

## HERITAGE DIGITAL CAMPUS 2012

Digitisation of collections is gaining momentum in South Africa on many levels. Now, more than ever, it is critical for the custodians of heritage collections to clearly understand the issues not just in running a digitisation project, but in building a digital archive.

It is for this reason that Africa Media Online has gathered a group of both local and international experts to give heritage practitioners the essential framework and base understanding upon which to evaluate options and make wise choices about the digital future of their collections as well as the technical skills and awareness of standards to ensure they build a quality digital archive.

With Africa Media Online and digitisation partners Visual History Archive and the International Library of African Music engaged in a large-scale digitisation project at the University of Fort Hare, a unique opportunity has presented itself to run the Heritage Digital Campus against the backdrop of an actual digitisation project that involves the digitisation of documents, images, video and audio collections. For this reason the Heritage Digital Campus will be run at the Alice campus University of Fort Hare during the week of March 12-16 at the National Heritage and Cultural Studies Centre (NAHECS) and will involve training modules in the digitisation of documents, still images and video.

### Booking Information

Courses can be booked and paid for individually. There is, however, **10% discount** for taking courses throughout the week. There is also a **5% discount** for those who book and **pay by COB Friday February 24, 2012**.

**Bookings close at COB on Monday March 5, 2012.**

Bookings can be made by filling in the Heritage Digital Campus Booking Form available on our web site at <http://heritage.blogs.africamediaonline.com/> or by contacting Nicky Kidgell at Africa Media Online on [nicky@africamediaonline.com](mailto:nicky@africamediaonline.com) or calling her at the office on 033-345-9445.

## MASTERCLASS PROGRAMME

### MONDAY MARCH 12

#### **Building a Digital Archive**

##### *Framework for an Organisational Digitisation Strategy*

Presenter: David Larsen

Venue: Livingstone Mqotsi room, NAHECS building, University of Fort Hare, Alice

Date: Monday March 12, 10:30am-5:30pm with 1 hour lunch break

Participants: Lecture and workshop style, up to 30 in the class

Prerequisite: none

Cost: R1,250

Having a framework to understand not just how to run a digitisation project, but more than that, how to build a long-term sustainable digital archive, is critical for taking the leap as an institution into the digital era.

This masterclass is presented by **David Larsen**, founder and Managing Director of [Africa Media Online](http://Africa Media Online). With a background in media David has been involved in the heritage sector since 2005 enabling heritage institutions to engage with the digital world. Since then Africa Media Online has undertaken work for among others Albany Museum, Bailey's African History Archive, Corey Library at Rhodes University, Department of Arts and Culture, Ditsong, Freedom Park, International Library of African Music at Rhodes University, Iziko, KZN Museum Services, Kwazulu-Natal Museum, McGregor Museum, Museum Africa, National Museum Bloemfontein, South African History Archive at Wits University, Western Cape Museum Services, University of Fort Hare and Vukani Museum.

David has established and run a professional digitisation service, has created systems that manage a digital archive and established Africa's foremost photo agency representing historic photographic archives. Recently he was involved in writing the best practices companion document to a national digitisation policy.

This class will start mid-morning on Monday to allow travel time for participants and will finish later than on the following days.

**What content will be covered?** Digitisation projects are often planned without a clear understanding that such projects are a step toward the establishment of a digital archive. Without this bigger goal in mind, the benefits from effort and expense of a digitisation project can so easily be lost. This masterclass will introduce you to the elements that make up a sound digitisation strategy and attempt to give you an clear understanding of 10 major processes involved in setting up, running and sustaining a digital archive.

**What will I gain?** At the end of this masterclass you will have a framework for understanding the steps toward establishing a sustainable digital archive. Your future digitisation projects will have a place within this framework. It will enable you to have an awareness of the key decisions that need to be made toward setting up and running such digitisation projects and sustaining the resultant archive. This masterclass will also provide the framework in which everything else you learn this week will find its place.

