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# Proof of Concept FOAR705 Digital Humanities

Due 2.00pm. 16 August 2019

# Scoping Exercise

**Kaldor Public Art Projects Archive digitisation**

This scoping exercise applies to the Research Internship role I am engaged in through PACE for Research MRES701 this semester: to produce a virtual exhibition of documentation through a digitised archive. The customer jobs includes three roles within the project team (1) archivist and curator (2) research (3) archive content administration.

**Objective of project:**

Catalogue, research and documentation of the Kaldor Public Art Projects (KPAP) archive. Provide digital and public access to the archive (repository) through publication online.

Action:

The main tasks are:

* work with a database to improve cataloguing by adding content and metadata to content
* annotate with contextual information about works in the archive collection (i.e. thematic tagging, making connections between objects, people, places)
* administer incoming and outgoing copyright requests for archive content
* display content as virtual exhibition

**Background**

In 2019, KPAP is celebrating 50 years of public art projects with the release of their online archive. The archive will provide documents relating the production of their public art projects that, although they have all been temporary works, have left a cultural permanence in the Australian art landscape. Digitising and publicising of the KPAP archives will cement this cultural legacy. The digitised archive constitutes a trove of materials for researchers in art history, contemporary art and social history, and for members of the public.

This project aims to theorise and document the creation of a permanent record of the development of public art in Australia through the digitisation of the Kaldor Public Art Projects archive. Digitising the archive will make it widely available to researchers and to the public as an online resource.

This project is supported by an Australian Research Council Linkage Project grant awarded to a research team led by Professor John Potts of Macquarie University, Department of Media, Music, Communication and Cultural Studies.

**(1) Customer jobs.**

**Objective:** Understand the customer’s world in detail and the job tasks they work through. This table captures the most important jobs, pains and gains of the customer. Customer activities here are noted as a function of the project team.

Table: Summary of customer jobs

|  |  |  |
| --- | --- | --- |
|  | **Activity (what I see)** | **Notes (what I think)** |
| 9.30 am | Reading emails and correspondence | A lot of manual filtering of information seem cumbersome.  Strings of correspondence between archivist and copyright owners make some content of the messages redundant. |
| 10.00 am | Prioritising work tasks through discussion and personal notes. | Through notebooks, handwritten. |
| 10.30 am | Coffee with team and discussion of priorities and tasks. | The strategy and reflection as a team provides focus and motivation for the week. |
| 11.00 to 12pm | Act on copyright administration. | Process task not requiring expertise of archivist. |
|  | Draft new email requests for copyright permission. | Process task not requiring expertise of archivist. |
|  | Respond to received requests for copyright clearance. | Process task not requiring expertise of archivist. |
|  | Discovery of contact for possible copyright owners of archive material. | Investigative work filling in gaps of knowledge about content in the archive. |
|  | Record status of copyright permissions. | Process task not requiring expertise of archivist. State changes and could include target dates for review. |
|  | Phone calls and correspondence for the discovery process relating to the photograph copyright owners. | Important aspect of relationship management between KPAP curator and artists/content creators as copyright owners of materials in the archive. |
| 2.00 to 3.00pm | Data entry relating to copyright status to digital record. | Manual entering of information. No pre-set form of data collection. Data is not attached to the record. |
| 3.00 to 4.00pm | Consolidate existing lists on content tags for archive of digitised content. Lists exist as tabular data in Word tables and briefing notes from the curator. | Consider software applications to manage data list. |
| 4.00 to 5.00pm | Review other institution online records and cataloguing tags.  Literature search on best practice. | Consider existing classifications in use across digital archives of different repositories. |

**(2) Customer pains and pain relievers**

Objective: Identify pains that annoy the team before, during, and after trying to get a job done or simply prevents them from getting a job done. Identify pains as risks, that is, potential bad outcomes, related to getting a job done badly or not at all.

**Table 2:** Summary of responses to trigger questions to identify potential customer pains.

|  |  |  |
| --- | --- | --- |
|  | **Pains** | **Pain relievers** |
| 1 | Costly is too much time. The digital archive project is on a deadline for its initial launch by November 2019. There are over 1,000 objects that require copyright permission for public access, tagging for retrieval and cross-referencing. | I would like to: prioritise content and stage release; assess available resources and the match tasks to the resource level; and implement testing phases alongside the project development. |
| 2 | Costly is also defined by money. The budget for this project was allocated to the digitising of the objects by a third party. This is still in process for one more month. | I would like to monitor budget and allocation. Assess value for money in current process. |
| 3 | Customer is frustrated with copyright clearance process and assessing risks for releasing without finalising clearances. | I would like to consider a copyright management systems: software, forms, and communication. Attaching digital content record to permission record. |
| 4 | Performance issues of the archive database is a headache. The website is open source and being modified by a third party. The capability of the site to manage multimedia files (full load of digital content) is not tested, or it’s integration with other repository sites and the main KPAP website is not tested or considered. | I would like to introduce testing and release phases and an interative design application that links material across the repository and KPAP’s website. |
| 5 | Volume of digitised files/material to enter manually into the repository is a concern. Requiring manual data entry and proofing after entry. | I would like to consider a data migration plan and compatibility of the data source and to the destination to automate the process. |
| 6 | The repository structure is built around organisational function, and is not yet user facing. This could affect usability and presentation of the material. Accessibility is not tested or compatibility with browser types. | Introduce user facing testing on both entry and display interfaces. Modify application through iterative design. |
| 7 | Repository will be launched publicly at a high profile industry event. Symposium at the Art Gallery. If the site has functional issues and errors in operation this could generate reputational damage for KPAP. | Introduce user facing testing on both entry and display interfaces. Modify application through iterative design. Introduce phases for entering and delivering content as public releases. |
| 8 | Key risk is not meeting the deadline for the launch in November 2019. | Project planning and allocation of resources as optimal to ensure delivery plan and implementation targets are met. Resources match requirements. |
| 9 | Common mistakes being made: no central repository for correspondence and status of project. Currently managed through individual email boxes. Project communications and planning are also within personal email boxes. | Assess team communication platform and its use. Investigate platforms to suit team skill level. |
| 10 | Learning curve is an obstacle on project management applications, planning and communication within the team. | I would like to socialise ideas of team communications and seek solutions within the team and consultation with other teams facing similar issues and solutions. |
| 11 | Capturing material through thematic tagging to enable virtual exhibition display of content. | I would like to curate material |

**(3) Customer gains and gain creators**

**Objective:** Identify gain creators to produce outcomes and benefits that your customer expects, desires, or would be surprised by, including functional utility, social gains, positive emotions, and cost savings.

**Table 3:** Summary of how products and services create customer gains.

|  |  |  |
| --- | --- | --- |
|  | **Gains** | **Gain creators** |
| 1 | It would be great if I could automate the application of data tags and classification to the digitised record. | I would like a tool that automatically applies tagging to the digital record. |
| 2 | It would be great if the copyright information was retained with the digital record and the state of the copyright status was updated by any external change to the status. | I would like a tool that manages copyright information and that information was accessible with the archive content. |
| 3 | It would be great if all communication regarding the project planning and implementation was visible to the team. | I would like a tool that captures project planning documentation and team communication. Monitors tasks and reports on progress and obstacles. |
| 4 | It would be great if testing, implementation and release was iterative and done through the project development stages. | I would like a process in team planning that manages user testing as part of a -- build it, review it, and release it plan. |