



# San Diego

Visual Resources Association  
26th Annual Conference  
March 12-16, 2008

**vra** visual  
resources  
association

# Welcome to San Diego!

Visual Resources Association  
26th Annual Conference

March 12-16, 2008  
The Westin San Diego  
San Diego, California



Welcome to the 26th Annual Visual Resources Conference in San Diego, California. With its great weather, fabulous beaches and many cultural attractions, San Diego is a prime location for our conference.

VRA\*26 will provide an excellent opportunity to learn new things about our profession through a wide variety of workshops, sessions, seminars, and user group meetings. Share experiences with enthusiastic and knowledgeable VRA members, renew friendships and meet new colleagues. And of course, don't forget our special events, including the Members' Reception and Dinner (where we will honor two of our members with the annual Distinguished Service Award and the Nancy DeLaurier Award), the ever-popular Tansey Fundraiser, this year featuring the inimitable Charles Phoenix, and the always entertaining VRAffle, emceed by Patti McRae with the able assistance of the Raffle-Rousers and Allan Kohl.

In addition to the exciting programming, exhibitors' hall and special events, visitors will find much to see and do outside of the conference hotel. The adjacent Gaslamp district is touted as being Southern California's premier dining, shopping and entertainment venue. Nearby Balboa Park, home to fifteen museums, various arts and international culture associations, as well as the San Diego Zoo, is one of the nation's largest cultural and entertainment complexes. I know you will have a great time exploring all the city has to offer.

I would like to thank our session, workshop and seminar leaders and panelists, who help make this conference informative and educational. And many thanks to our sponsors and exhibitors, whose presence is an important part of the conference experience. Thanks also to the Southern California Chapter members who assisted with conference arrangements, especially Maureen Burns, who organized the registration desk volunteers and Greg Reser, who chaired the Local Arrangements Committee.

Enjoy your week in San Diego!

**Macie Hall**, President, Visual Resource Association  
On behalf of the VRA Executive Board

Welcome

# Program At-A-Glance

VRA 26th Annual Conference, March 12-16, 2008, San Diego

## Tuesday, March 11

8:00 am - 5:00 pm	VRA Executive Board Meeting #1 – Boardroom
1:00 pm - 5:00 pm	VRA Foundation Board Meeting - Coral Room
6:00 pm - 9:00 pm	Registration – Emerald Foyer

## Wednesday, March 12

8:00 am - 6:00 pm	Registration - Emerald Foyer
8:30 am - 10:30 am	IPR Plenary Session: Image Rights: Perspectives from Copyright Owners - Crystal Ballroom I
11:00 am - 5:00 pm	VRAffle - Ivory Room
11:00 am - 12:30 pm	Session 1: Free Association: Social Tagging in Online Collections - Crystal Ballroom I
11:00 am - 12:30 pm	Session 2: Salt Cellars, Oliphants, and Gems: Preserving Legacy Image Collections - Office Tower Suite 1350
12:30 pm - 2:00 pm	Birds-of-a-Feather Network Luncheon - Grand Central Café
12:30 pm - 2:00 pm	Meeting: Nominating Committee - Crystal Ballroom I
12:30 pm - 2:00 pm	Meeting: Archives Task Force - Office Tower Suite 1350
12:30 pm - 2:00 pm	Meeting: Digital Initiatives Advisory Group Committee - Office Tower Suite 1350
12:30 pm - 2:00 pm	Ask the Experts: Teaching Teachers ARTstor and MDID (by pre-registration only)
12:30 pm - 2:00 pm	Ask the Experts: Digital Imaging Best Practices (by pre-registration only)
1:00 pm - 5:00 pm	Tour #1 – A Tour into San Diego History. Leaving from Broadway Entrance

2:00 pm - 6:00 pm	Workshop 1: Subject Access to Visual Materials - Diamond Room I
2:00 pm - 3:30 pm	Madison Digital Image Database (MDID) Special Users Group - Crystal Ballroom I
3:30 pm - 4:30 pm	Ask the MDID Experts - Crystal Ballroom I
4:30 pm - 6:00pm	Special User Group 2: VRA Digital Matchmaking Group - Topaz Room
5:00 pm - 6:00 pm	SEI Reunion at "The Bar", Westin San Diego
6:00 pm - 7:30 pm	Southeast Chapter Meetings - Topaz Room
6:00 pm - 7:30 pm	Southern California Chapter Meeting - Coral Room
6:00 pm - 7:30 pm	Mid-Atlantic Chapter Meeting - Crystal Ballroom I
6:00 pm - 7:30 pm	Midwest Chapter Meeting - Crystal Ballroom I
6:00 pm - 7:30 pm	Northern California Chapter Meeting - Crystal Ballroom I

## Thursday, March 13

7:30 am - 9:00 am	First Time Attendees and New Members Breakfast - Topaz Room
7:30 am - 9:00 am	Meeting: Intellectual Property Rights Committee - Coral Room
8:00 am - 6:00 pm	Registration – Emerald Foyer
8:00 am - 5:00 pm	VRAffle - Ivory Room
9:00 am - 10:30 am	Session 3: Shark Suspended in Formaldehyde: Open Forum on Documenting Contemporary Art - Crystal Ballroom
9:00 am - 10:30 am	Workshop 2: VRA 4 Core Basics - Emerald Ballroom
9:00 am - 1:00 pm	Tour #2 – California Coast and Tidepool Walk. Leaving from Broadway Entrance
11:00 am -12:30 pm	VRA Foundation Information Session - Emerald Ballroom
12:30 pm - 2:00 pm	Birds-of-a-Feather Network Luncheon - Grand Central Cafe
12:30 pm - 2:00 pm	Meeting: Education Committee - Crystal Ballroom
12:30 pm - 2:00 pm	Meeting: Publications Programming Group - Topaz Room
12:30 pm - 2:00 pm	Ask the Experts: Descriptive Metadata (by pre-registration only)

At-a-Glance

# Program At-A-Glance

## VRA 26th Annual Conference, March 12-16, 2008, San Diego

12:30 pm - 2:00 pm	Ask the Experts: Digital Asset Management System (by pre-registration only)
2:00 pm - 3:30 pm	Session 4: Interloping Images: Expanding Access for Those Outside of the Norm - Emerald Ballroom
2:00 pm - 5:30 pm	Workshop 3: Getty Vocabularies: Training for Contributors, Encore - Topaz Room
4:00 pm - 5:30 pm	Special User Group 3: ARTstor User Group - Crystal Ballroom I
4:00 pm - 5:30 pm	Special User Group 4: VireoCat User Group - Opal Room
6:00 pm - 9:00 pm	Membership Dinner - Emerald Ballroom

## Friday, March 14

8:00 am - 6:00 pm	Registration – Emerald Foyer
8:00 am - 10:30 am	VRA Business Meeting & Breakfast - Emerald Ballroom
10:30 am - 11:00 am	Meeting: Great Lakes Chapter - Emerald Ballroom
10:30 am - 6:00 pm	Exhibit Hall – Emerald Foyer
10:30 am - 5:00 pm	VRAffle - Ivory Room
11:00 am - 12:30 pm	Session 5: Common Threads: Libraries and Visual Resources - Crystal Ballroom I
11:00 am - 12:30 pm	Session 6: Improving Your Image: Marketing Visual Resource Collections - Crystal Ballroom II
12:30 pm - 2:00 pm	Birds-of-a-Feather Network Luncheon - Grand Central Café
12:30 pm - 2:00 pm	Meeting: Financial Advisory Committee - Pearl Room
12:30 pm - 2:00 pm	Meeting: Membership Committee - Opal Room
12:30 pm - 2:00 pm	Meeting: Data Standards Committee - Crystal Ballroom II
12:30 pm - 2:00 pm	Ask the Experts: Database Design and Functions (by pre-registration only)
1:00 pm - 5:00 pm	Tour #3 Coronado Mini Trek. Leaving from Broadway Entrance
2:00 pm - 3:30 pm	Session 7: Throwing the Cat among the Pigeons: Keeping Visual Resources Positions Viable through the Digital Transition - Crystal Ballroom I

2:00 pm - 5:30 pm	Workshop 4: Seeking the Right Path for Visual Resources Users - Crystal Ballroom II
3:00 pm - 5:00 pm	Coffee Break - Emerald Foyer
4:00 pm - 5:30 pm	Meeting: SEI Implementation Team - Coral Room
4:00 pm - 5:30 pm	Special Users Group 5: The Transitional Space or Moving On Up: Facilities Planning in the Digital Age - Pearl Room
5:00 pm - 6:00 pm	Meeting: VRA Chapter Chairs at "The Bar", Westin San Diego
5:30 pm - 6:30 pm	Meeting: VRA Strategic Plan Task Force - Opal Room
8:00 pm - 11:00 pm	The 2008 Tansey Fundraising Event - Emerald Ballroom

## Saturday, March 15

7:00 am - 8:00 am	Meeting: Toronto Planning - Crystal Ballroom
7:30 am - 9:00 am	Meeting: Awards Committee - Coral Room
7:30 am - 9:00 am	Meeting: Development Committee - Opal Room
7:30 am - 9:00 am	Meeting: CCO Project Committee - Pearl Room
8:00 am - 10:00 am	Breakfast Break - Emerald Foyer
8:00 am - 6:00 pm	Registration – Emerald Foyer
8:00 am - 5:00 pm	Exhibit Hall – Emerald Foyer
8:00 am - 4:00 pm	VRAffle - Ivory Room
9:00 am - 12:30 pm	Poster Session 1: Computational Linguistics in Image Access Research - Emerald Foyer
9:00 am - 12:30 pm	Poster Session 2: Informal to Formal: Managing Personal and Public Collections Using DIVA - Emerald Foyer
9:00 am - 12:30 pm	Poster Session 3: Capturing the Web - Emerald Foyer
9:00 am - 12:30 pm	Poster Session 4: Researching Art-Historical information using the TTC-ATENEA system: interactivity-based approach - Emerald Foyer

At-a-Glance


# Program At-A-Glance

## VRA 26th Annual Conference, March 12-16, 2008, San Diego

12:30 pm - 2:00 pm	Leadership Luncheon - Opal Room
12:30 pm - 2:00 pm	Ask the Experts: Strategic Planning (by pre-registration only)
12:30 pm - 2:00 pm	Ask the Experts: Rights Information (by pre-registration only)
2:00 pm - 3:30 pm	Workshop 5: VRA Core 4 Intermediate - Topaz Room
2:00 pm - 3:30 pm	Session 8: Digital Image Anatomy - Crystal Ballroom II
2:00 pm - 3:30 pm	Session 9: Digital (Dis)Order: Implementing Professional and Organizational Change - Crystal Ballroom I
4:00 pm - 5:30 pm	Special Users Group 6: Museum Visual Resources - Crystal Ballroom II
6:00 pm - 7:30 pm	Event: VRAffle - Crystal Ballroom

## Sunday, March 16

8:00 am - 12:00 pm	Registration – Emerald Foyer
9:00 am - 10:30 am	Session 10: Scholarly Communication and Collaboration in the VR World - Crystal Ballroom
9:30 am - 2:00 pm	Tour #4 City Tour – San Diego Old and New. Leaving from Broadway Entrance
11:00 am - 12:30 pm	Session 11: Collaboration and Aggregation: Challenges and Opportunities with Unified Access - Crystal Ballroom
12:00 pm - 5:30 pm	VRA Executive Board Meeting #2 - Boardroom
2:00 pm - 3:30 pm	Session 12: Architecture and the Built Environment: Special Projects and Cataloging Issues - Crystal Ballroom
4:00 pm - 5:30 pm	Special User Group 7: Iris Users Group - Pearl Room
4:00 pm - 5:30 pm	Special User Group 8: Insight Users Group - Opal Room



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# Special Thanks!

