A M I C O

Art Museum Image Consortium
www.amico.org

University Testbed and AMICO Members Meeting
June 3-5 1999
Carnegie Mellon University

Summary

On June 4-5, 1999, AMICO held the first of what are planned to be its annual membership meetings. Members made the decision to hold an annual meeting, rather than to continue (as it had in the first year) to hold several meetings of different committees in conjunction with professional associations at which some members would already normally be present, at the meeting held at LACMA in the spring of 1998.

In planning the membership meeting for 1999, Jennifer Trant, AMICO Executive Director, decided to take advantage of the completion of the University Testbed project in June 1999 by joining a membership meeting with papers submitted by some of the University Testbed participants on their experiences. It was anticipated that their findings would then serve as input to decisions that AMICO members needed to make about priorities for the coming year. A separate meeting report addresses the University Testbed portion of the meeting.

The AMICO membership meeting followed the University Testbed meeting held on June 3 and 4. The meeting essentially began with the final session of the joint AMICO/University Testbed participants meeting since that session was devoted to identifying the lessons learned from the University Testbed Project.

Decisions of each of AMICO's, Working Comittees: Editorial Rights, Technical and Users are recorded here. Forward schedules and To Do lists are also inlcuded under each committee, and in the discussions of the Group as a whole.

 Please send any questions or comments about the report to Jennifer Trant <jtrant@amico.org>.

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I.   Wrap-up Session of Meeting with University Participants (June 4)

1. The university testbed project produced examples of how certain kinds of courses can be taught with a relatively small number of records that contain additional data in one or more fields - for example, digital printing classes using AMICO images with good technical image metadata, museology courses using AMICO works with good conservation records; or intellectual history courses using AMICO records with exhibition and publication histories. It was agreed that the Users and Uses Committee and Editorial Committees should document such "additional" data in 1999/00 Library and encourage members to contribute more.

2. AMICO members expressed an interest in ways to use and support the applications/cases they saw. In particular, they were interested in being able to demonstrate them to museum staff and Directors in order to make the case for AMICO. Other uses for documentation of the kinds of uses people are making of AMICO, or which are possible, were seen as useful to the university (or K-12) subscribers as well - case studies/ examples were encouraged. One way of getting richer cases was suggested that would also serve the needs of the university faculty for legitimacy and return on investment: AMICO could help sponsor/edit a peer reviewed "Online Journal of Art Education" in which faculty could report on such uses and get academic credit for it.

3. Other methods to encourage in-house usage were felt to be important so that professional on museum staffs would become involved in uses being made of their content and understand the value of depth and of specific areas of content. It was suggested that curators from AMICO museums might benefit from time to time from workshops devoted to identifying classes of works/styles/periods in the AMICO library and exploring ways of strengthening these.

4. University testbed participants stressed the importance of editing AMICO data for consistent access and enhance record content for variety access methods, particularly using ULAN and AAT. Among the concepts mentioned were textbook indexing or creating thematic clusters of AMICO Library holdings for ease of overview.

5. Universities stressed the importance of developing short and simple license agreements in time for this years sign-up. In conjunction with licensing terms, University participants emphasized their concern about persistent access which members agreed to discuss.

6. A variety of issues where identified which suggested the desirability of mechanisms for client communication and liaison. It was felt to be important that we clarify who is the contact point within institutions (potential subscribers). Potentially when approaching a university about AMICO, we may need to solicit multiple people from different organizations. These people can include librarians, administrators, visual resources staff, and faculty in various departments. Also, users expressed the need for fuller knowledge of RLG development agenda and mechanism for feedback in addition to a need for an AMICO calendar.

7. The value to subscribers of expanding AMICO membership in order to build a library with greater breadth was emphasized. No specific institutions were identified, though university participants expressed interest in the possibility of more ethnographic documentation.

8. Members and university participants saw benefits in exploring the possibility of funded projects for Library development, but no specific project ideas arose from the discussion.

9. AMICO seemed well positioned to develop image technical metadata best practice guidelines.

10. The issue of how to encourage development of tools and to support their deployment was raised.

11. A content request mechanism was discussed but in general the university participants did not place great importance on it and the members expressed concern that it could give the impression that museums were in a position to respond favorably when generally they were not. A simple bulletin board for ideas about content development without any implied commitment was seen as viable.