## **TUESDAY MARCH 13**

### **Digital Imaging Essentials**

#### *Understanding Digital Imaging*

Presenter: Graeme Cookson

Venue: Livingstone Mqotsi room, NAHECS building, University of Fort Hare, Alice

Date: Tuesday March 13, 9am-4:30pm with 1 hour lunch break

Participants: Lecture style up to 30 in the class

Prerequisite: none

Cost: R1,995

**Graeme Cookson** is a UK-based digital imaging consultant who has done extensive work with organisations such as The British Library, The British Museum, and The National Library of Ireland, The Royal Horticultural Society, and The Open University.

Every year, since 2005, Graeme has been assisting heritage professionals in South Africa get to understand what digital is all about. This course is always sold out as it is the essential first step in really understanding digital imaging. It is run on day 1 of the Digital Campus.

Graeme is brilliant at explaining complex digital concepts in ways in which absolute beginners can understand and apply as well as furthering the knowledge of those who have been working with digital imaging for years.

**What content will be covered?** The masterclass covers the essentials of what defines a quality digital image and how to check that the files you are receiving or producing are at the correct standard for various uses. This includes essential theory - pixels, resolution, file size, file formats, compression, bit depth, and colour space, as well as detecting common problems, imaging standards, a productive workflow and levels and curves.

**What will I gain?** At the end of the masterclass you will understand what digital is and what all the terms that you hear mean – bits, bytes, bit depth, 16-bit, jpeg, tiff, colour space etc. You will also know the standards you need to work to to produce an archival quality digital repository – a digital collection that will last for generations. With this information you will be able to make wise choices about service providers, about equipment and about working with digital files.

*"I will be able to perform my imaging tasks with confidence and efficiency" - Pretoria based archivist*

*"An essential class" - Pietermaritzburg museums professional*

*"Good knowledge followed up with a referenced CD = very nice to go back and absorb everything" - Gauteng museums professional*

## **WEDNESDAY MARCH 14 – THURSDAY MARCH 15**

*On Wednesday and Thursday you have the option of taking one of three tracks:*

- *Track 1: Digitisation of Images*
- *Track 2: Digitisation of Documents*
- *Track 3: Digitisation of Video*

### **TRACK 1: DIGITISATION OF IMAGES**

#### **Practical Digital Workflow**

*Hands on Production of Digital Images at an Archival Standard*

Presenter: Graeme Cookson

Venue: Livingstone Mqotsi room, NAHECS building, University of Fort Hare, Alice

Date: Wednesday March 14 – Thursday March 15, 9:00am-4:30pm with 1 hour lunch break

Participants: Workshop style, 12 in a class each at a computer

Prerequisite: Digital Imaging Essentials

Cost: R4,995

This two-day masterclass with **Graeme Cookson** is a follow on from the Digital Imaging Essentials Masterclass that is a prerequisite for participation.

With just 12 in a class, participants are at a computer and are able to put into practice what they have learned through practical exercises.

**What content will be covered?** The aim of this masterclass is to give you hands on experience of actually working with images to a standard required for long-term archiving. You will be primarily focused on image quality - getting the image file itself up to archival standards, working with curves, adjustment layers, gradients, handling images with mixed light source and working with other colour spaces such as LAB.

**What will I gain?** By the end of the masterclass you will have a clear, productive and scientific method for approaching working with images all the way from capturing them through archiving and on to publication, eliminating much of the trial and error that comes with trying to get images right merely "by eye".

*"I can understand why everyone needs all this information, to enable one to do a good job with imaging." Pretoria based archivist*

*"Great explanations of relevant topics and subjects" Johannesburg based picture library worker*

## **TRACK 2: DIGITISATION OF DOCUMENTS**

### **Digitising Documents**

*Understanding the processes for digitising documents*

Presenter: Patricia Liebetrau

Venue: Dennis Brutus Room, NAHECS building, University of Fort Hare, Alice

Date: Wednesday March 14, 9am-4:30pm with 1 hour lunch break

Participants: Workshop style, 12 in a class

Prerequisite: Digital Imaging Essentials

Cost: R2,995

Building on the foundation of the *Digital Imaging Essentials* masterclass, this masterclass is Day 1 of the “Digitisation of Documents” track. Presenter **Patricia Liebetrau** currently runs her own Company providing consulting services and training for media development in South Africa and beyond into Africa. Prior to this she was part of DISA (<http://www.disa.ukzn.ac.za>) which over a period of 10 years developed an extensive online digital repository of open access resources around South African heritage. Her skills and interests focus on research and implementation of digital technologies in creating information and knowledge resources for libraries, archives and memory organisations.

