Digital Asset Management in Museums

Workflows and Integration

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Outline

- Introductions
- Definitions
  - How they digital asset management systems differ from collection management systems
  - DAMS in museums - When do they make sense?
- Evaluating and selecting a DAMS
  - Example: Selection for two museums at UC Berkeley
- Implementing a DAMS
- Integration between a DAMS and a Collection Management System
- Discussion

Introductions

Digital Assets

- Text
- PDF files
- Images
- Web content
- Audio
- Video
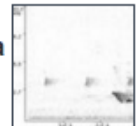- Formats, formats, formats

The wild turkeys of the East Bay

San Diego Zoo Kids – Frogs!

Sound from xeno-canto. XC25708 Turdus merula (Common Blackbird)
Audio of Turdus merula

Encyclopedia of Life

Digital Asset Management

- Wikipedia: "… management tasks and decisions surrounding the ingestion, annotation, cataloguing, storage, retrieval and distribution of digital assets"

- CHIN: "activities associated with the creation, cataloguing, storing, retrieving and backing up of these [digital] assets"
  - file management
  - metadata management
  - workflow
  - policy tracking and enforcement
  - Access

Why not just use a collection management system?

- That can be perfectly appropriate.

However …

- The value of digital assets is growing.
- The quantity of digital assets is growing.
- Policies and access rights need to be enforced.
- Museums increasingly use images for
  - exhibits
  - web sites
  - calendars
  - email campaigns
- Specialists in such areas have different needs.
- Digital asset consumers (you and me) need help finding the right version of files.

This is where a DAMS can help
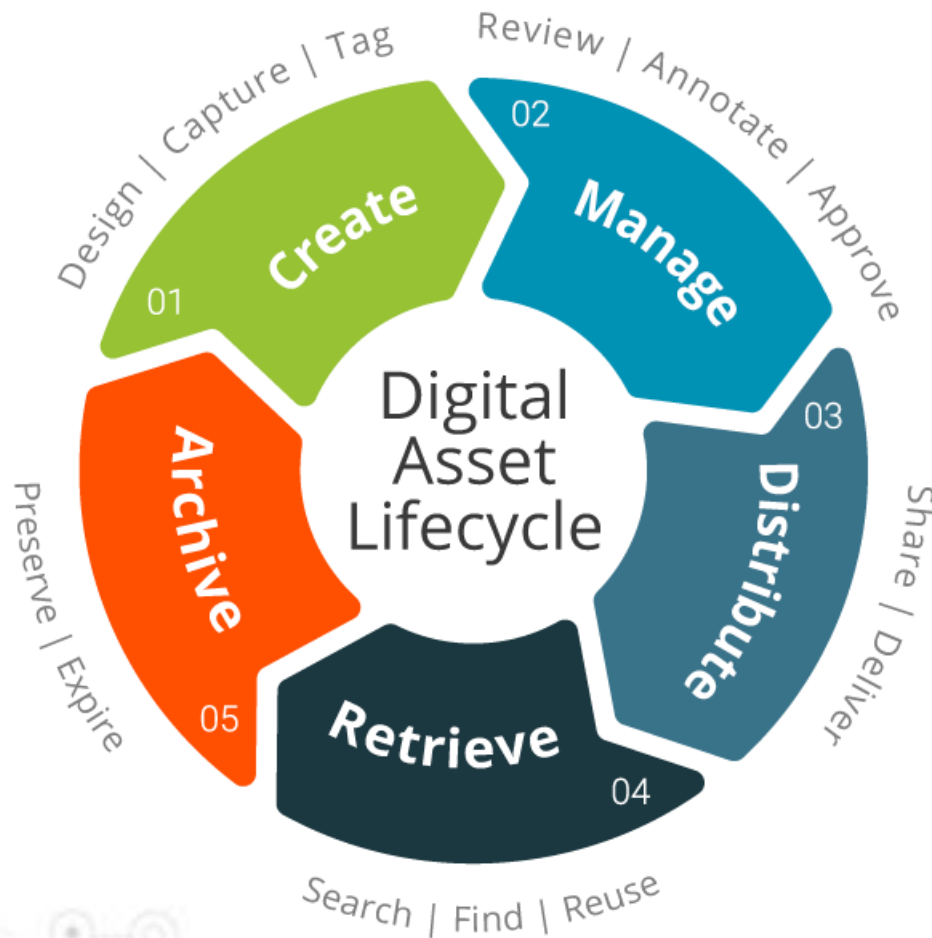
Tip: Many different kinds of institutions need DAMS, but some DAMS will not be suitable to your museum.