12. The importance of administrative knowledge and support of AMICO was shown as vital to the use and adoption of the AMICO Library.

II. Opening Session, Members Meeting (June 4)

The members meeting proper began after a lunch shared with departing attendees at the University testbed meeting. It opened with a general session at which members were encouraged to articulate an agenda for the next day. Points identified in that discussion, included:
- License (should it change?)
- Violators (should we worry?) particularly metadata view
- Visual literacy training value?
- Value of adding to training in Universities?
- Presenting what AMICO library does best and what is involved in making it work
- Assuring instructors about the permanence of their investment
- Potential of feedback in collection development
- Mechanisms for links to curricular uses
- Promoting, explaining, "selling" AMICO as a resource
- Tools/ knowledge models to reach beyond AMICO to other resources
- Delivery tools don't enable license terms
- Share strategies to get buy- in and keep it
- Examples of uses can help museums imagine what content is valuable
- AMICO "toolshed"; side by side display solutions
- It seems we have two products 1. AMICO Library, 2. AMICO consortium

Once the group listed issues, there was discussion about which committees should address them. I was decided that committees should meet separately at first to deal with issues they could propose solutions to on their own, and also to establish their internal priorities, and then that the committees should meet with each other as necessary to resolve overlapping concerns. Finally, it was decided, the group would reconvene as a committee of the whole before the end of the meeting.

III. Users Committee Meeting

Opening points of Discussion
- Ways to use and support cases coming out of the University Testbed
- Methods to encourage in-house us:
    - Members
    - Behind the scenes
    - Out in museum space
- Licenses agreements (types of users)
- Client communication liaison
    - Marketing
    - Developing / improving user
    - Troubleshooting
- Membership
    - New acquisitions?
    - Existing
- NEH grants for special content (yes)
    - Who will write it?
    - July 1st deadline
- Contacts within member institutions
- Development and deployment of tool "shed/ box"
- PR int. and ext. put material online
- Persistent access to Unix/ (user) created materials
- Content request mechanism for user (then lets members respond to market demands)
    - Who are the users?
    - Who will the future user be?
- Evaluation of AMICO
- Testbed for K-12, IUPUI project as model?

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- Division for members in-house
- User Documentation
  - Add in AMICO citation examples as determined by Editorial Committee

What did I hear that I can use?
- The AMICO Library **IS** being used broadly – let's report it
- Interdisciplinary possibilities
- Model curriculum (especially K-12)
- "Superstar" faculty examples to motivate others - value of independent choice
- Trust and communication makes it work
  - Case Studies
- Universities have resources that add value to the AMICO Library
  - Content
  - Curriculum
- Cross- fertilization key
- RLG could link across other resources like bibliography
- Administrative support makes a difference – Communicate with Provost
- Strategies to motivate others
  - Faculty
  - Library
  - Info-tech
  - Curators
  - Registrars
  - Directors
  - Photographers
  - Educators
- There are other uses that museums could support with more different info
  - Can we develop subsets?
  - How do we let people know?
- How to cite a work of art?
- Write and share this

Big Picture
- What AMICO is not?
- What is Core
- Vendor Functions of output to ease contribution
- Process of contribution in museum
- Sharing knowledge about practice
- Tools for members in-house

To do list for future
Issues
Promote museum use in-house
- Provide museums with examples of uses for fundraising, docent training
- Suggest that AMICO be bookmarked on the museum web site
- Document to museums the use of their works on the AMICO public site
- Create materials to promote membership
- Document and share our own practices

Promote use by University Educators
- Professors need models and they benefit by receiving credit for what they have done
  - Showcase their successes
  - Index model assignments/exercises for use by others
  - Provide some high level 'how to' document or examples of AMICO content pockets that could be exploited
  - Give examples of institutional support/examples of benefits
  - Promote case studies   => show why
- Showcase the University testbed examples with a CD?

- Provide a mechanism that elicits feedback but doesn't promise satisfying specific requests for content. It could take the form of a kind of community bulletin board/categorized "want list".

