

# The Exposure Project

## Cultivating Content for Multimedia Access to Collections and Archives

The Center for Creative Photography collection numbers nearly 80,000 fine prints and over 3.8 million archival documents. In an effort to increase accessibility to these holdings, the Center has undertaken an ambitious plan that will find fruition in a future website with a high degree of interactivity and an unprecedented depth of meaningful content. With a public portal to a newly purchased collection information system and implementation of the latest multimedia technologies, the Exposure Project will marry the experiential possibilities of art education pioneered by other institutional sites with new, cutting edge functions designed for research. The Exposure Project will become a virtual learning environment and may provide a model for projects outside the field of photography.

In order to accomplish the overarching objectives for the Exposure Project by the launch of the new website in 2009, the Center staff and Library technology colleagues have formed strategic work teams as described below. The prototype, *Edward Weston in Mexico* gives a glimpse of what the whole of the Weston module, when funded, will look like.

### Project Objectives:

- ❖ Preserve unique collections at the Center for Creative Photography in the form of standards based, high resolution digital masters.

- ❖ Increase access to collections by repurposing images for discovery and education through engaging web-based interfaces.

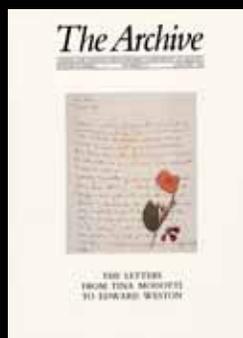
- ❖ Increase awareness and understanding of photography as a creative art by providing a richly illustrated virtual learning environment that stimulates critical thinking through contextual curatorial perspectives.

- ❖ Engage students and researchers of the next generation by providing multiple points of access to content in a multimedia environment with cross reference links to thematically related subject matter.

### Weston Prototype

There could be no richer subject than Edward Weston for a first interactive museum and archival module. Weston was instrumental in defining the modernist, "straight" philosophy of American art photography. His work, spanning five decades, put him at the center of American modernism, as he simultaneously embraced nature and the machine age.

*Edward Weston in Mexico*, is a collaborative effort involving the creative and technical work of the Center's Director, the Content, Standards, and Imaging Teams and the Biomedical Communications Department at the University of Arizona College of Medicine.



### Standards Team

This project team was formed to clarify standards surrounding collection data. The group's work provides a basis for creation of consistent, viable, and sustainable information to be used in the new collection information system and the Center website.

### Content Team

This project team is charged with selecting works from the Center's collections and prioritizing objects for digitization. The team is also responsible for creating interpretive intellectual content about collections for future thematic modules on the Center's website.

### Imaging Team

The charge for this team is to scan 60,000 photographs in preparation for the launch of the Center's redesigned website in 2009.

Digital masters of objects in the photograph collection and archives are captured in TIFF format for preservation purposes and calibrated to yield publication quality reproductions at a size of 50-80MB. Masters are repurposed into smaller access images in JPEG format for web display. As these images are systematically linked to their corresponding catalog records, incidental handling of original photographs is dramatically reduced.

### Technology Team

The University of Arizona Library Technology Support Team is working closely with the Center to develop an infrastructure to accommodate the Exposure Project and to implement the new collection information system.

**Center for Creative Photography, The University of Arizona Library**