

Imaging America and the Digital Marketplace

a view



from Yale

Institutional Setting at Yale

- Through its Arts Library and Visual Resources Collection, the Yale Library has historically been responsible for supporting the use of images in teaching and learning in the arts, esp. art history
- The VR Collection is fundamentally an adjunct to teaching. Collecting is driven by teaching needs above all.

Institutional Setting at Yale

- Yale is designing a new Arts Library. Three fundamental design assumptions are that:
 - the Library must continue to support the classroom use of images
 - the future of image-based library support for teaching will be increasingly digital
 - the facilities needs of the VRC for native collections can be contained and may diminish

Institutional Challenges

- There is still no robust marketplace for digital images
- We may not build a digital image library in the way in which slide libraries have historically been built, that is, with wanton disregard to copyright

Institutional Solutions

- Convert Yale's own "assets" to digital form
- Engage with other collecting institutions to build digital libraries together in ways that foster teaching and learning
- Engage with other teaching institutions to understand better how digital images will be used in teaching and learning and build an infrastructure to support this
- Foster the evolution of a digital marketplace by lobbying for "demand-side" digital libraries

Imaging America as an Institutional Solution

- Imaging America is a project that advances these goals while also reflecting:
 - Yale's own rich library and museum collections
 - Yale's strong interdisciplinary program in American Studies and the willingness of Yale faculty to engage with the Library in this project
 - The growing number of complementary digital library initiatives in the American Studies field (American Memory, Making of America, etc.)

Goals of Imaging America

- Create an authoritative, coherent, and sustainable *digital image library for American Studies*, capable of supporting and advancing both teaching and scholarship.
 - The library's authority will be derived from the scope and character of the collection, the caliber of participating individuals and institutions, and the quality of data and images.

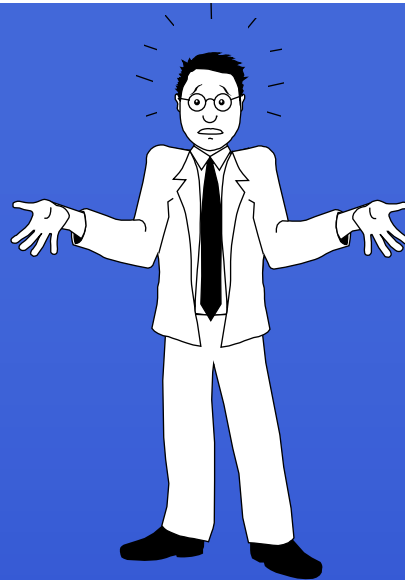
Goals of Imaging America

- *Build a sustainable federation* of research, collecting, and teaching institutions committed to building together a shared digital library in support of teaching and scholarship in American art, architecture and material and visual culture.

Goals of Imaging America

- Study in a sustained way the *classroom use of digital technologies* in humanities disciplines that depend fundamentally upon visual resources for teaching and learning.
 - It is arguably the potential of these technologies to transform teaching that most persuasively justifies substantial investment in them.

Why



Yale?

- The Yale Library and its staff have a strong record of advancing *institutional collaboration* (founding member of RLG, NERL, DLF, et al.)
- The Yale Library is *committed* to building the Imaging America federation



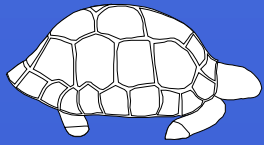
Why Yale?

- Yale, its *libraries and museums* are rich in American art in all media
- Yale's distinguished *program in American Studies* is prepared to serve as a theater of operations for the *Imaging America* experiment
- The Yale Library is fully *committed to supporting the classroom use of digital images* and to large-scale digital library development



Why Yale?

- The Yale Library has *significant expertise in the arena of copyright* and intellectual property policy and legislation
- Yale is *aggressively migrating its Visual Resources Collection's services to digital*
- Yale staff bring *significant expertise in assessment* methodologies

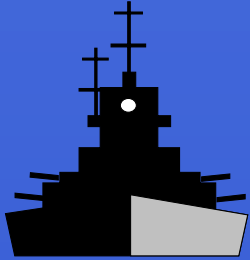


Progress to Date

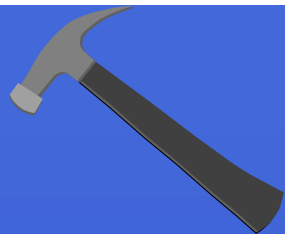


- *Foreign affairs*: building the consortium
- *Domestic affairs*: selecting an infrastructure
- *Domestic architecture*: the Yale Luna Imaging implementation(s)

Foreign affairs: building the Imaging America federation



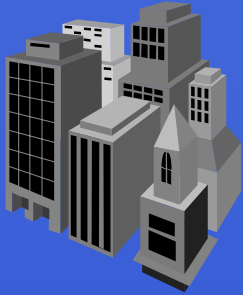
- American Antiquarian Society
- American Jewish Historical Society
- American Studies Association
- Archives of American Art (Smithsonian)
- Chicago Historical Society
- Connecticut Historical Society
- Cornell University ***NEW!***
- National Gallery of Art (D.C.)
- National Museum of American Art (Smithsonian)
- New York Historical Society
- Pennsylvania Academy of Fine Arts
- University of Georgia
- Other



Domestic affairs: the Yale University Digital Imaging Group (YUDIG)

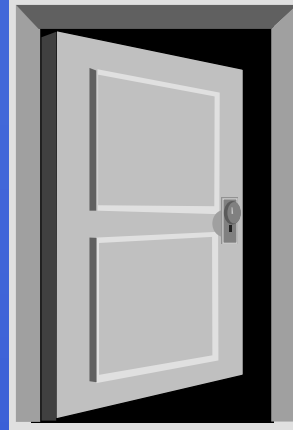
- Goals:
 - Collaboration across the Yale libraries & museums
 - Technical standards: IBM/DL, Luna Imaging, etc.
 - Metadata standards enabling cross-collection information retrieval: VRA Core
 - Service standards reflecting the needs of teachers and students

Domestic architecture: Yale's Luna Imaging implementation(s)



- Luna Imaging's INSIGHT software
- Imaging America implementation
- Beinecke Library implementation
- Custom applications (classroom tools, web export, annotation, page turning, etc.)
- Multi-institutional Luna Users Group (Cornell, UCB, Stanford, Moma, Yale &c)

Roll Out



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- Building the library: Yale collections (Beinecke, Yale University Art Gallery, Arts Library, &c)
- Building the library: partner institutions and sponsoring organizations (ASA)
- Teaching the teachers (and teaching fellows) at Cornell and Yale
- Testing the tools in the classroom at Cornell and Yale
- Finding the funds and developing a business plan

Imaging America
in  *the*
Digital Marketplace

- Relationship to other image-based digital library initiatives
- The contribution of Imaging America: building a “demand-driven” digital library that responds by design to the needs of teachers and students and scholars