## VRA 26th Annual Conference, March 12-16, 2008, San Diego

This has been an exciting year, doing the planning and arrangements for what will surely be one of our best conferences ever. It has taken the hard work and ingenuity of many people to bring together such a rich and varied program.

We would like to thank Teodora "Teddie" Bozhilova for the wonderful conference logo which so expresses the atmosphere of San Diego's culture and history. We would like to thank Maureen Burns for her work scheduling the registration desk volunteers and to the members of the Southern California Chapter for all their help securing information on the local restaurants and attractions, and keeping up with all the many requests we made of them. Greg Reser has worked on alternate hotel lists, and has admirably chaired the San Diego Local Committee.

Since we are in the land of perpetual sunshine, we much acknowledge the shining example set by our Empress, Patti McRae, as she once again amuses us while she does the hard work of running the VRAffle. With the help of the heavenly VRAffle Rousers, their efforts support the Tansey Fund in a very significant manner each and every year.

And this year's Tansey Event promises to be a truly unique event, featuring the incomparable personality and pop culture maven, Charles Phoenix. We thank Jackie Spafford and members of the Awards committee, for their inexhaustible energy as they worked through all the details necessary to bring such a special program to our group. By taking a risk and offering a new twist on this event, it stays fresh and interesting for our members all the while raising money for the Tansey Fund.

All this would not be possible without the deep levels of support provided by the Executive Board, who provide help, guidance and decision making as we go through the process of putting the conference together. President Macie Hall and President-elect Allan Kohl keep an eye on the big picture and keep us all on track. Lise Hawkos, VRA Public Relations and Communications Officer and her web team, Amy Ng and Tanya Amos, do wonders with the conference web page and program. Jolene de Verges, VRA Secretary, puts in months of work getting the registration process up and running, and then spends most of the conference at the registration desk with Ann Woodward, VRA Treasurer, who keeps a close eye on the budget, the expenses and the income.

Finally, we need to thank the extraordinary efforts of the VRA Development Committee led by co-chairs, Heidi Raatz and Steven Kowalik. Each year, they contact long lists of potential exhibitors and sponsors so we can stay informed and in touch with those who offer services vital to our operations. The Exhibit Hall will be Friday and Saturday, March 14-15, and we encourage you to make the time to visit with them.

Rebecca Moss, University of Minnesota  
Vice President for Conference Arrangements

Vickie O'Riordan, University of California, San Diego  
Vice President for Conference Programming

# Donor Acknowledgements

## Conference Program Advertisers

Canyonlights World Art Image Bank / Canyonlights  
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## Kathe Hicks Albrecht Travel Award Fund

Kathe Hicks Albrecht

## Luraine Tansey Education Fund

Mary Bates-Ulibarri  
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Virginia M. G. Hall  
Lynda S. White  
Ann Woodward  
Loy Zimmerman

## Luraine Tansey Education Fund Corporate Travel Awards

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## ARTstor Speaker Fund

ARTstor

## VRAffle Corporate Contributors

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## General Conference Support

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Midwest Chapter, VRA  
New England Chapter, VRA  
Pacific Rim Chapter, VRA  
Southeast Chapter, VRA  
Texas Chapter, VRA  
Upstate New York Chapter, VRA  
Heather Seneff

To all, the VRA extends its warmest thanks and deepest appreciation.

Heidi S. Raatz, Minneapolis Institute of Arts  
Co-Chair, VRA Development Committee

Steven P. Kowalik, Hunter College / CUNY  
Co-Chair, VRA Development Committee

# Special Thanks

# Preliminaries

VRA 26th Annual Conference, March 12-16, 2008, San Diego

## Hotel

### The Westin San Diego

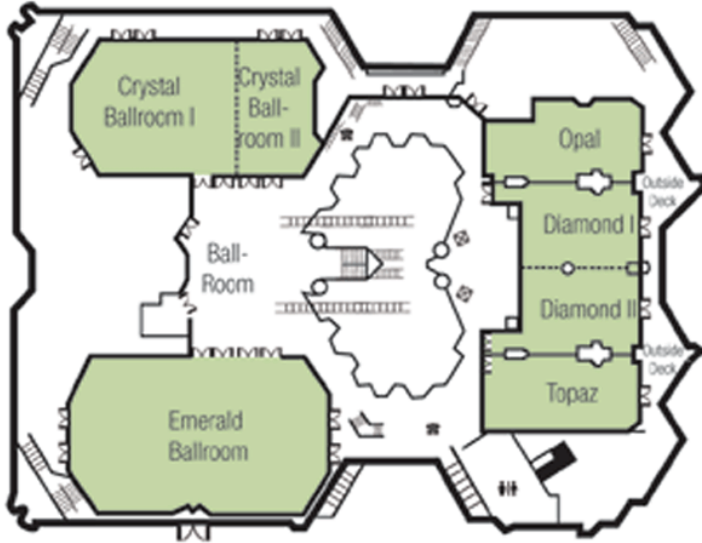
The Westin San Diego's spectacular crystalline design is a signature landmark in the city skyline. The sophisticated urban setting begins with the 100-foot high lobby atrium, creating a magnificent sense of arrival. The entire hotel offers a retreat from the rigors of travel combined with a stimulating sensory experience.

Located in the heart of beautiful downtown San Diego, the 25 floors of guest rooms feature panoramic views of the San Diego Bay, Coronado Island, and the downtown cityscape. Convenient to business and shopping, we are within walking distance of the San Diego Convention Center, Seaport Village, Little Italy, the San Diego Gaslamp Quarter, and a variety of shopping options. Only minutes away are major attractions, such as the world-renowned San Diego Zoo, Sea World, Old Town, Balboa Park and Museums, the USS Midway, and the breathtaking scenery of San Diego's stunning sandy beaches.



# Hotel Layout

Second Floor



Third Floor



Preliminaries

# Preliminaries

## VRA 26th Annual Conference, March 12-16, 2008, San Diego

All tours and workshops have limited enrollment, as do several special events, and registration is on a firstcome, first-served basis. If you have successfully pre-registered for one or more of these events, the appropriate tickets will be in the registration packet you receive at the conference. When registration for a particular event is filled, a wait list will be maintained. When possible we will take on-site registration for events that have not been entirely filled. You can check at the Registration Desk for information on events that are still open.

If you pre-register and pay for an event and cannot be registered because it is already full, you will receive a refund. The refund check will be issued in the weeks immediately following the conference. No refunds are available for tours or special events for which you successfully register but do not or cannot attend.

## Registration

The VRA Registration/Information Desk and a message board will be available in the Emerald Foyer. On-site registration provides you with access to all general VRA events and allows you to register for special events where space is available.

### On-site Registration Fees

Individual Member (VRA or member affiliate):	\$195.00
Student Member:	\$100.00
Daily Rate:	\$95.00 (one allowed)
Non-member:	\$295.00
Vendor/Exhibitor:	\$325.00 (\$50.00 each additional personnel)

## Conference Program Credits

Content: Rebecca A. Moss, University of Minnesota  
Vickie O’Riordan, University of California, San Diego

Cover & Layout: Lise Hawkos, Arizona State University

Logo: Teodora “Teddie” Bozhilova, University of California, Riverside

Photographs: San Diego Convention and Visitor’s Bureau

## Conference Evaluation

Any feedback about the VRA conference is greatly appreciated! A Conference Evaluation Form will be available online at <http://www.vraweb.org/2008evaluation.html>. The conference coordinators read all the forms and use your feedback in planning programming for future conferences. Please fill out and submit the Conference Evaluation Form or print out and return to:

**Vickie O’Riordan, VRA Vice-President**  
Visual Resources Curator  
Art & Architecture Library  
University of California, San Diego  
9500 Gilman Dr 0175F  
San Diego, CA 92093-0175

Preliminaries

# Program: Tuesday

VRA 26th Annual Conference, March 12-16, 2008, San Diego

Tuesday, March 11, 2008

**8:00 am – 5:00 pm**  
Boardroom

**VRA Board Meeting #1**

**1:00 pm – 5:00 pm**  
Coral Room

**VRA Foundation Board Meeting**

**6:00 pm – 9:00 pm**  
Emerald Foyer

**Registration Desk**



Wednesday, March 12, 2008

**8:00 am – 6:00 pm**  
Emerald Foyer

**Registration Desk**

**8:30 am -10:30 am**  
Crystal Ballroom I

**IPR Plenary Session:**  
**Image Rights: Perspectives from Copyright Owners**

Organizer &  
Moderator

Gretchen Wagner, General Counsel, ARTstor

Presenters

Gretchen Wagner, General Counsel, ARTstor  
Lauryn Guttenplan, Associate General  
Counsel, Smithsonian Institution  
Kenneth Hamma, Executive Director,  
Digital Policy and Initiatives, J. Paul Getty Trust  
Amy Schichtel, Director, The Willem De Kooning Foundation  
Shelley Lee, Intellectual Property Rights  
Manager for the Estate of Roy Lichtenstein  
Jean-Marc Gutton, former Managing Director of ADAGP

Sponsored by the IPR Committee

**11:00 am – 5:00 pm**  
Ivory Room

**VRAffle**

Wednesday, March 12



# Program: Wednesday

VRA 26th Annual Conference, March 12-16, 2008, San Diego

**11:00 am - 12:30 pm**

Crystal Ballroom I

## **Session 1**

### **Free Association: Social Tagging in Online Collections**

Organizers Meghan Musolff, University of Michigan

Adam Lauder, University of Windsor

Moderator Meghan Musolff, University of Michigan

Speakers

Adam Lauder, University of Windsor

Billy Kwan, STEVE project, Metropolitan Museum of Art

Laurie Allen, PennTags Project, University of Pennsylvania

Margaret Kipp, Long Island University

**11:00 am - 12:30 pm**

Office Tower Suite 1350

## **Session 2**

### **Salt Cellars, Oliphants, and Gems: Preserving Legacy Image Collections**

Organizer

& Moderator Kathe Hicks Albrecht, American University

Speakers

Judy Colbert, Gemological Institute of America

Barbara Rockenbach, ARTstor

Christina Updike, James Madison University

Christine Sundt, Visual Resources Consultant

**12:30 pm - 2:00 pm**  
Grand Central Café

**Birds-of-a-Feather Network Luncheon**

**12:30 pm - 2:00 pm**  
Crystal Ballroom I

**Meeting**  
**Nominating Committee**

**12:30 pm - 2:00 pm**  
Office Tower Suite 1350

**Meeting**  
**Archives Task Force**

**12:30 pm - 2:00 pm**  
Office Tower Suite 1350

**Meeting**  
**Digital Initiatives Advisory Group Committee**

**12:30 pm - 2:00 pm**

**Ask the Experts**  
**Teaching Teachers ARTstor and MDID**  
Expert            Megan Battey, Middlebury College

I have conducted intensive one-on-one training sessions with faculty (art history and other disciplines) and taught group workshops as well. Adapting my training to the different learning styles of the faculty, I have enjoyed some success breaking down barriers of those who are reluctant or technology-resistant. I would be happy to share my insights and strategies with others.