Patricia has presented papers on digitisation at numerous national and international Conferences and is a recognized expert in South Africa.

**What content will be covered?** The masterclass covers the essentials of digitising archival documents for preservation and web access purposes using open international standards. Related issues such as equipment, selection guidelines and quality assurance processes will also be covered.

**What will I gain?** At the end of the masterclass you will understand the archival document conversion process from physical format to digital format. You will be familiar with the internationally accepted standards for digitisation as well as techniques to deal with common problems.

### **Metadata for Documents**

*Creating metadata using Dublin Core*

Presenter: Patricia Liebetrau

Venue: Dennis Brutus Room, NAHECS building, University of Fort Hare, Alice

Date: Thursday March 15, 9am-4:30pm with 1 hour lunch break

Participants: Workshop style, 12 in a class

Prerequisite: None

Cost: R1,995

This masterclass is Day 2 of the “Digitisation of Documents” track and is also run by **Patricia Liebetrau**. When documents are digitised it is essential that associated information is captured too. The quality of a digital object is only as good as the information captured about the object. Metadata is key for ongoing access and use of digital collections.

**What content will be covered?** The masterclass covers the essentials of creating metadata to describe digitised resources using an open international multifunctional standard, Dublin Core. The role of controlled vocabularies in managing digital information will be discussed and principles of quality assurance will be explored.

**What will I gain?** At the end of the masterclass you will understand the purpose and function of metadata as well as a hands-on practical understanding of how to apply what you have learned to your own collections.

## **TRACK 3: DIGITISATION OF VIDEO**

### **Video Digitisation and Archiving**

*Hands on Production of Digital Video at an Archival Standard*

Presenter: Alastair Mason

Venue: Boardroom, NAHECS building, University of Fort Hare, Alice

Date: Wednesday March 14 – Thursday March 15, 9:00am-4:30pm with 1 hour lunch break

Participants: Workshop style, 3 in a class using machines

Prerequisite: Digital Imaging Essentials

Cost: R4,995

This masterclass will be run as an option for just 3 participants on Wednesday and Thursday. **Alastair Mason** is the Technical Manager for Doxa Productions (<http://www.doxa.co.za/>) and has been intimately involved in the Visual History Archive (<http://www.visualhistoryexplorer.com/>). He brings to participants significant experience in running video digitisation projects and teaching video digitisation.

**What content will be covered?** This masterclass will cover the basics of working with analogue video, including the identification and understanding of the various video formats. We will look at problems and solutions for the processing of this analogue material following archive standards. The masterclass will include hands-on exercises of processing various analogue formats and converting them to digital files.

**What will I gain?** You will gain a solid introduction to video archives and the processes required to digitise video at an archival standard. You will also gain hard skills in how to prepare, clean, repair and digitise videos that are potentially damaged and currently unrecoverable.

## **FRIDAY MARCH 16**

### **Sustaining a Digital Archive**

#### *Management and Markets*

Presenters: David Larsen

Venue: Livingstone Mqotsi room, NAHECS building, University of Fort Hare, Alice

Date: Friday March 16, 8:00am - 2:30pm with 1 hour lunch break

Participants: Lecture and workshop style, up to 30 in the class

Prerequisite: none

Cost: R995

In the final masterclass of the Heritage Digital Campus, **David Larsen** will focus on the issues around sustaining a digital archive.

To allow participants time to travel home, this class will start earlier than on the other days and finish earlier.

