

Molly Busch

Sarah Silva

INSC 565

April 6, 2025

INTRODUCTION

This collection consists of digitized posters for performances that took place at Squires Theatre and other locations on Virginia Tech's campus. The collection is not limited to student productions and includes posters for other regional performing arts organizations. There is incomplete information for many posters, and the collection does not include contextual information about the performances. The application profile attempts to cover all information that may conceivably be available for a given poster, however the expectation is that many of the elements may not be known. This application profile is intended to describe the text and graphical content of the poster, rather than details regarding the performance being advertised.

APPLICATION PROFILE REQUIREMENTS

Based on the collection's content, we have identified three primary user groups and rank them in the following order:

1. **Theatre Staff and Volunteers:** This group is ranked first as the posters contain information about past performances and how they were advertised. The information from the posters can be used for administrative tasks to review event history and make decisions for new programs.
2. **Graphic Design Students:** The posters are primarily visual materials with unique designs that can be an educational resource for art and graphic design students. These users will likely prioritize browsing by poster style and filtering information based on event type in order to compare design choices for similar events.
3. **Local Historians:** The posters contain information about groups that toured through the region which is useful to understand past cultural events. Having accurate information on performance dates and using registered names for groups and artists will help users understand and link information to other sources.

These groups have overlapping search requirements and the following user functions were prioritized while developing the application profile:

- **Known-item searching** – Users will be able to look up a poster based on a known performing group and titles for special events or copyrighted works. This will be useful for all three user groups to find performances by contributor names or by titles of published works.

- **Browsing** – Users will be able to view similar records based on shared elements such as event type, date, organizer, and graphic design elements.

Application Profile Features

- Descriptive Metadata
 - Record title
 - Event title
 - Event type
 - Event date
 - Event location
 - Contributor
 - Event organizer
 - Poster creator
 - Poster type
 - Poster descriptor
- Administrative Metadata
 - File name
 - File format
 - File size
 - Digitization date
 - Rights information

Representative User-Seeking Behaviors

- Search for a specific result (i.e. looking for a specific poster for a specific performance)
- Search for a general result (i.e. looking for any performance type, or any posters with certain descriptions)
- Browse the collection
- Make connections between results (i.e. a user can look at other posters that are the same poster type)

Competency Questions

- Can a user locate a specific record based on known factors, such as performance title?
- Can a user return a list of records based on more general known factors, such as contributors, performance type, etc.?
- Can a user make connections between records based on commonalities, such as poster type or performance type?
- Can a user browse the collection based on elements, such as poster type, performance type, or contributors?

ELEMENT DESCRIPTIONS

Element Name	Description	Cardinality	Obligation	DC Mapping	Qualifier
Record Title	The record title should be clearly named after the performance and clearly note that the object is a poster for the performance. Follow the following format: "Poster for TITLE by Contributor" if available.	Not Repeatable	Required	dc:title	[record]
Event Title	The title of the performance(s) depicted on the poster. Follow the following format: "TITLE by Contributor" if available.	Repeatable	Required	dc:title	[performance]
Description	Description of the poster, including the primary text visible on the poster.	Not repeatable	Required	dc:description	
Event Type	Describes the type of show being advertised using the local controlled vocabulary.	Repeatable	Required	dc:subject	
Event Date	The date of the event as listed on the poster, formatted following ISO 8601 standards where possible.	Repeatable	Required	dc:date	[performanceDate]
Event Location	Building or outdoor location of the performance. If not stated otherwise, and no contextual information is present, we will assume at Squires Theatre.	Repeatable	Required	dc:coverage	
Event Contributor	Person or groups contributing to	Repeatable	Optional	dc:contributor	

	the event being advertised. Use LCNAF as possible, if not possible use the following format "LastName, FirstName". It is not necessary to list a full cast if the full cast list is present.				
Event Organizer	The organization or department responsible for organizing the event.	Repeatable	Optional	dc:publisher	
Poster Creator	If known, the creator of the poster.	Repeatable	Optional	dc:creator	
Poster Type	Describe broadly the type of event the poster advertises using TGM terms. For example, "dance posters," "theatrical posters," or "musicals."	Not Repeatable	Optional	dc:description	[posterType]
Poster Descriptors	Graphical terms to describe a poster's imagery using Getty Art Thesaurus. Use broad terms to describe the poster's primary style where appropriate. If a poster is text-focused this field can be skipped.	Repeatable	Optional	dc:description	[posterDescription]
File name	The name for the poster's image file.	Not Repeatable	Required	dc:description	[fileName]
File format	The file format of the digitized poster using the Media Types controlled vocabulary maintained by IANA: https://www.iana.org/assignments/media-types/media-types.xhtml	Not Repeatable	Required	dc:format	

File size	The file size of the digitized poster.	Not Repeatable	Required	dc:extent	
Digitization date	The digitization date of the digitized poster, if known, following ISO 8601 standards.	Not Repeatable	Optional	dc:date	[digitizationDate]
Rights information	The rights statement using the Rights Statements controlled vocabulary: https://rightsstatements.org/en/	Not Repeatable	Required	dc:rights	

CONTROLLED VOCABULARIES

Controlled Vocabulary	Description	Link	Element Fields
Library of Congress Name Authority File	Registered names for performing artists and groups.	https://id.loc.gov/authorities/names.html	Contributors
Getty Art and Architecture Thesaurus	Thesaurus for art and architecture terms. Use to describe graphic elements of the poster.	https://www.getty.edu/research/tools/vocabularies/aat/	Poster Description
Library of Congress Thesaurus For Graphic Materials	Thesaurus for indexing visual materials by subject and format.	https://www.loc.gov/pictures/collecion/tgm/	Poster Type
IANA Media Types	List of registered file formats maintained by the Internet Assigned Numbers Authority	https://www.iana.org/assignments/media-types/media-types.xhtml	File Format
Controlled Vocabulary - Event Type	A local list of terms developed by collection catalogers to describe event type. Terms were sourced from Library of Congress Medium of Performance Thesaurus for Music (LCMPT) for music	https://docs.google.com/spreadsheets/d/1U2nh_JrIWtLw9BaO3-eRJpeGE2GpufL1tQliRARiK20/edit?usp=sharing	Event Type

	performances and catalogers added terms for non-musical events.	LCMPT - https://loc.gov/aba/publications/FreeLCMPT/freelcmpt.html	
RightsStatements.org	A list of standardized rights statements to confer copyright terms for digital objects.	https://rightsstatements.org/en/	Rights Information