(This Experts Session was available by prior registration only, and is now closed.)

**Wednesday, March 12**

# Program: Wednesday

VRA 26th Annual Conference, March 12-16, 2008, San Diego

12:30 pm - 2:00 pm

## Ask the Experts

### Digital Imaging Best Practices

Expert                      Howard Brainen, Two Cat Digital

Digital imaging, scanning, digital photography, workflow optimization, color management, people management: I have over 30 years experience creating and managing productive workflows in the photography field. I am passionate about enhancing human potential through the innovative use of technology.

(This Experts Session was available by prior registration only, and is now closed.)

1:00 pm - 5:00 pm

Leaving from Broadway  
Entrance

## Tour

### A Tour into San Diego History

Take a step back in time to California's first church, founded on July 16, 1769 by Blessed Junipero Serra, the Mission San Diego de Alcalá. Relocated on the site it currently sits in 1774. One year after the church was completed, it was attacked by Indians who destroyed the Mission by setting fire to the dry buildings. Padre Luis Jayme was killed in the attack and became the first Christian Martyr in California; he is buried in the Mission Sanctuary. In 1776 Padre Serra returned to the site and began reconstruction on the Mission. The Mission today is made from Adobe, which the Padres used in the reconstruction in order to make it fire proof, in case of another attack. Currently the Mission serves as an active parish for the Catholic community and as a cultural center for people of all faiths.



Next it is off to the Junipero Serra Museum, located in Presidio Park above Old Town. The building was constructed in 1929 to commemorate the site where Father Junipero Serra and Captain Gaspar de Portolo established the first mission and fortified settlement in present day California. The museum showcases artifacts such as housewares, period clothing, furniture, tools and a cannon and cannonballs from the periods from the 1700's through 1848, featuring Native American, Spanish and Mexican artifacts. An on-site archaeological dig is continuing, linking San Diego's past and it's importance as one of California's cornerstone cities.

**2:00 pm - 6:00 pm**  
Diamond I

**Workshop 1**  
**Subject Access to Visual Materials**

Workshop Leaders     Murtha Baca, Getty Vocabulary Program and Digital  
Resource Management  
Elisa Lanzi, Smith College  
Linda McRae, Retired Librarian Emeritus, University of  
South Florida

Speakers             Patricia Harpring, Getty Vocabulary Program  
Sara Shatford Layne, UCLA Information Studies Program  
Corinne Jörgensen, Florida State University College of Information  
Studies

**Wednesday, March 12**

# Program: Wednesday

VRA 26th Annual Conference, March 12-16, 2008, San Diego

**2:00 pm - 3:30 pm**  
Crystal Ballroom I

## **Madison Digital Image Database (MDID) Special Users Group**

The Madison Digital Image Database (MDID) is a freely distributed, open source software application developed at James Madison University to facilitate teaching with digital images online and in the classroom. This session will bring MDID users, and potential users, together to share their experiences and to ask questions. Members of the MDID development team will demonstrate new features added in 2007, talk about ongoing development, share upcoming enhancements and give a progress report on the API development project, which is supported by an IMLS grant. Time will be allotted for general questions from the attendees. This session will be followed by an "Ask the Experts" session where attendees can receive small group or one-on-one assistance from the MDID team.

**3:30 pm - 4:30 pm**  
Crystal Ballroom I

## **Ask the MDID Experts**

This would provide a "drop-in" opportunity for anyone who has MDID questions to have access to the System Engineers to learn about the open source software, make suggestions for further development, or receive technical and/or curatorial help.

Organizer      Christina B. Updike, James Madison University

Speakers      Andreas Knab, James Madison University  
Kevin Hegg, James Madison University  
Christina Updike, James Madison University

**4:30 pm - 6:00pm**  
Topaz Room

**Special User Group 2**  
**VRA Digital Matchmaking Group**

An open and ongoing forum for brainstorming ideas about creating a digital matchmaking commons, discussing progress to date, and further advancing initiatives such as building a directory of freely accessible image collections and finding communication areas for sharing images, metadata, and associated information about such collaborative activities.

Organizer      Maureen Burns, University of California, Irvine  
Moderator      Jacquelyn Erdman, Florida Atlantic University

Speakers:      Elisa Lanzi, Smith College  
                     Heather Seneff, University of Washington  
                     Christina B. Updike, James Madison University  
                     Andreas Knab, James Madison University

**5 pm - 6 pm**  
*The Bar*, Westin San Diego

**SEI Reunion**

**6 pm - 7:30 pm**  
Topaz Room

**Chapter Meeting**  
**Southeast Chapter**

**6 pm - 7:30 pm**  
Coral Room

**Chapter Meeting**  
**Southern California Chapter**

**6 pm - 7:30 pm**  
Crystal Ballroom I

**Chapter Meetings**  
**Mid-Atlantic Chapter**  
**Midwest Chapter**  
**Northern California Chapter**

**Wednesday, March 12**

# Program: Thursday

VRA 26th Annual Conference, March 12-16, 2008, San Diego

Thursday, March 13

**7:30 am - 9:00 am**  
Topaz Room

**Event**  
**First Time Attendees and New Members Breakfast**

**7:30 am - 9:00 am**  
Coral Room

**Meeting**  
**Intellectual Property Rights Committee**

**8:00 am - 6:00 pm**  
Emerald Foyer

**Registration**

**8:00 am - 5:00 pm**  
Ivory Room

**VRAffle**

**9:00 am - 10:30 am**  
Crystal Ballroom

**Session 3**  
**Shark Suspended in Formaldehyde: Open Forum on Documenting Contemporary Art**

Organizer     Elisa Lanzi, Smith College  
Moderator     Jolene de Verges, MIT

Speakers     Geoff Laycock, A Foundation, Liverpool, England  
                  Hugh Davies, Director, Museum of Contemporary Art, San Diego  
                  Layna White, San Francisco Museum of Modern Art  
                  Jon Cartledge, Smith College Imaging Center

**9:00 am - 10:30 am**

Emerald Ballroom

**Workshop 2  
VRA 4 Core Basics**

Workshop Leader     Trish Rose-Sandler, University of California, San Diego

**9:00 am - 1:00 pm**

Leaving from Broadway  
Entrance

**Tour  
California Coast and Tidepool Walk**

Known to many as “The Jewel by the Sea”, La Jolla boasts rocky cliffs, sandy coves, palm trees, and brilliant flowers. It is California at its finest! La Jolla is a must-see when visiting San Diego, as well as being one of the most exquisite areas in the county to live.

Today guests will explore one of the most beautiful and diverse meetings of land and sea in the world, right here in San Diego. They will enjoy invigorating salt air and admire dramatic settings while learning about local beaches and history. Trained naturalists guide guests through the marine life, birds, plants and geologic formations that abound. They follow pathways and enter sandy coves as they wind their way along the famed La Jolla coastline learning about La Jolla’s history, marine life, tide pools and kelp beds. See some of the loveliest ocean views in Southern California and experience close encounters with pelicans, rocky intertidal life and harbor seals, usually sunning on the beach or seal rock.

After the coastline walk, guest will enjoy free time to explore the special boutiques, galleries and designer studios, viewing the coastline, or beach combing on their own at the famous La Jolla Cove. All of these are set against a stunning backdrop that is often compared to the French Riviera for its aesthetic appeal.



**Thursday, March 13**



# Program: Thursday

VRA 26th Annual Conference, March 12-16, 2008, San Diego

**11 am - 12:30 pm**

Emerald Ballroom

**VRA Foundation Information Session**

Organizer      Loy Zimmerman, University of California, Irvine

**12:30 pm - 2:00 pm**

Grand Central Cafe

**Birds-of-a-Feather Network Luncheon**

**12:30 pm - 2:00 pm**

Crystal Ballroom

**Meeting  
Education Committee**

**12:30 pm - 2:00 pm**

Topaz Room

**Meeting  
Publications Programming Group**

**12:30 pm - 2:00 pm**

Coral Room

**Ask the Experts  
Descriptive Metadata**

Expert              Murtha Baca, Getty Vocabulary Program and Digital Resource Management

Murtha will provide advice and mentoring on descriptive metadata (including metadata schemas, controlled vocabularies and thesauri, and cataloging standards such as CCO) for enhancing access to visual materials. The use of local, collection-specific authority files and thesauri will also be addressed.

(This Experts Session was available by prior registration only, and is now closed.)

**12:30 pm - 2:00 pm**

Opal Room

**Ask the Experts**

**Digital Asset Management System**

Expert            Jeanne Keefe, Rensselaer Polytechnic Institute

Are you considering a Digital Asset Management System? What do you need to know before you get started and who needs to be involved in the process.

(This Experts Session was available by prior registration only, and is now closed.)

**2:00 pm - 3:30 pm**

Emerald Ballroom

**Session 4**

**Interloping Images: Expanding Access for Those Outside of the Norm**

Organizer        Barbara Brenny, North Carolina State University

Speakers        Barbara Brenny, North Carolina State University  
Allan Kohl, Minneapolis College of Art & Design  
Dr. Jon Rebman, San Diego Museum of Natural History  
Catherine Telford, St. Lawrence University  
Krista White, Drew University

**2:00 pm - 5:30 pm**

Topaz Room

**Workshop 3**

**Getty Vocabularies: Training for Contributors, Encore**

Workshop Leader    Patricia Harpring, Getty Vocabulary Program

**Thursday, March 13**

# Program: Thursday

VRA 26th Annual Conference, March 12-16, 2008, San Diego

**4:00 pm - 5:30 pm**

Crystal Ballroom I

**Special User Group 3**

**ARTstor User Group**

Organizer      Carole Ann Fabian

Speakers      Christine Kuan, Director of Collection Development, ARTstor  
Dustin Wees, ARTstor Digital Library  
Carole Ann Fabian, ARTstor Digital Library

**4:00 pm - 5:30 pm**

Opal Room

**Special User Group 4**

**VireoCat User Group**

Organizer      Susan Jane Williams, Independent Cataloging and Consulting  
Services

**6:00 pm - 9:00 pm**

Emerald Ballroom

**Event**

**Membership Dinner**

Keynote Speaker      Dr. Maurizio Seracini  
Director, Center of Interdisciplinary Science for  
Art, Architecture and Archaeology (CISA3) at  
University of California, San Diego

# Program: Friday

Friday, March 14

**8:00 am - 6:00 pm**  
Emerald Foyer

**Registration**

**8:00 am - 10:30 am**  
Emerald Ballroom

**VRA Business Meeting & Breakfast**

**10:30 am - 11:00 am**  
Emerald Ballroom

**Meeting: Great Lakes Chapter**

**10:30 am - 6:00 pm**  
Emerald Foyer

**Exhibit Hall**

**10:30 am - 5:00 pm**  
Ivory Room

**VRAffle**



**Friday, March 14**

# Program: Business Meeting

VRA 26th Annual Conference, March 12-16, 2008, San Diego

**VRA Annual Business Meeting  
Friday, March 14, 2008; 8:30 to 10:30 am  
Westin San Diego Hotel  
San Diego, California**