**What content will be covered?** The Masterclass will first look at systems for the ongoing preservation and management of the digital resource from managing a small collection on a shoe string budget through to managing a large expanding collection utilizing server infrastructure and archival backup systems and processes including the associated costs of running such systems. In the second half of the masterclass we will look at systems that allow access to your digital collections whether open or controlled access. We will particularly look at the role of interfacing publishing and broadcast markets in sustaining an archive including issues of ethics and use rights.

**What will I gain?** You will gain an understanding of what it takes to sustain a digital archive. It is not simply saving the digitised work on to an external hard drive and keeping it in the cupboard. The archive needs to be preserved, enriched and accessed and you will gain an understanding of systems, processes and costs that can enable this. You will also gain an understanding of systems and processes for allowing the appropriate use of the digital files and how to work appropriately with different user groups from school learners to book publishers.

## ACCOMMODATION

The Heritage Digital Campus will be held at the NAHECS Building on the University of Fort Hare (UFH) campus in Alice, Eastern Cape. Accommodation in the town of Alice is limited but there is an abundance of accommodation with numerous options in the Hogsback, a 15-20 minute drive from Alice. Participants will be responsible for booking their own accommodation.

### ALICE:

- Sangweni Lodge B&B. Tel. 040-653 0183 / 083 767 7205. Website: [www.sangwenilodge.co.za](http://www.sangwenilodge.co.za)

### HOGSBACK:

#### HOTELS:

- Hogsback Inn. Tel: 045-962 1006. Email: [hotel@hogsbackinn.co.za](mailto:hotel@hogsbackinn.co.za)
- King's Lodge. Tel: 045-962 1024. Email: [info@kingslodgehogsback.co.za](mailto:info@kingslodgehogsback.co.za). Website: [www.kingslodgehogsback.co.za](http://www.kingslodgehogsback.co.za)

#### B&B's:

- The Edge Mountain Retreat. Tel. 045-962 1159 / 082 603 5246.
- Granny Mouse House. Tel. 045-962 1259 / 083 261 1144.

#### SELF-CATERING:

- Little Dene. Tel: 084 582 1608. Contact Cheryl Walter.
- Winding Down Cottage. Tel: 045-962 1099 / 076 181 1091. Contact Lydene.

## GENERAL INFORMATION

Below are some further links for town information, flights, car rental, accommodation.

- <http://www.maplandia.com/south-africa/eastern-cape/cathcart/hogsback/>
- [www.aboutsouthafrica.co.za](http://www.aboutsouthafrica.co.za)
- [www.tripadvisor.com](http://www.tripadvisor.com)
- [www.hogsback.co.za](http://www.hogsback.co.za)
- [www.hogsbackinfo.co.za](http://www.hogsbackinfo.co.za)

## MEALS

Morning and afternoon teas will be provided as part of the cost of the campus. All meals, however, will be for participants own cost. There is a staff cafeteria on the UFH campus where lunches can be purchased and Spar is within walking distance of the campus. There are an abundance of restaurants in the Hogsback for evening meals.

## TRAVEL AND TRANSPORT

The nearest major airport to Alice is East London. Public transport is limited so expect to hire a car.

### FLIGHTS

- [www.flysaa.com](http://www.flysaa.com)
- [travel.aol.com](http://travel.aol.com)
- [www.travelstart.co.za](http://www.travelstart.co.za)
- [www.groupon.co.za](http://www.groupon.co.za)

### PUBLIC TRANSPORT

There is limited public transport in Alice and no regular public transport in and out of Hogsback so you do need to rent a car if you are not taking one of your own. Having said that "Away with the Fairies" backpackers does run a shuttle service to / from East London to Hogsback (Tel: 045-962 1031. Website: [www.awaywiththefairies.co.za](http://www.awaywiththefairies.co.za))

### CAR HIRE

- [www.avis.co.za](http://www.avis.co.za)
- [www.europcar.co.za](http://www.europcar.co.za)
- [www.arguscarhire.co.za](http://www.arguscarhire.co.za)
- [www.cheapestcarrentals.co.za](http://www.cheapestcarrentals.co.za)