

PIXELS, LINES, AND BITS:

AN **AV PRESERVATION**
PRIMER FOR ARTISTS

NYFA - APRIL 16, 2015 - KATHRYN GRONSBELL

RISK OF NOT DOING ANYTHING?
= LOTS.



**+ LOSS OF FLEXIBILITY AND
OPPORTUNITY**



“*not* IF *but* WHEN”



A/V PRESERVATION IS:

PROCESS-DRIVEN

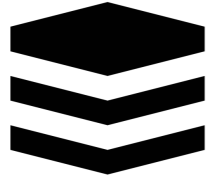
ITERATIVE

“ANYTHING DONE TO ENSURE:

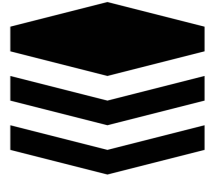
INTEGRITY

AUTHENTICITY

USABILITY”



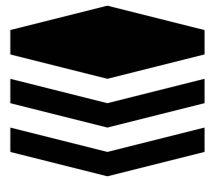
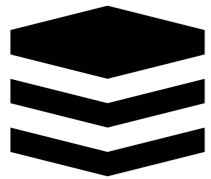
A/V PRESERVATION



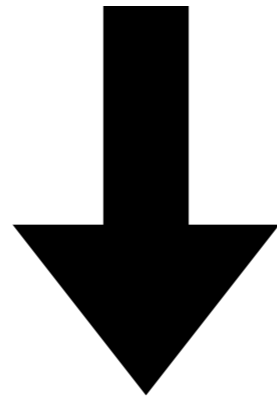
IS AN **EXTENSION OF**
DECISION-MAKING ABILITIES

ENABLED BY

MANAGING MEDIA + METADATA



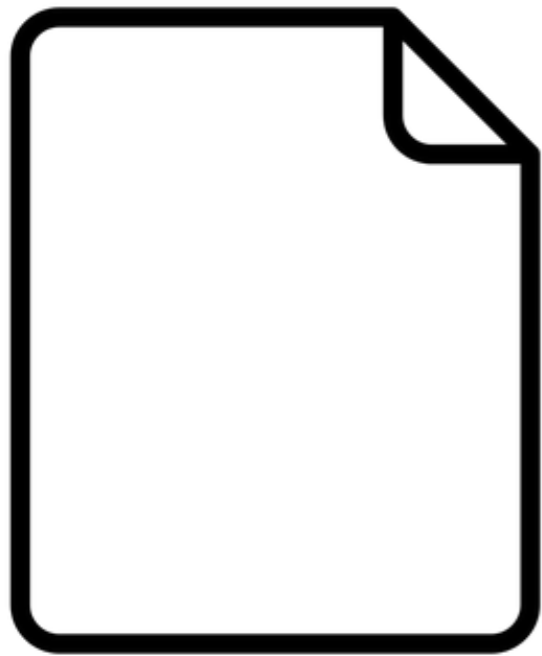
metadata



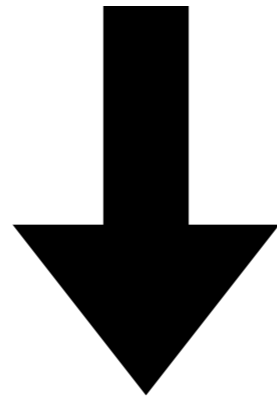
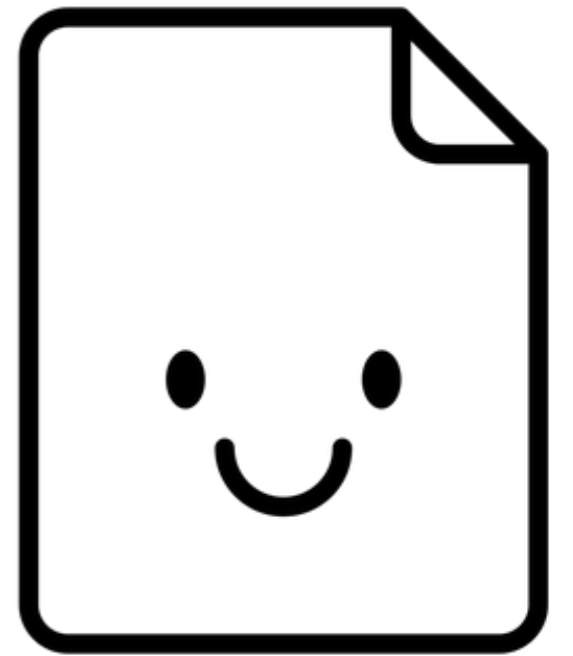
data about data