## Agenda

1. Call to Order
2. Approval of minutes from the 2007 VRA Annual Business Meeting held on March 29, 2007 in Kansas City, Missouri. The minutes are posted on the Community → Info page of MemberClicks for review. The url for MemberClicks is: <http://web.memberclicks.com/mc/page.do?orgId=vra>
3. Recognition and thanks to the San Diego Conference Team, Sponsors and Contributors
4. State of the Association Address—Macie Hall, President
5. Treasurer's Report—Ann Woodward, Treasurer
6. Recognition of the VRA Travel Award Recipients—Jackie Spafford, Travel Awards Committee Chair

7. VRA Leadership Recognition—Macie Hall, President
  - a. Appointments: certificates to outgoing appointees, recognition of current appointees
  - b. Committees: certificates to outgoing chairs, recognition of current chairs
  - c. Regional Chapters: certificates to outgoing chapter chairs, recognition of current chapter chairs
8. Recognition of Outgoing Executive Board members—Macie Hall, President
  - a. Rebecca Moss, Vice President for Conference Arrangements
  - b. Lise Hawkos, Public Relations and Communications Officer
  - c. Ann Woodward, Treasurer
9. Recognition of Outgoing President—Allan Kohl, President-Elect
10. Welcome to Incoming VRA Executive Board members—Macie Hall
  - a. Jane Darcovich, Treasurer
  - b. Mark Pompelia, Public Relations and Communications Officer
  - c. Brian Shelburne, Vice President for Conference Arrangements
11. Report on Video Conferencing of Chapter Meetings—Eric Schwab, Chair, VRA Canada Chapter
12. Announcements from Appointees, Chapters, Committees
13. VRA 2009 Toronto Conference Presentation—Eric Schwab
14. New Business
15. Adjournment

Friday, March 14

# Program: Friday

VRA 26th Annual Conference, March 12-16, 2008, San Diego

**11:00 am - 12:30 pm**

Crystal Ballroom I

## **Session 5**

**Common Threads: Libraries and Visual Resources Collections Merging, Partnering, and Finding New Ways to Work Together**

Organizer Denise Hattwig, University of Washington, Bothell

Speakers Denise Hattwig, University of Washington  
Margo Ballantyne, Lewis & Clark College  
Amber Ruiz & Dena DeBry, Stanford University  
Christine Hilker, University of Arkansas & Margaret Webster, Cornell University  
Eileen Fry, Indiana University

**11:00 am - 12:30 pm**

Crystal Ballroom II

## **Session 6**

**Improving Your Image: Marketing Visual Resource Collections**

Organizer Brooke Cox, DePauw University

Speakers Jessica Bozeman, DePauw University,  
Gretchen Witthuhn, University of Chicago,  
Jodie Walz, University of Minnesota

**12:30 pm - 2:00 pm**  
Grand Central Cafe

**Birds-of-a-Feather Network Luncheon**

**12:30 pm - 2:00 pm**  
Pearl Room

**Meeting**  
**Financial Advisory Committee**

**12:30 pm - 2:00 pm**  
Opal Room

**Meeting**  
**Membership Committee**

**12:30 pm - 2:00 pm**  
Crystal Ballroom II

**Meeting**  
**Data Standards Committee**

**12:30 pm - 2:00 pm**

**Ask the Experts**  
**Database Design and Functions**

Expert: Susan-Jane Williams, Independent Cataloging and Consulting Services

Have questions about database design or functions? Want to know basics about exporting and validating xml from a database? Need tips and tricks on importing and exporting xml or flattened csv (Excel) and using them in different products? Make your data dance to your tune! All levels of users welcome for a chat on these or any other database-related topic.

(This Experts Session was available by prior registration only, and is now closed.)

**Friday, March 14**



# Program: Friday

VRA 26th Annual Conference, March 12-16, 2008, San Diego

**1:00 pm - 5:00 pm**

Leaving from Broadway  
Entrance

**Tour**

**Coronado Mini Trek**

Coronado began in 1886, the dream of Elisha Babcock, who vowed to create a resort that was to be the "finest watering spot on the Pacific Coast." Along with its fabled Hotel del Coronado, the town became one of the great playgrounds of the world, drawing Presidents and princes, moguls and movie stars to its shores. Concurrently, North Island Naval Air Station was developed into one of this century's most important aviation centers, (Lindbergh and Doolittle lit her skies and shaped the destiny of flight in America).

Coronado's past, full of fabulous homes and famous memories, is still very much a part of San Diego's life today. On a leisurely, guided stroll through quaint Coronado, guests see the stately mansion of John D. Spreckels, or the cottage of the Duchess of Windsor, view the home where the Wizard of Oz was inspired and tour the magnificent Hotel del Coronado. Guests enjoy the tales and tidbits of a hundred years of remarkable history on Coronado Island!



**2:00 pm - 3:30 pm**  
Crystal Ballroom I

**Session 7**  
**Throwing the Cat among the Pigeons: Keeping Visual Resources Positions Viable through the Digital Transition**

Organizer Sheryl Frisch, California Polytechnic State University  
Moderator Karen Kessel, Sonoma State University  
Speakers Lilla Sweatt, San Diego State University  
Dustin Wees, ARTstor  
Robb Detlefs, Gallery Systems - Director, Product Management (EmbARK)  
Sheila Pressley, Fine Arts Museums of San Francisco, de Young and Legion of Honor  
Responder Sheryl Frisch, California Polytechnic State University

**2:00 pm - 5:30 pm**  
Crystal Ballroom II

**Workshop 4**  
**Seeking the Right Path for Visual Resources Users**

Organizers  
& Moderators Jeannine Keefer & Greta Bahnemann,  
Cornell University  
  
Speakers Karen Brummund, Cornell University  
Margaret Webster, Cornell University  
Martha Walker, Cornell University  
Greta Bahnemann, Cornell University

**Friday, March 14**

# Program: Friday

VRA 26th Annual Conference, March 12-16, 2008, San Diego

**3:00 pm - 5:00 pm**  
Emerald Foyer

**Coffee Break**

**4:00 pm - 5:30 pm**  
Coral Room

**Meeting**  
**SEI Implementation Team**

**4:00 pm - 5:30 pm**  
Pearl Room

**Special Users Group 5**  
**The Transitional Space or Moving On Up: Facilities Planning in the Digital Age**

Organizer      Betha Whitlow, Washington University in Saint Louis

Speakers      Kathe Albrecht, American University  
Betha Whitlow, Washington University in Saint Louis

**5:00 pm - 6:00 pm**  
*The Bar*, Westin San Diego

**Meeting**  
**VRA Chapter Chairs**

**5:30 pm - 6:30 pm**  
Opal Room

**Meeting**  
**VRA Strategic Plan Task Force**

**8:00 pm - 11:00 pm**  
Emerald Ballroom



**Event**  
**The 2008 Tansey Fundraising Event**

"The United States of Charles Phoenix: A Comedy about Mid-Century Americana"

This year the Tansey Fundraiser will be something completely different: A retro slide show performance by "histo-tainer" Charles Phoenix celebrating 50's, 60's, and 70's theme parks, tourist traps, car culture, space age style, parties and more in color. Mr. Phoenix has been amassing slides found in thrift stores, garage sales, and flea markets for many years and presents them as wonderful time capsules of American life in the 1950s, 60s and 70s. He gives slide shows in the Los Angeles area on themes such as "The Retro Holiday Slide Show" and "Charles Phoenix' Retro Disneyland Slide Show". He will be giving us one of his very funny and nostalgic slide shows and will follow it with a discussion about his slide collection (which now numbers over 500,000!).

## Saturday, March 15

**7:00 am - 8:00 am**  
Crystal Ballroom II

**Meeting**  
**Toronto Planning**

**7:30 am - 9:00 am**  
Coral Room

**Meeting**  
**Awards Committee**

# Saturday, March 15

# Program: Saturday

VRA 26th Annual Conference, March 12-16, 2008, San Diego

**7:30 am - 9:00 am**  
Opal Room

**Meeting**  
**Development Committee**

**7:30 am - 9:00 am**  
Pearl Room

**Meeting**  
**CCO Project Committee**

**8:00 am - 10:00 am**  
Emerald Foyer

**Breakfast Break**

**8:00 am - 6:00 pm**  
Emerald Foyer

**Registration**

**8:00 am - 5:00 pm**  
Emerald Foyer

**Exhibit Hall**

**8:00 am - 4:00 pm**  
Ivory Room

**VRAffle**

**9:00 am - 12:30 pm**  
Emerald Foyer

**Poster Session 1**  
**Computational Linguistics in Image Access Research**

Organizer      Carolyn Sheffield, College of Information Studies,  
University of Maryland

**9:00 am - 12:30 pm**

Emerald Foyer

**Poster Session 2**

**Informal to Formal: Managing Personal and Public Collections Using DIVA**

Organizer      Andrew Roderick, San Francisco State University

**9:00 am - 12:30 pm**

Emerald Foyer

**Poster Session 3**

**Capturing the Web**

Organizers      Trudy Levy, Image Integration  
                         Kristine Hanna, Internet Archive

**9:00 am - 12:30 pm**

Emerald Foyer

**Poster Session 4**

**Researching Art-Historical information using the TTC-ATENEA system: interactivity-based approach**

Organizers      Nuria Rodriguez Ortega, University of Málaga  
                         José Francisco Aldana Montes, University of Málaga, Spain

**12:30 pm - 2:00 pm**

Opal Room

**Event**

**Leadership Luncheon**

**Saturday, March 15**

# Program: Saturday

VRA 26th Annual Conference, March 12-16, 2008, San Diego

2:30 pm - 2:00 pm

**Ask the Experts**  
**Strategic Planning**

Expert            Trudy Levy, Image Integration

Trudy will help you find the missing pieces in your plan. Haven't started one? Then let us talk about the form it should take and questions you need to answer.

(This Experts Session was available by prior registration only, and is now closed.)

12:30 pm - 2:00 pm

**Ask the Experts**  
**Rights Information**

Expert            Maureen Whalen, Associate General Counsel, J. Paul Getty Trust

Determining rights information and then capturing it in a digital asset management system make the difference between digitizing an image only to have it sit on a server and being able to make timely decisions about using the digital surrogate. While there is no simple solution to obtaining permission when needed, there is a lot to be said for knowing if the work is likely to be protected by copyright and the rights holder's identity and contact information. This session offers you an opportunity to ask questions about rights metadata and how to simplify and organize its inclusion in database records. Maureen Whalen is the Associate General Counsel for the J. Paul Getty Trust where she is a transactional lawyer working on acquisitions and intellectual property matters. Prior to joining the Trust, Whalen spent more than twenty years in the cable television industry, including more than twelve years at The Walt Disney Company.

(This Experts Session was available by prior registration only, and is now closed.)