Promote use by K-12 Educators
- Support sharing of interpretive content between K-12 users
- Encourage AMICO distributors to view promotion of curricular materials/tools created by educators as important as the content of the AMICO Library
- Involve AMICO educators in IUPUI project and IUPUI in summer institutes such as those that NMAA has for Nebraska

IV. Editorial Committee

Agenda
- Edit data for consistency
- Enhance content for variety uses
- Library content/ NEH grant
- Extended content
- Textbook indexing/ thematic cluster
- Process of Contribution in Museums

- Object Type needs to be a fixed, short, list.
We should map existing OTY terms to the following values:
    1. Architecture
    2. Audio-Visual
    3. Book
    4. Costume and jewelry
    5. Decorative Art
    6. Digital Art
    7. Drawing
    8. Installation
    9. Mixed Media
    10. Painting
    11. Performance Art
    12. Photography
    13. Print
    14. Sculpture
    15. Textile
    16. Other

To do list for future
- Begin to record "Good Practices for Art Documentation" and define the process of creating a guideline that will be useful to future members of AMICO as well as others.
- Provide guidance to AMICO members on use of character sets in their electronic documentation
- Undertake basic fixes (typographic/ capitalization) and report by comparing occurrence lists
- Review the content of existing "rich" data and propose areas in which existing content might be suited for in-depth uses
- Test the Object Type short list
- Match Classification terms with AAT and record match in class.term.source
- Creator culture- make an adjective
    - Move places and dates to correct fields (CAP and CDT)
- Creator name, deal with "copy after"
- Move name qualifiers now in CRN to creator qualifier field
- Date parsing rules
    - Seems ok, - review circa specific date to determine actual range in records where a specific circa date and a concrete range are given by curators
    - Publish the rules in case institutions want to (they need not) use them
    - Check circa parsing against artists life dates to ensure that neither earlier than birth nor later than death dates end up in date ranges for creation dates

- Define the fields that should be in a citation, and their punctuation, so that we can automate the creation of a citation. Test this against existing data before providing it to the public.

V. Technical Committee

Agenda
- Edit data for consistent access
- Enhance record content for variety of access methods
- RLG development agenda: Feedback
- Tools: How to encourage development: how to deploy them
- AMICO calendar and communication – online discussions
- Member website: is it doing what we need it to do?
- Vendor function and export/ imports
- Process of contribution within museums
- Institutionalization of AMICO
- Revision of the data dictionary

Authority and Hierarchy
- Who does this work?
    - TGN
    - AAT
    - ULAN
- RLG price to do this
- AMICO Price
- Cheapest distributor
- More better than richer
- Should not happen at member
- Financial model to encourage standards
- Authority control varies by user population

Data Dictionary
- Fielded exhibition history?
    - Will users use it?
    - Needed for separate indexing

Interface (RLG)
- Back button
- Downloading records bulk
- Downloading with text and image
- Download text format
- Dual display / light table
- Interface purpose
    - Classroom
    - Image locator and download
    - Museum interface

Bullet functions necessary for light table

Download formats (Multiple)
- Slide label format(citation)
- XML/ RDF
- Marc?
- AMICO data dictionary
- Comma separated

Metadata
- Should we provide scanning and reproduction calibration data?
    - Not necessary to user
    - Varies widely within institution

Watermarking
- Distribution watermarking for rights production
- Visible or Invisible
- Need test or focus group
- Varying degrees of watermarking at AMICO for sample demo
- Can we negotiate with Digimark? (David/ Jennifer)

Best Practices
- Produce collection of members experiences in imaging
    - Scanner
    - Techniques
    - Case studies
    - Collections management systems
- Intern to pull together and publish on members website
- Notify vendors of changes
- Stabilize Data dictionary to keep vendors cordial

Rolling Submissions
- Desirable
- Monthly status of submission
- Problems of local mounts
- License issues

To do List for the future
- Best practices/ sharing info about digitzation
- Functional specific for light table
- Export formats
    - Develop XML and learn how to read -> MARC bridge,- make mini-MARC
    - Simple delimited file
- Authority files
    - Build them- enable contribution
    - Grow to be Biog. file

VI. Rights Committee

Agenda
During the meeting of the whole on June 4, the Rights Committee was given
several assignments for its breakout session. These included:

- How to manage the AMICO/ARS agreement and what constituted works under
  copyright for purposes of its terms. Clarification of the AMICO/ARS agreement with respect to Canada
- Finalizing drafts of all AMICO "short" license agreements
- Planning for educational materials to illustrate possible uses (tied to case studies)
- Developing a policy framework for requests to allow use after the license period
- Defining required citations
- Identifying longer term strategy issues for AMICO vis-à-vis rights

Decisions:

ARS
The discussion of the ARS agreement proceeded from the sense that this was an important breakthrough for
AMICO and could have substantial member benefits, so it was important to develop trust between AMICO
and ARS. It is our understanding that the Agreement is North American and that Canadian societies that have
reciprocal arrangements with ARS are included. Canadian Members will clarify this and report.