TITLE
DATE
LOCATION
SIZE

VIDEO
AUDIO
TEXT
IMAGE



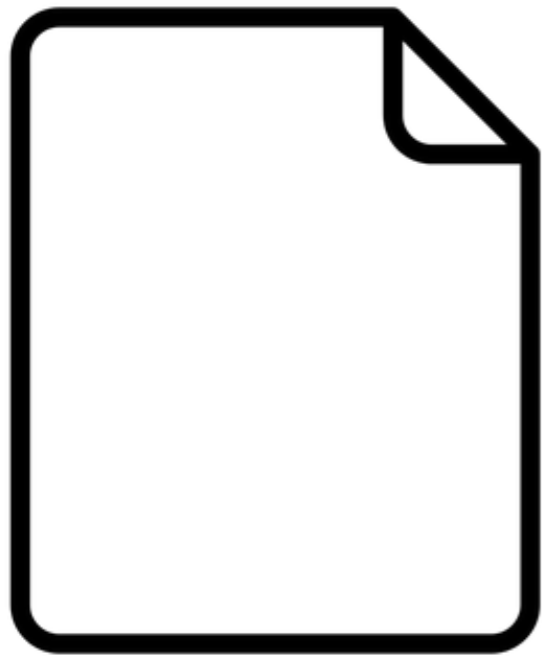
+ metadata =



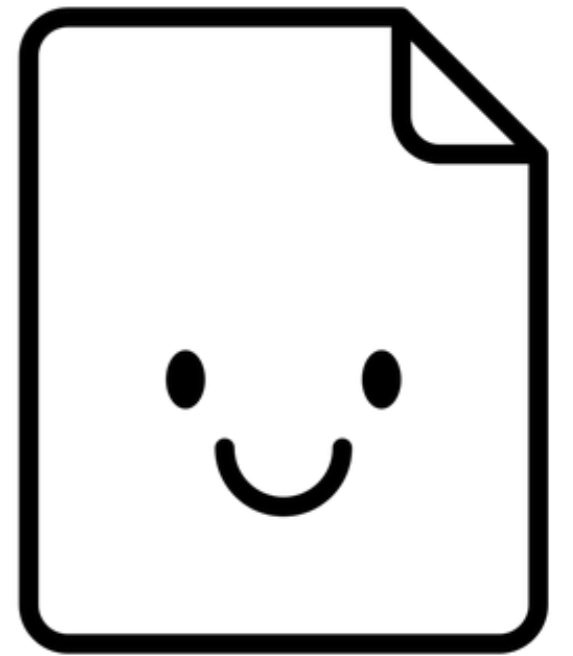
data about data

TITLE
DATE
LOCATION
SIZE

VIDEO
AUDIO
TEXT
IMAGE



+ metadata =



-CONTEXTUAL-

**HOW IS A/V UNDERSTOOD AS A WORK?
AS PART OF A COLLECTION?
WHAT ARE QUALITIES OF THE A/V?**

Adobe Photoshop CC 2014

Style: Normal

Width:



Height:


Refine Edge...