**2:00 pm - 3:30 pm**  
Topaz Room

**Workshop 5**  
**VRA Core 4 Intermediate**

Workshop Leader     Jan Eklund, University of California, Berkeley

**2:00 pm - 3:30 pm**  
Crystal Ballroom II

**Session 8**  
**Digital Image Anatomy**

Organizer     Alex Nichols, Michigan State University

**2:00 pm - 3:30 pm**  
Crystal Ballroom I

**Session 9**  
**Digital (Dis)Order: Implementing Professional and Organizational Change**

Organizer     Maureen Burns, University of California, Irvine

Speakers     Susan Jane Williams, Independent Cataloging and Consulting Services  
Henry Pisciotta and Catherine Adams, Pennsylvania State University  
Lena Zentall, California Digital Library

**4:00 pm - 5:30 pm**  
Crystal Ballroom II

**Special Users Group 6**  
**Museum Visual Resources**

Organizer     Jane Ferger, Indianapolis Museum of Art

**Saturday, March 15**



# Program: Sunday

VRA 26th Annual Conference, March 12-16, 2008, San Diego

6:00 pm - 7:30 pm  
Crystal Ballroom

Event  
**VRAffle**

VRA Likes It Hot!

## Sunday, March 16

8:00 am - 12:00 pm  
Emerald Foyer

Registration

9:00 am - 10:30 am  
Crystal Ballroom

Session 10  
**Scholarly Communication and Collaboration in the VR World**

Moderator Ann Whiteside, MIT

Speakers  
Ophelia Celine, Content Director, ArchNet  
Pauline Saliga, Executive Director of SAH  
Ann Whiteside, Rotch Library of Architecture and Planning, MIT



**9:30 am - 2:00 pm**

Leaving from Broadway  
Entrance



## **Tour**

### **City Tour – San Diego Old and New**

Introduce guests to San Diego with a city excursion. A year-round mild climate, seventy miles of beaches, a myriad of recreational activities, and world famous Zoo are just some of the reasons why San Diego has been deemed, “City with Sol”.

The tour begins with a drive through the newly restored **Historic Gaslamp District** in route to the B-Street Pier where guests will enjoy a one-hour harbor excursion along **San Diego Bay**. The Bay is considered to be one of the finest natural harbors on the Pacific Coast. It is a bustling commercial port for shipping and fishing, home to the U.S. Naval First Fleet, and protected home for thousands of luxurious private sailboats and yachts.

The tour also passes through the Embarcadero. The Embarcadero lines the San Diego Bay from the Maritime Museum, the ferry boat Berkeley and majestic Star of India to Seaport Village and the San Diego Convention Center.

The next stop is beautiful **Balboa Park**, one of America’s largest municipal parks housing museums from the 1915 Panama-Pacific International Exposition and the 1935 California Pacific International Exposition. It is the second largest collection of museums outside of Washington D.C. Balboa Park is also home to the world famous San Diego Zoo.

**Old Town State Historic Park**, where San Diego began, recreates the setting of California life of the Spanish and early American periods. Its historic buildings, shops and restaurants illustrate the vast changes that have taken place in this city since it was first settled in 1769.

# Sunday, March 16

# Program: Sunday

VRA 26th Annual Conference, March 12-16, 2008, San Diego

**11:00 am - 12:30 pm**  
Crystal Ballroom

## **Session 11**

**Collaboration and Aggregation: Challenges and Opportunities with Unified Access**

Organizers     Jodie Walz, University of Minnesota  
                    Trish Rose-Sandler, University of California, San Diego  
Moderator     Trish Rose-Sandler, University of California, San Diego

Speakers       Jodie Walz, University of Minnesota  
                    Lena Zentall, California Digital Library  
                    Jan Eklund, University of California, Berkeley

**12:00 pm - 5:30 pm**  
Boardroom

## **VRA Executive Board Meeting #2**



**2:00 pm - 3:30 pm**  
Crystal Ballroom

**Session 12**  
**Architecture and the Built Environment: Special Projects and Cataloging Issues**

Organizer Heather Seneff, University of Washington  
Moderator Jodie Walz, University of Minnesota, Twin Cities

Speakers Jodie Walz, University of Minnesota  
Joseph Romano, Oberlin College  
Francine Stock, Tulane School of Architecture  
Chris Hilker, University of Arkansas

**4:00 pm - 5:30 pm**  
Pearl Room

**Special User Group 7**  
**Iris Users Group**

Organizer  
& Moderator Norine Duncan, Brown University

Speaker Kathy Brown, Brown University

**4:00 pm - 5:30 pm**  
Opal Room

**Special User Group 8**  
**Insight Users Group**

Organizer Nancy Harm, Insight

Presenter Drake Zabriskie, Insight

**Sunday, March 16**

# Exhibit Hall Directory

VRA 26th Annual Conference, March 12-16, 2008, San Diego



Archivision, Inc  
Scott Gilchrist  
2858 Chamonix Nord  
Montreal, Quebec  
CANADA H4R 3B7  
Phone: 877-655-9855  
contact@archivision.com



Davis Art Images  
Karl Cole  
50 Portland Street  
Worcester, MA 01609  
Phone: 800-533-2847  
kcole@davis-art.com



Boston Photo Imaging  
Bill Smith  
Boston, MA  
Phone: 617-267-4086  
Fax: 617-450-4376  
bostonphotobill@yahoo.com



Backstage Library Works  
Justin Hackworth  
1180 South 800 East  
Orem, Utah 84907  
Phone: 801-356-1852  
jhack@bslw.com



Gallery Systems  
Robb Detlefs  
3200 College Ave Ste 2  
Berkeley, CA 94705  
Phone: 510-652-8950  
Fax: 510-652-8789  
robb@gallerysystems.com



Cinetech (An Ascent Media Company)  
www.cinetech.com



*Saskia Ltd*  
Cultural Documentation

SASKIA Ltd.  
Renate Wiedenhoef  
207-865-7080  
renate@saskia.com  
www.scholarsresource.com

Two Cat Digital  
Howard Brainen  
14719 Catalina Street  
San Leandro, CA 94577 USA  
Phone: 510-483-1220 x201  
howard@twocatdigital.com



Luna Imaging, Inc  
2702 Media Center Drive  
Los Angeles, CA 90065  
Phone: 800-452-LUNA (5862)  
Fax: 323-221-2846  
Nancy Harm  
nancy@lunaimaging.com  
917-521-1309

SCHOLARS  
RESOURCE

Scholars Resource  
Todd Keener  
303-997-2900 x 234  
www.scholarsresource.com

OCLC  
1-800-848-5878  
oclc@oclc.org  
www.oclc.org



Exhibitors

# Week At-a-Glance

VRA 26th Annual Conference, March 12-16, 2008, San Diego

26TH ANNUAL VRA CONFERENCE - SAN DIEGO 2008		26TH ANNUAL VRA CONFERENCE - SA	
Monday, March 10th		Tuesday, March 11th	
7:00am	7:00am	7:00am	7:00am
8:00am	8:00am	8:00am	8:00am
9:00am	Packet Stuffing	9:00am	9:00am
10:00am		10:00am	10:00am
11:00am		11:00am	11:00am
12:00pm		12:00pm	12:00pm
1:00pm		1:00pm	1:00pm
2:00pm		2:00pm	2:00pm
3:00pm	3:00pm	VRA Board Meeting #1 <i>Boardroom</i>	3:00pm
4:00pm	4:00pm		4:00pm
5:00pm	5:00pm	VRA Foundation Board Meeting <i>Coral</i>	5:00pm
6:00pm	6:00pm		6:00pm
7:00pm	7:00pm	Registration	7:00pm
8:00pm	8:00pm		8:00pm
9:00pm	9:00pm	9:00pm	9:00pm
10:00pm	10:00pm	10:00pm	10:00pm
11:00pm	11:00pm	11:00pm	11:00pm

## Wednesday, March 12th

7:00am								7:00am		
8:00am	<b>R e g i s t r a t i o n</b>	<b>IPR Plenary Session - Crystal Ballroom I and II</b>							8:00am	
9:00am									9:00am	
10:00am									10:00am	
11:00am		<b>SESSION 1:</b> Free Association <i>Crystal Ballroom I</i>	<b>SESSION 2:</b> Salt Cellars, Oliphants & Gems <i>Crystal Ballroom II</i>						<b>V R A f i l e  -  l i v o r y</b>	11:00am
12:00pm		<b>Birds-of-a-Feather Network Luncheon - Grand Central Café</b>	<b>Meeting:</b> Nominating Committee <i>Crystal Ballroom I</i>	<b>Meeting:</b> Archives Task Force <i>Crystal Ballroom II</i>	<b>Meeting:</b> Digital Initiatives Advisory Group Committee <i>Crystal Ballroom II</i>	<b>Ask the Experts:</b> ARTstor and MDID <i>Topaz</i>	<b>Ask the Experts:</b> Digital Imaging Best Practices <i>Coral</i>			12:00pm
1:00pm							<b>Tour #1</b> A Tour into San Diego History	1:00pm		
2:00pm	<b>User Group 1:</b> MDID Special Users Group <i>Crystal Ballroom I</i>	<b>Workshop 1:</b> Subject Access to Visual Materials <i>Crystal Ballroom II</i>						2:00pm		
3:00pm								3:00pm		
4:00pm	<b>Ask the MDID Experts</b> <i>Crystal Ballroom I</i>		<b>Special Users Group 2:</b> VRA Digital Matchmaking Group <i>Topaz</i>					4:00pm		
5:00pm				<b>SEI Reunion "The Bar"</b>				5:00pm		
6:00pm	<b>Chapter Meetings - Topaz, Coral, Crystal Ballrooms I and II</b>							6:00pm		
7:00pm								7:00pm		
8:00pm								8:00pm		

# Week At-a-Glance



# Week At-a-Glance

VRA 26th Annual Conference, March 12-16, 2008, San Diego

E - SAN DIEGO 2008 26TH ANNUAL VRA CONFERENCE - SAN DIEGO 2008 26TH ANNUAL VRA CONFERENCE - SAN DIEGO 2008 26TH ANNUAL VRA CONFERENCE - SAN DIEGO 2008

Thursday, March 13th													
7:00am		First Time Attendees & New Members Breakfast <i>Topaz</i>					Meeting: IPR Committee <i>Coral</i>			7:00am			
8:00am	R e g i s t r a t i o n	SESSION 3: Shark Suspended in Formaldehyde <i>Crystal Ballroom</i>		Workshop 2: VRA Core Basics <i>Emerald Ballroom</i>				Tour #2 California Coast and Tidepool Walk	V R A f i l e  - / v o r y	8:00am			
9:00am											9:00am		
10:00am											10:00am		
11:00am		VRA Foundation Information Session <i>Emerald Ballroom</i>								11:00am			
12:00pm										12:00pm			
1:00pm		Birds-of-a-Feather Network Luncheon <i>Grand Central Café</i>		Meeting: Education Committee <i>Crystal Ballroom</i>		Meeting: Publications Programming Group <i>Topaz</i>		Ask The Experts: Descriptive Metadata <i>Coral</i>		Ask the Experts: Digital Asset Management <i>Opal</i>		1:00pm	
2:00pm		SESSION 4: Accessibility for Images Outside the Realm... <i>Emerald Ballroom</i>		Workshop 3: Getty Vocabularies <i>Topaz</i>							2:00pm		
3:00pm											3:00pm		
4:00pm						Special Users Group 3: ARTstor User Group <i>Crystal Ballroom</i>		Special Users Group 4: VireoCat User Group <i>Opal</i>			4:00pm		
5:00pm										5:00pm			
6:00pm	Membership Dinner - <i>Emerald Ballroom</i>									6:00pm			
7:00pm										7:00pm			
8:00pm										8:00pm			
9:00pm										9:00pm			