Evaluating and Selecting a DAMS

- Gather your requirements
- Assess your organization's readiness
- Examine your options
- Know you won't be able to do it all

- What else is available locally?
- Do I have technical support locally to help implement a DAMS? To help manage the system?
- Or do I need a hosted solution?
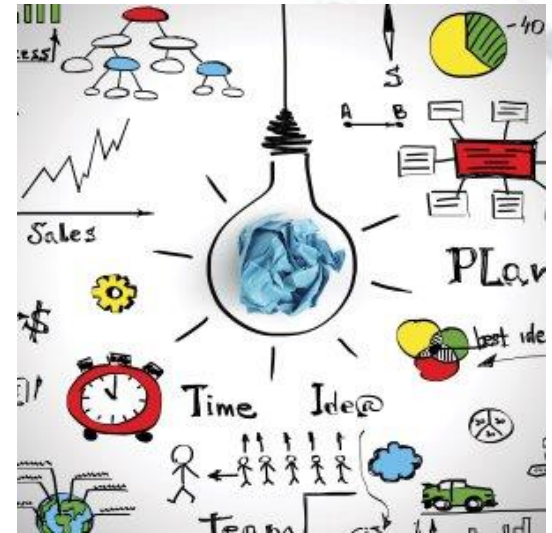
An Example from Berkeley

- The Phoebe A. Hearst Museum of Anthropology
- Berkeley Art Museum Pacific Film Archive
- The retirement of the Research Hub

Requirements Gathering

- Identify representatives from parts of each museum (registrar, curator, photographer, IT, etc.)

- Develop raw list of requirements

- Ask representatives to rank items in list.

  "PLEASE ENTER A RANKING FROM 1-3 UNDER YOUR COLUMN FOR EACH REQUIREMENT (3 = HIGHEST PRIORITY, ESSENTIAL | 2 = PRIORITY, BUT NOT ESSENTIAL | 1 = NICE TO HAVE)"

Tip: Keep your decision-makers informed.

Berkeley ranked criteria (left to right)

File integrity	Backup	Granular access restrictions
Hosted and affordable	Secure solution	Scale to terabytes
Advanced search and browse	Bulk upload and download	Linking and aliases
Customizable metadata	Deduplication	Workflow support
Robust IP and copyright	Batch editing	Hierarchical folders
Collections that can be shared with others	Extract and edit embedded metadata	REST API for integration
Tagging	Format conversion	Archival/repository functions
User-defined collections	Flexible metadata per collection or per user	

Tip: You won't be able to make everyone happy.

Evaluation

- Identify options
- Narrow down to viable options
- Contact vendors for discussions and demonstrations

Two vendor hosted systems used by museums elsewhere	System being implemented for UC Libraries
Vendor hosted system being implemented for campus visual resource collections	Vendor hosted system used by campus public relations
Two cloud storage systems	

Note: This was not a full university-led RFP!

And the winner is…

Tip: Have some people help review your agreement.

Implementing a DAMS

An accelerated schedule

- Piction sets up dev environment
- Museums document asset types, file naming conventions, users and permissions, metadata schema, and derivatives needed.
- Museums and UCB team design process for exporting images and metadata from current systems
- Initial training and overviews for power users

An accelerated schedule
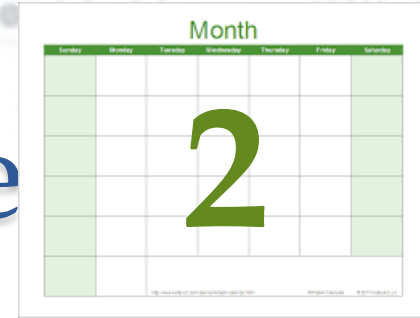
- Ongoing configuration of environment
- Deeper analysis of digital asset management workflows
- Design work on integration with CollectionSpace
- Testing with sample of images and sample metadata
- Version 0.1 demo and feedback