IPTC-PhotometadataRef-Std2014.jpg

- Basic
- Camera Data
- Origin
- IPTC
- IPTC Extension
- GPS Data
- Audio Data
- Video Data
- Photoshop
- DICOM
- Raw Data

Document Title:

Author:

 Semicolons or commas can be used to separate multiple values

Author Title:

Description:

Rating:

Description Writer:

Keywords:

ADOBE PREMIERE

Metadata ×

Work Version Intro



▶ Clip: Interview_Glass0021

▼ File: 0005B1.MXF

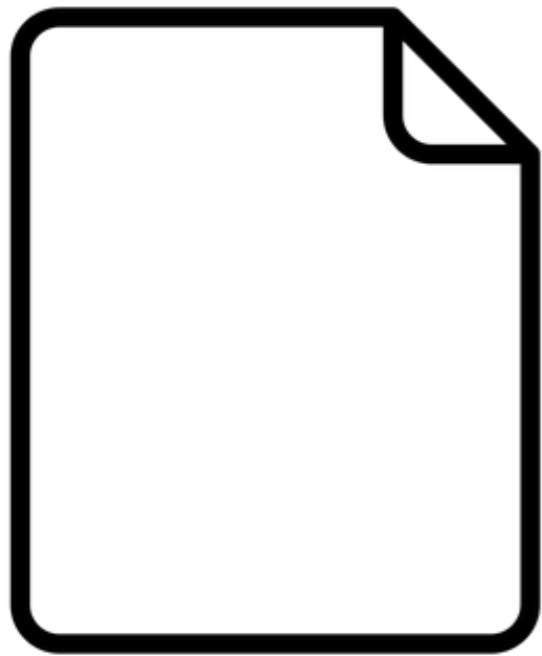
Powered By xmp™

▼ File Properties

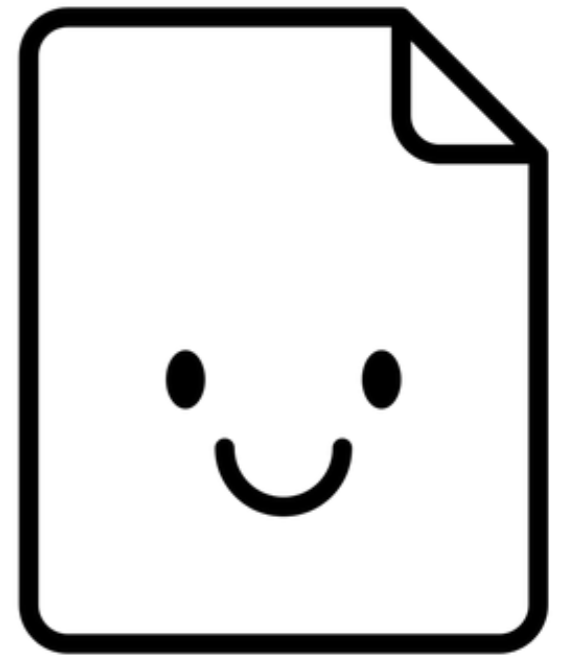
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Created	03/22/11, 12:08:59
Modified	05/07/11, 22:27:59
XMP Modified	05/07/11, 22:28:04
Size	4.0 GB

▼ Dublin Core

Contributor	
Coverage	
Creator	
Description	
Format	
Identifier	060A2B340101010501010D4313000000CEEB3CC5425605FD
Publisher	
▶ Relation (4 entries)	
Rights	
Source	



+ metadata =



- TECHNICAL -

FILES: NON-DESTRUCTIVE DUPLICATION PRODUCES
IDENTICAL & VERIFIABLE COPIES

PREVENTIVE PRESERVATION

THE HEALTH OF A DIGITAL FILE BEGINS AT **BIRTH**

(SO YOU'VE ALREADY STARTED PRESERVING!)