## Friday, March 14th

7:00am											7:00am				
8:00am	R e g i s t r a t i o n	VRA Business Meeting & Breakfast - Emerald Ballroom										8:00am			
9:00am												9:00am			
10:00am												10:00am			
11:00am		SESSION 5: Common Threads <i>Crystal Ballroom I</i>	SESSION 6: Improving Your Image <i>Crystal Ballroom II</i>					E x h i b i t  H a l l	T o u r # 3 C o r n a d o M i n i T r e k	V R A f i l e  -  l v o r y	11:00am				
12:00pm		Birds-of-a-Feather Network Luncheon <i>Grand Central Café</i>	Meeting: Financial Advisory Committee <i>Pearl</i>	Meeting: Membership Committee <i>Opal</i>	Meeting: Data Standards Committee <i>Crystal Ballroom II</i>	Ask The Experts: Database Design and Functions <i>Coral</i>	12:00pm								
1:00pm												1:00pm			
2:00pm		SESSION 7: Throwing the Cat Among the Pigeons <i>Crystal Ballroom I</i>	Workshop 4: Seeking the Right Path for Visual Resource Users <i>Crystal Ballroom II</i>								2:00pm				
3:00pm		Special Users Group 5: The Transitional or Moving On Up <i>Pearl</i>		Meeting: SEI Implementation Team <i>Coral</i>							3:00pm				
4:00pm												4:00pm			
5:00pm												5:00pm			
6:00pm											6:00pm				
7:00pm											7:00pm				
8:00pm	Tansey Event - Emerald Ballroom										8:00pm				
9:00pm											9:00pm				
10:00pm											10:00pm				

# Week At-a-Glance

# Week At-a-Glance

VRA 26th Annual Conference, March 12-16, 2008, San Diego

Saturday, March 15th								
7:00am				<b>Meeting: Toronto Conference Planning - Crystal Ballroom II</b>		7:00am		
8:00am	Registration	<b>Meeting: Awards Committee</b> <i>Coral</i>	<b>Meeting: Development Committee</b> <i>Opal</i>	<b>Meeting: CCO Project Committee</b> <i>Pearl</i>		8:00am		
9:00am		<b>Poster Session 1:</b> Computational Linguistics in Image Access Research	<b>Poster Session 2:</b> Informal to Formal	<b>Poster Session 3:</b> Capturing the Web	<b>Poster Session 4:</b> Researching Art-Historical Information Using the TTC-ATENEA System	Exhibit Hall	VRAffle	
10:00am								10:00am
11:00am		11:00am						
12:00pm		12:00pm						
1:00pm		<b>Leadership Luncheon</b> <i>Opal</i>	<b>Ask The Experts: Strategic Planning</b> <i>Coral</i>	<b>Ask The Experts: Rights Information</b> <i>Topaz</i>				1:00pm
2:00pm		<b>Workshop 5: VRA Core 4 Intermediate</b> <i>Topaz</i>	<b>SESSION 8: Digital Image Anatomy</b> <i>Crystal Ballroom II</i>	<b>SESSION 9: Digital (Dis)Order</b> <i>Crystal Ballroom I</i>				2:00pm
3:00pm	3:00pm							
4:00pm		<b>Special Users Group 6: Museum Visual Resources</b> <i>Crystal Ballroom II</i>				4:00pm		
5:00pm						5:00pm		
6:00pm	<b>VRAffle Event -Crystal Ballroom I</b>					6:00pm		
7:00pm						7:00pm		
8:00pm						8:00pm		

Sunday, March 16th				
7:00am			7:00am	
8:00am	Registration		8:00am	
9:00am		SESSION 10: Scholarly Communication & Collaboration in the... <i>Crystal Ballroom</i>	Tour #4 City Tour - San Diego Old and New	
10:00am				
11:00am	SESSION 11: Collaboration & Aggregation <i>Crystal Ballroom</i>			
12:00pm	Meeting: Travel Awards Committee <i>Pearl</i>			
1:00pm	2nd VRA Board Meeting <i>Boardroom</i>		1:00pm	
2:00pm		SESSION 12: Architecture & the Built Environment <i>Crystal Ballroom</i>	2:00pm	
3:00pm			3:00pm	
4:00pm		Special Users Group 7: Iris Users Group <i>Pearl</i>	Special Users Group 8: Insight Users Group <i>Crystal Ballroom</i>	4:00pm
5:00pm				5:00pm
6:00pm				6:00pm

# Week At-a-Glance

# Abstracts: Poster Sessions

VRA 26th Annual Conference, March 12-16, 2008, San Diego

## Poster Session 1

Saturday, March 15, 2008, 9:00 am - 12:30 pm

### **Computational Linguistics in Image Access Research**

The Computational Linguistics for Metadata Building (CLiMB-2) is based at the University of Maryland's College of Information Studies (CLIS). This project, funded by the Andrew W. Mellon Foundation, uses innovative computational linguistic techniques to improve subject access to image collections. The goal of CLiMB-2 is to refine a catalogers' toolkit, developed during a previous phase of this research project. This toolkit will enable semi-automated extraction of a range of subject access points from scholarly texts. In this session, presenters will share 1) new features added to the Toolkit, 2) refinements to previously implemented features, 3) findings from cataloger and end user studies and 4) a discussion of how these findings were incorporated into CLiMB toolkit development.

## Poster Session 2

Saturday, March 15, 2008, 9:00 am - 12:30 pm

### **Informal to Formal: Managing Personal and Public Collections Using DIVA**

As campus collection resource areas grapple to go digital, academic technology infrastructures increasingly focus on individual problem areas. This focus solves immediate problems, but does little to integrate resources with teaching and learning. At San Francisco State University, we have created the Digital Information Virtual Archive (DIVA), a unique hybrid tool which combines strong support for visual resources with the broader range of digital file types and support systems. Using DIVA, faculty can build collections, drawing from a range of sources

including informal personal collections as well as formal resource areas. Files available through the system can be shared, contextualized, and remixed within DIVA or in systems to which DIVA connects, such as learning management systems. DIVA adds cutting-edge tools for creating web-shareable documents, galleries, and slide shows. All DIVA objects contain strong support for existing and emergent metadata standards, such as VRA Core 4.0. DIVA is an actively developed project being piloted within the California State University system. We are establishing a planning team to open source our technologies in the near future. This session will include a demonstration of DIVA and a discussion of DIVA's role within academic technology, including how visual resource coordinators are currently using DIVA at San Francisco State University.

### **Poster Session 3**

Saturday, March 15, 2008, 9:00 am - 12:30 pm

#### **Capturing the Web**

With the rapid growth of the Internet and the World Wide Web, millions of people have grown so accustomed to using these tools as resources to acquire information that the availability of electronic information is today taken for granted. It is a fallacy that if something is on the web, it will be there forever. The average life span of a Web page is only 44 days. There's an urgent need for people to understand that the web is who we are. It's the culture of this era and our social fabric. We don't want to lose any of it and yet what is here today may be gone tomorrow. Join the Internet Archive and some of their library and archive partners as they discuss the importance of archiving the web, including lessons learned, challenges and roadblocks they face as well as sharing some of their success stories.

# Abstracts: Poster Sessions

# Abstracts: Poster Sessions

VRA 26th Annual Conference, March 12-16, 2008, San Diego

## **Poster Session 4**

Saturday, March 15, 2008, 9:00 am - 12:30 pm

### **Researching Art-Historical information using the TTC-ATENEA system: interactivity-based approach**

The purpose of this poster session is to demonstrate the research opportunities that the TTC-ATENEA system offers to specialists in art history. This system is currently being developed in a project sponsored by the Ministerio de Educación y Ciencia of Spain under my supervision. This system can be defined as a virtual net made up of two complementary components: an electronic text database (ATENEA), and the terminological conceptual thesaurus (TTC). The TTC is a knowledge tool for art specialists that consists of a compilation of described, classified and linked terms and concepts. The textual database consists of important art-historical texts, encoded in XML-TEI, that supply the terms and concepts recorded in the thesaurus. The TTC-ATENEA system provides full interaction between the ATENEA corpus and the TTC. The system easily allows the definition of connections between a term in an XML-TEI marked text and the registry of the TTC, where the term is described according to how it has been used in that particular text. Thus, one of the most important potentialities of the system derives from the interactions that users are able to establish among the different types of information compiled in each repository. The configuration of this system was determined by the main purpose of the project itself--that is, to provide a satisfactory answer to the terminological/conceptual problems that encumber the task of conducting research in art theory, due to the high degree of semantic density of the terminology contained in historical documents. However, this system can also be a complementary tool for organizing and retrieving artistic information in all its diverse dimensions: terminology and concepts, visual resources, and textual material.

## **IPR Plenary Session**

Wednesday, March 12, 2008, 8:30 am -10:30 am

### **Image Rights: Perspectives from Copyright Owners**

While copyright is a frequent and important topic of discussion for VRA members, we may not always have the opportunity to hear the perspective of copyright owners with respect to these issues. The VRA IP Committee proposes to sponsor a session in which a panel of representatives from artists\' estates and other copyright owners would express their views on the use of copyrighted works and images for educational and scholarly purposes, what fair use means to them (particularly in the online environment), and other concerns and thoughts they might have about the use of images of their works in the digital environment. The speakers will also touch on other issues of importance, such as the integrity and quality of images, and having proper attributions associated with the works. One theme that will be explored through this discussion is the possibility of broader collaboration between educational users and copyright owners of images, and whether - in the aftermath of CONFU - there is any possibility for thinking afresh about the use of copyrighted images in the educational context.

## **Session 1**

Wednesday, March 12, 2008, 11 am - 12:30 pm

### **Free Association: Social Tagging in Online Collections**

Through websites like flickr and del.icio.us, users have become empowered by the ability to personalize or "tag" data associated with images and websites. As social tagging becomes increasingly prevalent in the online environment, users will begin to expect this service in our image databases. What are the advantages of allowing users to take control and tag images? What type of review process is needed to weed out inappropriate terms?

This panel will explore how social tagging projects function in various environments (museum, academic library, and visual resource collection) and examine how image tagging can enhance usability in online collections.

# Abstracts: Sessions



# Abstracts: Sessions

VRA 26th Annual Conference, March 12-16, 2008, San Diego

## Session 2

Wednesday, March 12, 2008, 11 am - 12:30 pm

### **Salt Cellars, Oliphants, and Gems: Preserving Legacy Image Collections**

Many visual resources curators are faced with the challenging task of serving as guardians of legacy image collections. Often these collections were built by individual faculty members over the course of decades or more. They may vary in size from hundreds of 35mm slides to thousands of digital images. These collections may visually represent significant contributions to the study of art history, anthropology, gemology, or other field. But tackling legacy collections can be quite tricky. Above and beyond scanning, storing, and access issues, the VR curator may have to deal with spotty, incomplete cataloging; slides in varying degrees of decline; basic collection organization that is non-existent or unfathomable; data notebooks in disarray; and documentation that is often hand-written or in a foreign language. The curator must also ask how--or whether--the legacy images will fit into an overall collection development plan. These are just a few of the challenges facing a legacy collection manager. Today's session will look at several successful legacy collections and the important partnerships that have been forged between the collection's creator and the visual resources manager charged with maintaining the collection. It is my hope that today's conversation will reveal some of the inherent challenges, suggest some practical tips and successful tactics, and allow us to return to our individual workplaces better equipped to deal with potential image legacy issues.

