Look Here!
building, embedding and sustaining digitisation practices in the visual arts

Leigh Garrett
Visual Arts Data Service
University for the Creative Arts
outline

- visual arts data service (vads)
- look here!
  - aims and objectives
  - method
  - outcomes
  - sustainability
- the future...
visual arts data service

history

- established in 1996
- national repository for images and metadata funded by arts and humanities research council and joint information systems committee
- 120,000 items; 300 collections; range of educational resources; focuses on the visual and creative arts; free for educational use
The visual arts data service provides a range of services, including:

- Maintenance of the national image repository
- Research centre: collection, preservation and usage of digital images for learning, teaching and research
- Information and consultancy services
- Technical development
- Hosting service
- Arts research data management
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aims

- to develop skills, capacity and embed digitisation practices within the arts education sector
- to investigate sustainability models for digital collections and in particular for the vads national image repository service
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objectives

- create a community of expertise
- support the embedding of digitisation practice
- develop and test a digitisation model
- share emerging knowledge across the sector
- increase awareness and deposits
- explore sustainability of digital collections
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method

- community engagement
- examination of the knitting collection at the university of southampton
- environmental analysis and sustainability review
- modelling the digitisation process
- application, testing and revision of model
- dissemination
look here!

community engagement

- vads
- arts university college at bournemouth
- university college falmouth
- university of the arts london
- norwich university college of the arts
- university of southampton
- brighton university
- university for the creative arts
- bradford college
- royal school of needlework
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the knitting reference library at winchester

- montse stanley collection
- richard rutt knitting library
- jane waller knitting pattern collection
- 800 objects; 12000 patterns; 3000 books (inc. 100 victorian knit books) and journals and magazines
- collection is split on two sites: special collections held at southampton and library and handling collections at winchester
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modelling

- environmental analysis and sustainability review
- modelling the digitisation process
- application, testing and revision of model by partners
- dissemination
look here!

outcomes

- series of issue specific workshops and reports
- embedding of practice
- knowledge and resource sharing and efficiencies
- increased awareness and deposits
- sustainability
- case studies
- conference
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workshops

- image selection
- copyright and intellectual property rights
- image cataloguing
- digitisation
- funding and sustainability
- pedagogy
- web 2.0 and user engagement
- learning objects

Abram Games for London Transport, Design Council Slide Collection, Manchester Metropolitan University
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case studies

- charging for reproduction services
- digitisation done, now what?
- festival of britain and archival hierarchies
- image space project
- knitting a new pattern for the future
- material saving
- processes and procedures for establishing an institutional digitisation strategy
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embedding practice

- “it's certainly provided us with some good recommendations for developing strategies to clear and manage rights for our own collections”
- “through sharing ideas you actually hone the reasons why you are doing it... it’s not simply part of what you do, its something that’s embedded... you understand more fully and can persuade somebody from the university that it’s important and why”
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knowledge transfer and consultancy

- “hearing about other partners experience of this area and how they approached the various challenges was really useful”
- “...we have to justify our existence and thinking about the impact we make... these opportunities to reflect on what we do has been really useful”
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resource sharing and efficiencies

- “it’s expertise and sharing experience, rather than working in isolation and thinking how on earth do I do that, it’s comparing notes... if somebody has started doing something, we don’t have to reinvent the wheel”
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awareness and deposits

- blower foundation
- bradford college
- goldsmiths, university of london
- london college of fashion
- museum of design in plastics
- royal college of art
- swindon art gallery
- university of brighton
- university of southampton
- university college falmouth
sustainability

the investigation

to investigate sustainability models for digital collections and in particular for the vads national image repository service

- review of literature
- interviews with representatives from education, cultural, heritage and commercial sectors
- analysis of our own business model
sustainability

participants from

- archaeology data service
- bridgeman education
- kings college london
- university of the arts london
- university of southampton
- v&a images
- bopcris
- jisc
- national portrait gallery
- university for the creative arts
- vads
sustainability

how can we sustain digital collections?

non-commercial

- knowledge sharing
- public funding: service and project
- institutional: direct, indirect and embedding
- donations: endowments, money and time
sustainability

how can we sustain digital collections?

commercial

- licensing
- consultancy
- subscription
- outsourcing
- partnerships
- advertising
- knowledge transfer
sustainability

the figures

- consultancy
- donations
- institution: indirect
- knowledge sharing
- licensing
- public funding: project
- public funding: service
- other

jisc
- 100%

national portrait gallery
- 69%
- 39%
- 16%
- 3%

vads
- 28%
- 69%
- 3%
- 3%

www.vads.ac.uk
sustainability

no one method: critical success factors

- diverse revenue streams
- provide a range of services
- embedding
- licensing
- collaboration
- vision, creativity and persistence!

Posters of Conflict, Imperial War Museum
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the future...

- lessons
- sustainability
- measuring value and impact
- intrinsic and extrinsic collaboration
- user and community engagement