First, our agreement needs to be explained to members in simple terms. We are sharing subscription income
with ARS (not any other kinds of income, like grants)

- The *Confidential* royalty structure is 25% of subscription income
attributable to copyright ARS works p.a. For example:

If AMICO has	50,000 works
	6,000 of which are under copyright
	5,000 of which are represented by ARS (10%)
and	
	AMICO subscription income is $250,000
Then	

ARS payments are 25% of 10% of $250,000 or $ 6,250 p.a.

It is important that we, make sure that ARS has reason to continue the agreement in future years, even though it brings them very little money initially and lots of administrative and political headaches. This means:

- With respect to disputed works (where ARS feels it represents an artist but the museum believes it has a copyright grant from the artist, or where the specific work may be in or out of copyright - published or unpublished) AMICO should try to avoid conflict, recognizing that including the work in the AMICO Library is and should be a museum institutional decision. Members should try and avoid known flash-points if possible, so that we can build an atmosphere of trust and success with ARS.

- AMICO should engage in educating others in their museums about rights and the ARS agreement and discuss how through the Rights Committee list.

- We shouldn't make a mad rush to take advantage of all of the provisions of the agreement, but rather, we should gradually make works available. Let's not create a situation that is hard for ARS to explain to their sister societies.

- While the actual terms of the ARS deal are confidential, we have developed a press release that can be circulated, and will be sent to museum lists to announce the arrangement.

Citations / Required Credit Lines
AMICO should:
- Develop good statements that explain artists' moral rights ("you are an artist/ respect the rights of others" is a good shorthand; are there good, more extensive and intellectual examples?)

- Develop citation guidelines, so that it is easy for users of the AMICO Library to know how to create a 'footnote' to a visual source of information

- Downloadable citations should mention AMICO

- Citation content should be: Artist, title, date, collection, credit line, copyright work [where applicable] / photo credit [where applicable]

- Related materials (other than works) need a citation too; guidelines should be developed here.

License Terms
- The model of a very simple expression of the basic terms of license was considered very useful:
  - Thumbs up/ thumbs down icons next to one line statements are great shorthand
  - Explicit statement on the AMICO site that is free to all users to copy would also be helpful

University Agreement
Detailed concerns raised during the university testbed were discussed and
the following conclusions reached:

- Clarify that "appropriate sanctions/ disciplinary actions" is intended to mean "as called for within the university codes and professional conduct" and that its interpretation is up to the universities

- Clarify that "reporting requirements for infringements" references occasions when disciplinary action has been taken and that AMICO will route such reports to the member

- Clarify that "certification" of destruction" and "locally mounted/ university computer" means a computer administered by the university and used to deliver information to designated users.
    - That certification is qualified by "to the best of their knowledge"
    - That examples of university mounting include e.g. campus collections / OPAC / course reserves / course / web pages

- That AMICO will request such certification at the conclusion of a license, not wait for universities to initiate it

- Clarify that the "Institutionally created / systematic adaptation" clauses are designed to:
    - Maintain the integrity of the works
    - That we can drop the reporting requirement with respect to adaptations (strike last clause)
    - That we still expect subscribers to certify destruction of adaptations (keep notices)
    - That the "Locally mounted / monitoring and reporting" clauses are intended to refer to OPAC, course reserve, VR collection, course web page, which will be "retained for future use by others" not just to short term or personal storage

- Clarify that "conference presentation" means that its is OK for handouts for the conference (need case study)

- Long term web use of conference presentations should be enabled by AMICO; users should have to ask, but AMICO should make it easy. This is not included under conference presentations

- Clarify limitation on use of AMICO Library in fundraising:
    - It is ok to show the AMICO Library as a means of gaining funding to acquire technology to deliver it
    - Demos of system OK (photos of lab setting maybe ok without clearing all works)
    - Reproducing single works not OK
    - This applies in Museum License as well as University.