### **Session 3**

Thursday, March 13, 2008, 9:00 am - 10:30 am

#### **Shark Suspended in Formaldehyde: Open Forum on Documenting Contemporary Art**

Contemporary visual art tests the cataloger with an assortment of interesting predicaments. From the thought-provoking and controversial to the esoteric and abstruse, the work of today's contemporary artist engages audiences through technology and variable media, combinations of audio, single and double-channel video, intimate sensory and experiential situations. While some artists have moved toward techno-sophistication, others are creating anti-technological spaces, sometimes intensely personal and biological, environments that are often ephemeral, live, participatory and time-based. A sampling of the materials listed in an image database of contemporary installations include human teeth and hair, live birds, rotting carcasses, melting wax, 750,000 pennies, (with instructions that they be laid by hand). How are the communities of catalogers and curators recording information about the audio and video properties of these new works? Are catalogers expanding into new taxonomies to describe non-traditional materials and art-making processes? What terminology is being used to describe the work when it clearly expands the boundaries of two- and three- dimensional art? What are the challenges for museums in preserving works of art with a rich array of technological and material component requirements? What tools do educators need to adequately represent and teach contemporary art and culture? The work of pioneering artists in the contemporary arena is exciting, stimulating, confusing, random, disturbing, full of invective but also enlightening, soothing and serene. In other words, it is what art has always been about. This forum is designed to engage participants in the documentation practices and methods of contemporary art from the perspective of museum curators, visual resources professionals, educators, and artists.

# Abstracts: Sessions

# Abstracts: Sessions

VRA 26th Annual Conference, March 12-16, 2008, San Diego

## Session 4

Thursday, March 13, 2008, 2:00 pm - 3:30 pm

### **Interloping Images: Expanding Access for Those Outside of the Norm**

The ever expanding field of Visual Resources has brought us to a point where we must look for better ways to provide description and access for images of works that fall within debatable categories. These images may not necessarily represent art, architecture, or cultural artifacts. Images falling outside-the-norm may be in their own separate collection or reside in collections alongside images typically found in a Visual Resources database. In some instances, not treating some of these more questionable works as cultural objects may actually facilitate better access, depending upon the intended audience. Approaching the content as historic, scientific, or folksomic, may be far more fruitful. In some disciplines and areas of research, no rules or guidelines for description and access exist. Within these fields, the desire to access and share images in a collaborative fashion has necessitated the modification of existing standards or the creation of entirely new standards.

## Session 5

Friday, March 14, 2008, 11:00 am - 12:30 pm

### **Common Threads: Libraries and Visual Resources Collections Merging, Partnering, and Finding New Ways to Work Together**

Academic libraries and visual resources collections are finding mutually beneficial new ways to work together to develop and deliver image resources. Libraries have become increasingly interested in digital images, subscription image databases, and visual literacy. Visual resources collections are building digital image databases, and are often looking for the technological infrastructure and metadata expertise typically available in academic libraries.

Additionally, many institutions are emphasizing university-wide, rather than departmental resources, particularly as digital resources make this a possibility, and budget realities require it. In this climate, many visual resources collections have moved out of departments and into their college and university libraries. Others have developed partnerships with libraries to further common goals. In this session we will explore some recent libraries/visual resources mergers and partnerships, and how visual resources professionals are contributing, driving, and adapting to the changes these new relationships bring.

## **Session 6**

Friday, March 14, 2008, 11:00 am - 12:30 pm

### **Improving Your Image: Marketing Visual Resource Collections**

In the digital age our visual resource collections and spaces can and often do serve a wider audience. Our collections are no longer tied to the rooms they inhabit. Our spaces are evolving away from static repositories to active learning environments where students and faculty from many disciplines come to find expertise in a wide range of image services. With the decreasing usage of our slide collections, particularly by students, it is a challenge to promote awareness of our existence and of the resources we provide. How do we advertise new services to our existing customers while reaching out to new users? During this panel presentation visual resource curators from a variety of schools will share creative methods they have employed to market their services, collections and spaces. Each panelist will talk about the process of creating their marketing campaign, how they implemented it, and the results of their efforts. Examples include making commercials, utilizing Web 2.0 tools, producing posters, and giving away promotional items.

# Abstracts: Sessions

# Abstracts: Sessions

VRA 26th Annual Conference, March 12-16, 2008, San Diego

## **Session 7**

Friday, March 14, 2008, 2:00 pm -3:30 pm

### **Throwing the Cat among the Pigeons: Keeping Visual Resources Positions Viable through the Digital Transition**

This session addresses the challenge of adapting our careers to the new skill sets necessary in the digital age. We will describe the different ways that the introduction of ARTstor, the digitization of our collections, and the ease of finding images on the Web has impacted the visual resources positions in the California State University system. We will solicit input from curators at other institutions who have successfully made this transition and compare notes. Speakers include a representative from ARTstor, a software vendor who will address database issues, and a museum educator, as well as CSU VR professionals.

## **Session 8**

Saturday, March 15, 2008, 2:00 pm - 3:30 pm

### **Digital Image Anatomy**

This session is dedicated to understanding the various properties, components, and "anatomy" of which a digital image is comprised. Topics include: Differences between common file formats (jpeg, tiff, raw); defining bits and bytes; dpi/ppi, pixels, and image size explained; color channels, color spaces, and color profiles; how to read and interpret histograms. The session will show how learning about the composition and behavior of the little colored squares known as pixels is the first step to toward successfully performing any complex image-related task. An understanding of these topics provides the fundamental knowledge necessary to make institution- and

situation-specific decisions about image capture, editing, and longterm storage. This session is intended to act as an intermediate point, standing between basic scanning/digital copystand/image editing skills, and a practical understanding of color management/archival concerns/standards and practices.

### **Session 9**

Saturday, March 15, 2008, 2:00 pm - 3:30 pm

#### **Digital (Dis)Order: Implementing Professional and Organizational Change**

After a long period of stability, visual resources professionals, librarians, and information technologists are experiencing the constant change of a new digital order, or more accurately, disorder. Experts at organizing our physical environment, patrons are no longer walking in the door and prefer to serve themselves from the endless supply of information on the Web. What worked in the analog world may or may not work with the new complexities of digital information. Many are questioning the fundamental nature of their work—unsure of which hat to wear at any given time and who should be wearing it. Although creating common ground between information technology, librarianship, and visual resources, digital disorder has also accentuated differences and created anxiety. What is worth collecting and how should we build collections in the light of Google books and Flickr images? How do we reach and engage patrons? How do we keep up with the explosion of software tools patrons are experimenting with or might need to use pedagogically? Are the services that we provide the same, complementary, or do they differ? How do we candidly assess job differences, including what functions are worth keeping and which might need to be jettisoned? Can we leverage all of our strengths to define a new 21st century information professional? How do we make administrative adjustments without negatively impacting patrons and existing staff? What is the best way to communicate and mobilize for functional collaboration? This panel will explore these tensions and how our knowledge, work, and organizational cultures might be adjusted to implement positive change.

# Abstracts: Sessions

# Abstracts: Sessions

VRA 26th Annual Conference, March 12-16, 2008, San Diego

## Session 10

Sunday, March 16, 2008, 9:00 am - 10:30 am

### **Scholarly Communication and Collaboration in the VR world**

The world of technology has become part of the fabric of how people live their lives. Technology and the implications for teaching and research are beginning to be played out as faculty and image collections begin using digital content beyond images in the classroom. Scholarly Communication is the buzzword for everything from online publishing of print materials to how scholars think about producing content other than print in the online world. In addition to providing new ways of providing and delivering content, these same technologies also have the potential to facilitate collaboration between scholars. While librarians and visual resources professionals have eagerly embraced technology as a means of collaboration, there are fewer forums devoted specifically to scholarly collaboration. This session will explore different approaches to scholarly communication and collaboration in order to assess the direct impact such activities may have on visual resource collections and professionals. ArchNet (<http://archnet.org>) is best known among librarians and architectural scholars for the quality of its Digital Library, an archive of images, publications, and other media files. The ArchNet website also encompasses a much wider functionality, and reaches an audience which includes but is not limited to scholars. We'd present an overview of this project, discussing the different areas of the site and illustrating how ArchNet has developed over time. In doing so, we'd like to give history on how ArchNet was designed, how its collection and community developed in tandem, and how we envision it changing in the near future. The Society of Architectural Historians Architectural Visual Resource Network is a grant project to implement a three year pilot to develop tools and methods for creating a shared digital repository. Scholars, visual resources curators, and librarians, will collaborate with the SAH and ARTstor in building this repository. The pilot will also make it possible to analyze the changing nature of work for faculty and image collections participating in such a collaborative model, and to determine if – and how – such collaboration should be integrated into normal work patterns in image collections, libraries, and academic institutions.

### **Session 11**

Sunday, March 16, 2008, 11:00 am - 12:30 pm

#### **Collaboration and Aggregation: Challenges and Opportunities with Unified Access**

The desire to aggregate digital content into single repositories or portals has provided increased opportunities for working across organizational boundaries. Opportunities also present new challenges as organizations have different needs and expectations related to the building of such services. This session will provide perspectives from both the content provider and content aggregator illustrating the myriad of decisions and agreements related to digital projects. Speakers will address challenges across a wide range of issues including: organizing diverse groups, communication across disciplines, metadata requirements for local and shared environments, copyright, project management, and collection representation.

### **Session 12**

Sunday, March 16, 2008, 2:00 pm - 3:30 pm

#### **Architecture and the Built Environment: Special Projects and Cataloging Issues**

The complexities of cataloging images of architecture and the built environment are myriad. Classification issues in architecture, landscape architecture, construction, and urban planning are often outside the scope of traditional vocabularies. Identifying and documenting buildings in a fast-paced urban environment can be confounding. Keeping up with contemporary design and construction issues in a global arena can be frustrating. How do architecture collections deal with these issues in a manner that is responsive to copyright, curriculum, and context? This session will deal with a number of these larger issues, while concentrating on specific problems in several collections.

# Abstracts: Sessions



# Abstracts: Special Users Group

VRA 26th Annual Conference, March 12-16, 2008, San Diego

## **Special Users Group**

Wednesday, March 12, 2008, 2:00 pm – 3:30 pm

### **Madison Digital Image Database (MDID) Special Users Group**

The Madison Digital Image Database (MDID) is a freely distributed, open source software application developed at James Madison University to facilitate teaching with digital images online and in the classroom. This session will bring MDID users, and potential users, together to share their experiences and to ask questions. Members of the MDID development team will demonstrate new features added in 2007, talk about ongoing development, share upcoming enhancements and give a progress report on the API development project, which is supported by an IMLS grant. Time will be allotted for general questions from the attendees. This session will be followed by an "Ask the Experts" session where attendees can receive small group or one-on-one assistance from the MDID team.