FOR YOURSELF

CREATE NEW
MODIFY EXISTING
MANAGE PAST

STABILIZE
DESCRIBE
ORGANIZE
SHARE

MUSEUMS, LIBRARIES
& ARCHIVES

MONITOR/MAINTAIN
MANAGE RECORDS
ONGOING ACCESS

1. INVENTORY

2. ORGANIZE

3. DESCRIBE

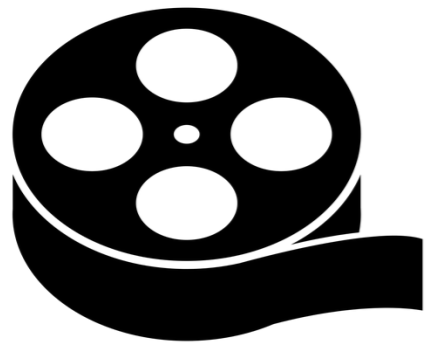
4. BACK UP



1. INVENTORY

**WHAT AM I COUNTING?
WHAT KINDS OF MATERIAL?
WHAT IS OUT OF SCOPE?**

1. INVENTORY



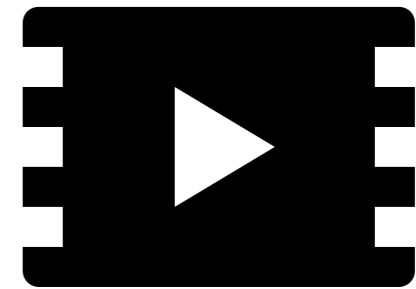
ID

FORMAT

LOCATION

QUANTITY

+ MORE



DIGITAL: LET THE TOOLS DO THE WORK FOR YOU!

DIRECTORY

QUANTITY

ID/FILENAME

FORMAT/TYPE

+ MORE

2. ORGANIZE



WHAT WORKS WELL FOR ME?

**WHAT COULD I DO TO MAKE
THINGS EASIER TO FIND?**

WHAT IS THE MINIMAL LEVEL OF DOCUMENTATION I CAN CREATE?

3. DESCRIBE

**WHO WILL NEED THIS INFO?
ME (NOW), ME (FUTURE), OTHERS**

- Complete Record
- Basic Record
- Unique Identifiers
- Title and Intellectual Description
- Physical Description
- Acquisition, Usage and Restrictions
- Intellectual Access
- Local Information
- MARC Record

Dublin Core

Title

New Record

Find

Find All

Alternate Titles

Series Title

List of Titles on Reel

Main Credits

Additional Credits

Participants/ Performers

Description

Location of Production or Distribution

Name of Distributor

Date of Publication

LOTS
OF
COPIES
KEEPS
STUFF
SAFE*

WHAT ARE MY RESOURCES?

HARDDRIVES
CLOUD STORAGE

4. BACK UP

**WHAT?
HOW OFTEN?
HOW?**

INVENTORY



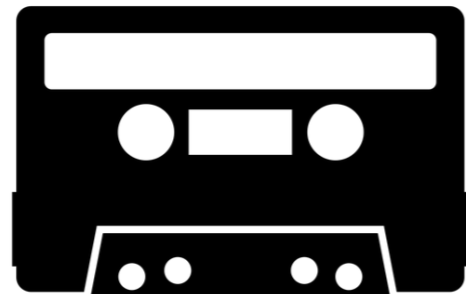
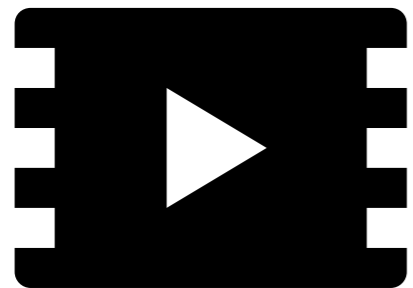
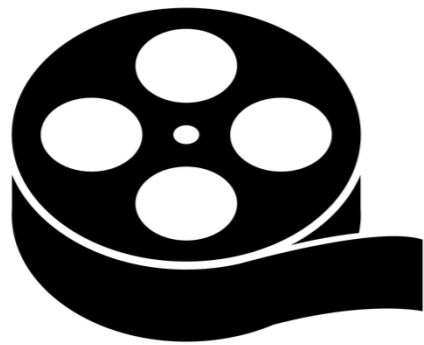
BACK UP