Longer Term Access
The issue of whether AMICO could develop policies that responded to the desire of universities for assurances that they will have "persistent" or "permanent" access was discussed. Instead, the committee envisioned an alternative which provided "longer term" but not permanent access:

- A digital image lease between a licensing institution and AMICO
    - The licensing institution could pay a set fee (for instance $5 p. work) to ensure access for a set term (number of years) to a set (maximum) number of works
    - Such an agreement would be negotiated with each institution individually, but along established lines.
    - No access could be provided to such works beyond that allowed under the regular AMICO license
    - At the conclusion of the license, we could offer a purchase/buy out of licensed works that were in use locally (under what terms/with what limits on numbers/at what cost?)

Simple Forms Of The License Agreements (University, K-12, Public Library)
Working from the chart that compared various license terms, the Committee
agreed that the simple forms of the agreement state that:

- Subscribers receive no full TIFFs
- Subscribers need not report on uses (although AMICO is interested in learning about Users and Uses (c.f. user committee)
- Subscribers may not locally mount the Library as a whole or substantial subsets.
- Subscribers may have course web sites, may keep small numbers of images locally for teaching and presentations, any print out images and may copy/store limited numbers for personal research use

To do List for future

- Finalize all licenses and make them available on the public web site.
  - Revised University
  - Short University
  - K - 12
  - Public Library
  - Individual Scholar

- Communicate changes in University Agreement with University Testbed Participants.

- Explore a common Rights Request Form -- to make it easy for people to ask for further uses and reduce our need to go back and forth to get the details needed to process requests. For example, AMICO could develop a model form for requests for scholarly publication rights

- Clarify how the ARS agreement is implemented
  - AMICO needs to define the required ARS credit line
  - Define any restrictions or portion limitations

- Develop guidelines to licenses
  - Brief summary of terms -- thumbs up/thumbs down
  - Model "click through" pages for users to implement that show terms
- Develop guidelines to Moral Rights
  - AMICO needs to develop a more simple explanation of this concern.

- Define Citations required in the agreement
  - Put a "how to cite a work of art" on the public web site.

VII. Technical and Rights Joint Committee

Agenda
- Downloadable Citations
- Which artists/ which rights
- Web page tools/ documents
  - Thumbs up/ thumbs down
  - Easy rights request with AMICO staff support
- Watermarking
- Rolling Submissions

Downloadable Citations
- Yes, there should be a simple mechanism:
  - Editorial Committee should define the format (artist, title, date, collection, work rights/ photo credit
  - The citation should reference the AMICO library ("from the AMICO Library")

Which Artists/ Which Rights Society
- Authority file for artists should include the name of society representing them (estates included)
  - Extent of claimed coverage should be noted
  - Members/AMICO still needs to decide if rights apply to specific works
- Could this become a reference tool for artists biography?

Watermarking
Goal: unambiguous, persistent identification
- Visible
  - Explore "thinline"
- Invisible
  - Digimarc ($)
  - Reports
  - Code at bit level

- Approach inside images
  - TIFF; JPG (explore)
- Create set of images
- Would have to clear with artist. This if it overwrites/ changes
- Goal   Assert Trademark and source
- Metadata in file heading but not inviolable

Watermarking test
What does it look like? Visible and Invisible
Issues
- Time to do it all- must be batch
- Visible watermarks acceptable
  - To Artists
  - To users
  - To members
- What does it say?   AMICO/ ARS
- Would it confuse the credit/ citation requirement?
- How does this interact with sampling algorithms?
- Different kinds of works by visual/ characteristics as test data set
- Do test if all want to?
 - Newman, Weinstein, Robertson, RLG to watch

Rolling Submissions
- In general Rolling submission was thought to be good. It allows us to manage own processes better (reducing sense of crisis at the deadline date)
- But:
  - We need to manage the user expectations / confusion over counts of library? Start with 50,000 "at least"
  - Constant improvement "sells", so we should be prepared to publicize "new this month" on Web
  - Check museum agreement to make sure that annual dates can still be used for withdrawals etc.
  - Rolling submission needs to be optional on members part
  - ARS quarterly payments OK
- Tracking system with targets

Light Table Information
It was agreed that a light table function in the RLG application would be useful. A discussion of possible features included:
- Drag and Drop arrangement
- Select thumbnails to save group
- Mouse over label/ caption
  - Artist, title, date
  - Citation?
  - Smaller
  - What is minimum
- Choice of label field
- Print out image grid

- Left/ right with separate Sequencing (may be about Presenting
  - Easy to move to this
  - Leave blanks for others?