## **Special User Group 2**

Wednesday, March 12, 2008, 4:30 pm - 6:00pm

### **VRA Digital Matchmaking Group**

An open and ongoing forum for brainstorming ideas about creating a digital matchmaking commons, discussing progress to date, and further advancing initiatives such as building a directory of freely accessible image collections and finding communication areas for sharing images, metadata, and associated information about such collaborative activities

### **Special User Group 3**

Thursday, March 13, 2008, 4:00 pm - 5:30 pm

#### **ARTstor User Group**

ARTstor is a digital library of images, associated information, and software tools designed to enhance teaching, learning, and scholarship in the arts and associated fields. ARTstor contains over 600,000 images of art, architecture, and archaeology from a wide range of cultures and time periods. ARTstor representatives will give brief presentations on topics such as collections news, technology enhancements, the ARTstor Hosting Program, and progress on interoperation efforts. A Q&A session will follow; conference participants are encouraged to submit questions in advance to the session moderator.

### **Special User Group 4**

Thursday, March 13, 2008, 4:00 pm - 5:30 pm

#### **VireoCat User Group**

VireoCat is a free cataloging utility written in Filemaker Pro (version 7 and later required), first distributed at the Miami conference. Now in version 2, it is VRA Core 4 and CCO compliant and supports export and import in XML, using Core 4 schema. There is a website, users group and list serv. The user group will discuss issues and desired fixes. Discussion will be led by Susan Jane Williams. Others in the group will speak about their experiences importing legacy data and moving to a relational structure. Members will also talk about the writing of XSLT stylesheets to "hook" VireoCat data to other applications such as Insight and MDID by the use of XML export. Everyone is welcome to this open meeting.

# Abstracts: Special Users Groups

# Abstracts: Special Users Group

VRA 26th Annual Conference, March 12-16, 2008, San Diego

## **Special Users Group 5**

Thursday, March 13, 2008, 4:00-5:30 pm

### **The Transitional Space or Moving On Up: Facilities Planning in the Digital Age**

Although Visual Resources are certainly moving in a digital direction, the fact remains that our professionals and the collections they manage are in various stages of transition from analog to digital. Due to the priority many institutions are placing on digital development, many of us find ourselves moving "upstairs," both literally and metaphorically, charged with developing a plan for new, technologically-advanced spaces (both VR facilities and classrooms) that can accommodate largely digital processes. Still other professionals are attempting to manage digital image development in facilities largely designed for analog.

## **Special Users Group 6**

Saturday, March 15, 2008, 4:00 pm - 5:30 pm

### **Museum Visual Resources**

The Museum Visual Resources Special Interest Group provides an opportunity for museum professionals to gather and informally update each other on current projects, priorities and directions within the museum environment. Discussions may include changes in roles and responsibilities, use of museum collection management systems, identifying cataloging opportunities, providing access to digital images and collaborating with other museum departments. This special interest group meeting is for museum professionals and/or individuals interested in issues specific to museum visual resources.

### **Special User Group 7**

Sunday, March 16, 2008, 4:00 pm - 5:30 pm

#### **Iris Users Group**

A new version, IRIS 2007, including an XML export compliant with the VRA Core Schema, will be demonstrated. Comments and suggestions will be welcomed from IRIS users and others. The Image Resource Information System (IRIS) evolved as a cooperative venture, begun in 1997 by a group of seven institutions. Approximately 25 institutions currently participate in using and developing this FileMaker application. Our work during the past three years has attempted to implement the VRA Core Categories v.4.0 and CCO (Cataloging Cultural Objects), to facilitate data sharing within the IRIS community and beyond, and to achieve interoperability with image presentation systems such as Luna Insight and MDID2.

All are welcome to attend! You do not need to be an IRIS user to learn from or contribute to this discussion.

### **Special User Group 8**

Sunday, March 16, 2008, 4:00 pm - 5:30 pm

#### **Insight Users Group**

LUNA is the new dynamic web based front end to Insight® collections. With LUNA, users can perform simple keyword searches as well as more complex structured queries, and control how they view, browse, and organize their results to create groups and presentations. LUNA contains the Web 2.0 tools your users are demanding which enable them to save and share their work by linking and embedding any view, image, group, or presentation. Luna Imaging's CTO, Drake Zabriskie, will present an overview of Insight® v6.0 development and showcase LUNA to the VRA Community.

# Abstracts: Special Users Groups

# Abstracts: Workshops

VRA 26th Annual Conference, March 12-16, 2008, San Diego

## Workshop 1

Wednesday, March 12, 2008, 2:00 pm – 6:00 pm

### **Subject Access to Visual Materials**

In this workshop, you will have an opportunity to listen to three distinguished speakers who will cover the tools you will need to provide subject access to visual materials; the methodology you will use to analyze visual materials; and the theory of image retrieval you need to know when providing access to these materials for a diverse group of users. The speakers include:

Patricia Harpring, Managing Editor, Getty Vocabulary Program, and co-editor of *Cataloging Cultural Objects: A Guide to Describing Cultural Works and Their Images*, who will talk about the tools for subject indexing - how to use controlled vocabularies to build your own authorities and using authorities as search assistants and as knowledge bases.

Sara Shatford Layne, Principle Cataloger, Cataloging and Metadata Center, UCLA, Professor, UCLA Information Studies Program, and author of numerous articles on subject analysis including, *Analyzing the Subject of a Picture: A Theoretical Approach*, who will talk about the methodology of subject analysis – how to do it from the cataloger's perspective.

Corinne Jörgensen, Associate Dean for Academics and Research, Florida State University School of Library and Information Studies, and author of *Image Retrieval: Theory and Research*, who will talk about image retrieval from the users' perspective. As collections begin to find their way into federated databases, the consumers of these records is different, unknown, and sometimes not expert, at least not in the field of art history. How do they search? Is it time to begin thinking in terms of both generic as well as highly specific terminology directed at a more diverse user group?

In the second part of the workshop, you will have an opportunity to apply what you have learned using selected examples and recently developed workbook exercises based on CCO, Chapter 6, Subject, and CCO Part III, Authorities. Workshop attendees will have a chance to discuss their exercise choices and to engage all of the speakers in an open discussion.

## **Workshop 2**

Thursday, March 13, 2008, 9:00-10:30 a.m.

### **VRA 4 Core Basics**

If you are new to Core 4.0 or you would just like to brush up on your understanding of this relatively new standard the Core 4 Basic workshop will cover topics such as: Core 4s purpose and development in the context of XML; its elements, subelements, and attributes; and will address issues of display vs. indexing; works vs. images; and relational vs. flat file database structures. Participants will work through a few examples to illustrate the covered topics.

## **Workshop 3**

Thursday, March 13, 2008, 2:00 pm - 5:30 pm

### **Getty Vocabularies: Training for Contributors, Encore**

Following up on last year's successful training session, the Getty is again offering a presentation to train users of the Getty Vocabularies how to contribute via the online Web form. The AAT, ULAN, and TGN grow through contributions from the user community. Contributing your terms makes these resources more useful for everyone. Do you need new AAT terms for your cataloging? Is an artist that you need missing from the ULAN? Do you want to add a new place name to the TGN? A Vocabulary Expert will be on hand to give instructions, discuss pertinent issues, and answer your questions. Instructions will also be available for those wishing to contribute in bulk via our XML format.

# Abstracts: Workshops

# Abstracts: Workshops

VRA 26th Annual Conference, March 12-16, 2008, San Diego

## **Workshop 4**

Friday, March 14, 2008, 2:00 pm - 5:30 pm

### **Seeking the Right Path for Visual Resources Users**

The workshop panel comprises Jeannine Keefer and Greta Bahnemann as co-moderators, as well as contributors Karen Brummund, Martha Walker and Margaret Webster. We will provide an in-depth account of our creation of an effective teaching tool for Cornell faculty: a visual resources decision tree. This teaching tool walks users (i.e. faculty) through their various visual resource choices, whether they be presentation software, personal collection management, course management, or student review at Cornell University in the context of Cornell's Fine Arts Library and Knight Visual Resource Facility. The decision tree helps users differentiate between the types of visual resources available to them, as well as helps the user isolate and differentiate the various types of tasks associated with using visual resources (i.e. teaching, publication, off-campus presentations, etc.). This tool is not dependant on specific software, institution organization or type of patron and can be adapted to the needs of departments and institutions. The workshop consists of a presentation explaining the development of the decision tree from both a theoretical and practical perspective. This will be followed by a discussion of the Cornell visual resources reference interview and a demonstration of our learning tool and how it functions. The workshop will then conclude with an audience interaction. This will include a take-away component in which audience members can navigate/modify the Cornell decision tree (and take this initial work with them). The audience interaction will also include a discussion forum in which participants ask questions, share their own teaching experiences and discuss the Cornell decision tree as a model and its potential application beyond Cornell University. Our goals are twofold; that the audience will understand the process/steps involved in creating an effective pedagogical tool in an academic setting and that the audience will see the advantages of creating a comprehensive decision making tool that creates consistent, repeatable results (the use of the decision tree guarantees a certain degree

of “sameness” in VR instruction to our visual resource users our hope is that this will help us to function more effectively as a team of teachers). We are seeking creative ways to meet both the visual resource user’s needs and help VR professionals become more effective teachers and knowledge disseminators two issues that many art librarians and VR professionals are grappling with. We hope to develop an open forum in which attendees can candidly discuss any potential problems (and accompanying solutions) regarding our decision tree. We also hope the discussion component of the program will allow members to share their own experiences. The take-away component of this session could potentially have a high impact on attendees. We envision participants taking the Cornell decision tree (in either print form or CD) and modifying it to fit their own needs. The decision tree will be available as freeware.

### **Workshop 5**

Saturday, March 15, 2008, 2:00 pm - 3:30 pm

#### **VRA Core 4 Intermediate**

This workshop will provide a very basic introduction to XML concepts, an in-depth look at the VRA Core 4 XML schema, and a brief overview of the Core 4 standard and its relation to the wider data standards landscape. Participants will be expected to have a basic working knowledge of the Core 4 element structure (available at <http://vraweb.org/projects/vracore4/index.html>) and will help build a Core 4-compliant XML data file from the ground up out of basic descriptive metadata.

# Abstracts: Workshops



# Visual Resources Association

VRA 26th Annual Conference, March 12-16, 2008, San Diego

Incorporated as a General Not-for-Profit Corporation in the State of Missouri, August 31, 1982, under Number N0028029, Federal Tax ID Number 43-11293169.

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Application for membership in the VRA is available at [vraweb.org](http://vraweb.org)

### Individual Membership

Annual Salary Range:

Less than \$20,000	\$ 35.00
\$21,000 – 29,000	\$ 55.00
\$30,000 – 39,000	\$ 80.00
\$40,000 – 49,000	\$ 100.00
Over \$50,000	\$ 125.00
Student	\$ 25.00 (with photocopy of student ID)
Retired	\$ 25.00
Contributing:	\$ 150 – 299.00
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Institutional	\$ 145.00

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*See you in Toronto!*