An accelerated schedule

3
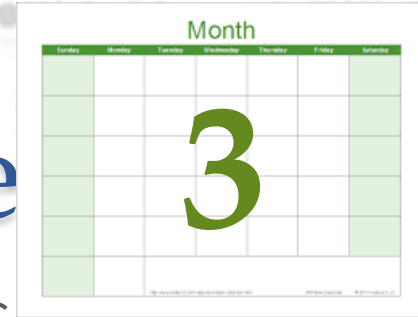
- Research Hub "frozen" (with workarounds)
- Version 0.9 reviewed and sign off
- Training for all staff who will be using the system
- Communications and change management
- Final migration of digital assets (1-2 weeks)
- Final migration of metadata
- Archiving of content into Box
- Acceptance testing of final system and content

The two museums went live with their new DAMS at the beginning of month 4

Integration with a Collections Management System
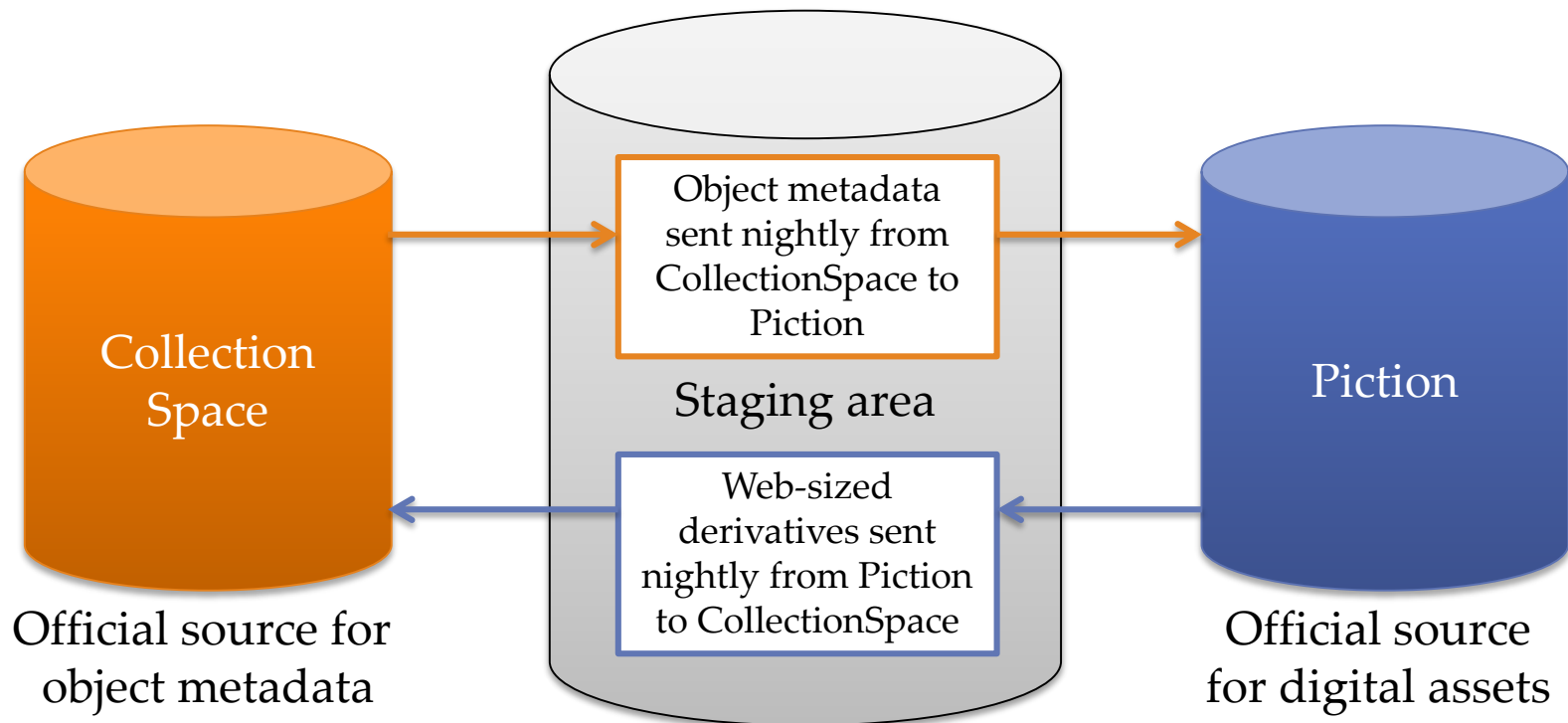
The usual workflow

