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- ◉ 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

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- 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



*Milwaukee Public Library*

# Marketing ideas

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- 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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Ann Hanlon  
University of Wisconsin-Milwaukee  
[hanlon@uwm.edu](mailto:hanlon@uwm.edu)  
414.229.2214

Slides and handouts:  
[recollectionwisconsin.org/localhistory17](http://recollectionwisconsin.org/localhistory17)

Special thanks to Emily Pfotenhauer and Melissa McLimans, Recollection Wisconsin, who developed this workshop



Mineral Point Historical Society