- Access as alternative form of display
- Work with things in notebook
- Easy to add/ remove
- How small? (Less than 128 pixels OK, try 96)
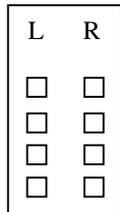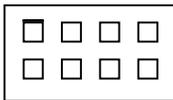
VIII. Joint Meeting of Users and Editorial Committee

The decisions of the joint meeting were used to amend the decisions of each committee and are reflected in the individual committee reports.

IX. Meeting of the Whole: Summary Points

The closing session of the members meeting was used to report the decisions of each committee and ratify them by the committee of the whole. It also served as an opportunity to specify the concrete new tasks that members had given themselves in the course of the meeting and prepare a TO DO list for all AMICO member institutions. It was used to hold a straw vote to establish a sense of overall priority among the themes or threads that connected the individual items of work identified by the committees. And it was used to make some organizational decisions about operational procedures and to set a course for early decision on next year's annual meeting.

To do List for all AMICO member institutions
- Send in two rich records (last years' assignment) if not done already
- Contribute more content in at least some records - reflecting the value of depth even if it is only in some subsets of AMICO content
- Identify "good searches"
  - Send in examples with reason they are good. **Archives & Museum Informatics offered to give a prize to the Best search contributed by August 1, wins free ICHIM registration** (examples people proposed off the cuff included 'tea', 'wedding', 'death'
  - A&MI was asked to issue this as a general challenge - not just to members - and agreed to
- Plan Content Development so as to be able to give forward projections of Library contributions for year 2000 (and beyond if possible)
- Participate in a "Museum education testbed" - use 1999-2000 to make museum case studies

Priorities (as voted on with highest priority = 1)
1. Showcase examples from University Testbed
   - Identify implications for documentation
   - Document results of teaching with AMICO
2. Develop guidelines/practices for imaging and for multimedia art documentation
3. Promote museum uses for in-house motivation
4. Develop ARS agreement implementation guidelines for members and monitor experience
5. Keep members informed
   - Statistics to track trends(include museum visits)
   - Send all comments
   - Enable us to build internal support
   - Communication
6. Recruit new members (should be a HIGH priority for board)
7. Develop multilingual interface/ map search terms. Explore 'NavigART', as a possible English/French front end tool

Organizational:
AMICO Meetings
- Schedule as far in advance as possible
- Make committee agendas clear
- Use annual meetings to set AMICO objectives/establish agendas
- Each member should name an official representative (in addition to sending as many other staff as possible to participate in committee sessions).

Working Group Chairs
Members nominated working group chairs in a step towards greater formalization of the role of the working groups.
- Editorial - Susan Chun
- Users - Stephanie Stebich
  - K-12 sub-committee – Melissa Philips
- Technology - Scott Sayre

- Rights - Cheryle Robertson

Presentation Opportunities and Deadlines
- AAM in Baltimore, May 2000 deadline: July 1, 1999
- VRA in San Francisco, April 2000 deadline: June 11, 1999
- ARLIS/NA in Pittsburgh, March 2000 deadline: May 31, 1999

Next Meetings

The annual meeting of AMICO should be scheduled as soon as possible. San Francisco in May/June 2000 was proposed as a target.

Group	Location	Date
Editorial Committee	NYC @ MMA	July 28 or 30
Committees	Washington at ichim99	September
Technical Committee (possible)	Philadelphia at MCN @ PMA	Last week of Oct.
Rights Committee	AAM-IP Rights meeting in Philadelphia	January 2000
Users Committee	NYC @ CAA	February
Possible Committee Date	Minneapolis: MW 2000	April
Possible Committee Date	Baltimore @ AAM	May
Possible Committee Date	SF @ VRA	April