ORGANIZE

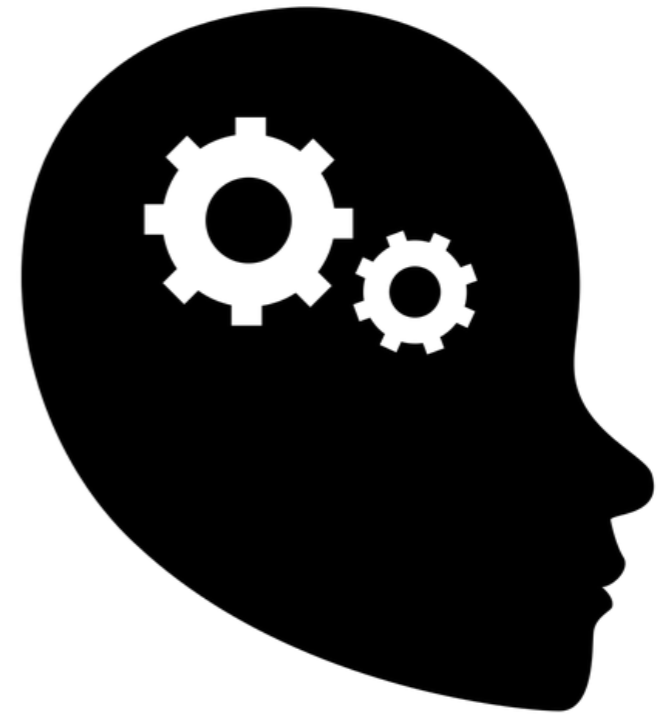


DESCRIBE

FORMAT?



ESSENCE?



AV: DECIDING WHAT YOU WANT
(OR NEED) TO PRESERVE

- ***Independent Media Arts Preservation (IMAP):***
www.imappreserve.org
 - Serves field of independent media arts with preservation resources, information, training, advocacy
 - ***Archiving the Arts*** online resource - **June 2015**
 - Accompanying symposium in Buffalo, NY
- ***Association of Moving Image Archivists (AMIA):***
 - amianet.org
 - International professional association dedicated to the preservation and use of moving image media
- ***Moving Image Archiving & Preservation at NYU***
 - www.nyu.edu/tisch/preservation
 - Graduate program focused on digital, film, video preservation and archiving - collaborations encouraged!
- ***XFR Collective*** (NYC): xfrcollective.wordpress.com
 - Preserve at-risk and obsolete audiovisual artwork by providing low-cost migration services to independent content creators

- 
- ***Personal Digital Archiving resource collection*** (Library of Congress)
 - Free, www.digitalpreservation.gov/personalarchiving
 - ***Personal Digital Archiving 2015*** conference/workshops 4/24-4/26 \$90 (\$60 FT students) at NYU, personaldigitalarchiving.com
 - ***Records Management: Best practices in records management for dance companies and choreographers*** (Dance Heritage Coalition)
 - Free, www.danceheritage.org/recordsmanagement/records_management_manual.pdf
 - ***Variable Media Initiative*** (Guggenheim) www.guggenheim.org/new-york/collections/conservation/conservation-projects/variable-media
 - ***Activist's Guide to Archiving Video*** (WITNESS)
 - Free, archiveguide.witness.org

THANK YOU!

 **kathryn@avpreserve.com**

 **@k_grons**

IN THIS PRESENTATION

ICONS FROM:

NOUN PROJECT: TIAGO RODRIGUES; P.J. ONORI; JENNIFER NOON: ▲▲▲;
STEPHEN PLASTER; JULIEN DEVEAUX; JOE MORTELL; CLAYTON MEADOR; HIND
ANDALOUSSI; MATHIES JANSSEN; ICONSMIND.COM
ENTYPO V.2: DANIEL BRUCE

APPRAISAL

FUTURE POSSIBILITIES

**DEPOSIT OR
DONATION**

IF YOU DON'T ORGANIZE IT,
SOMEONE ELSE WILL

WELL-DESCRIBED/MANAGED
MATERIAL ENCOURAGES
ACQUISITION AND PRESERVATION

A MODEST PROPOSAL

This exercise is based off a Personal Digital Archiving activity of the same nature and recommended as a to kick off the Inventory phase. It encourages objective interpretation of the current state of your materials so you can plan accordingly.

- 1. Pick a friend or colleague**
- 2. Sit down with them at your workstation**
- 3. Direct them to a folder (or folders) containing your work**
- 4. Without intervention, ask them to interpret the current organization and description of media & documents**