1. Create cataloging record in CollectionSpace with new accession number
2. Metadata pushed to Piction as a "data record" (includes the CSID, CSpace identifier)
3. Photograph artwork, using accession # in filename
4. Ingest image to Piction; accession # points to Piction data record, metadata mapped.
5. New images pushed to CollectionSpace and matched using CSID (checking filename too)

CollectionSpace

Piction

"1970.5"

Advanced Search

☐ Search within results

Thumbnail Slider

Panel Config. 1 2 3 4

Media Type Filter
All

Logout

System Menu

Categories 📗

- 📁 CSpace 🔧
  - 📁 CSpace Detail Images 🔧
  - 📁 CSpace Object Records 🔧
  - 📁 Collection Artwork Images
- 📁 Events 🔧
- 📁 Gallery Exhibitions 🔧
- 📁 Institutional 🔧
- 📁 Limited-PFA Film Stills, Series
- 📁 PFA Film Stills, Series, and C
- 📁 PFA Speakers 🔧
- 📁 OA-Events 🔧

Keyword Terms 📗

- 📁 workflow tags 🔧
  - 📁 bampfa2016_02-03-04 🔧
  - 📁 bampfa_2015-03-04-05 🔧
  - 📁 Event photos 🔧
  - 📁 Event publicity shots 🔧

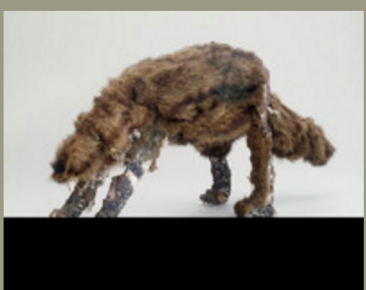**LightBox** 📗

Select a lightbox to view its contents.

Search Results

Back to: Search Results for *Representatives:bampfa_1996-30_001_1.tif*

Pages: << < 1 > >> 1 - 2 of 2 Objects

Order By:
Accession Number Ascending

Select All On Page   Deselect All

DATA

1970.5

Brown, Joan

Fur Rat

Fur Rat

Brown, Joan

1970.5

Pages: << < 1 > >> 1 - 2 of 2 Objects

Metadata

Edit Metadata

▼ BAMPFA

Artist/Film maker
Brown, Joan

Filename
bampfa_1970-5.tif

Title

Year
1962

▼ CSPACE

ACCESSION NUMBER
1970.5

NATIONALITY
United States

PRODUCTION PLACE

ITEM CLASS
Sculpture

MATERIALS
wood, chicken wire, raccoon fur

MEASUREMENT
20 1/2 x 54 x 12 in.

CREDIT LINE
University of California, Berkeley Art Museum and Pacific Film Archive; Gift of Joan Brown

COPYRIGHT CREDIT

PHOTO CREDIT

SUBJECT
Figure-Animal

COLLECTION

Edge cases

- Change accession number in CollectionSpace
- Split one collection record into multiple
- Replace image in Piction

Lessons and next steps

- "In terms of setting up workflows one of the main challenges for us has been communication between departments that have different needs from our systems, which has meant that this has been an iterative process as the people setting up the DAMS have learned more about what each user group expects to accomplish."

- "Another major challenge has been trying to find metadata guidelines that users can and will follow, and understanding that people in publicity are not going to intrinsically understand or care about metadata, and that there are inevitably going to be inconsistencies."

Discussion and Thanks!