

ARTstor Digital Library Contributor's Guide

*Promote your collections and impact teaching in the digital age
with our nonprofit global network of educational and scholarly users*

Christine Kuan

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About ARTstor Digital Library

ARTstor (www.artstor.org) is a nonprofit digital image library with a suite of software tools designed for teaching and research. We provide 1,300,000+ images in the arts, architecture, humanities, and sciences from hundreds of collections from outstanding museums, photographers, libraries, scholars, photo archives, artists, and artists' estates.

The Digital Library is available by license to nonprofit organizations and the fees sustain the ongoing development of collections and software tools.


Promoting your collections

- **Publicity** ARTstor publicizes major new collection launches on its public website (www.artstor.org) and through a number of channels, including: ARTstor News emails, ARTstor Blog (<http://artstor.wordpress.com/>), Facebook, Twitter, YouTube, etc.
- **Educational impact** Your collections in the Digital Library will directly impact teaching and research through our network of 1,350+ subscribing educational institutions and museums in 45 countries.
- **Usage statistics** Custom institutional reports provide statistics on the usage of your collection, tracking the number of unique views, prints, downloads, etc. Many institutions are combining ARTstor Digital Library usage statistics with their other online activity to demonstrate to their Boards their overall presence on the Web.
- **Licensing and rights info** Embedded links (URLs) and clearly labeled rights contact information drives traffic back to your website for additional information and licensing opportunities.
- **Artists Rights Society (ARS) agreement** Museums in the United States may release thumbnail images of copyrighted works of art from their collections on their websites without paying ARS licensing fees when those same images are shared within ARTstor.

Interesting in contributing collections?

Frequently Asked Questions

Image Specifications

- **Technical image specifications** We prefer TIFF files that are at least 3000 pixels on the long side for scans of 35mm slides, or 6000 pixels on the long side for scans of 4x5" transparencies, 8x10" transparencies, or direct digital capture. Because ARTstor's viewing environment enables users to zoom into details in an image, your collection will show at its best with the largest image file possible.
- **Multiple images or duplicates** Because ARTstor works with a variety of museums, photo archives, libraries, and other contributors, there are sometimes multiple images of the same work provided by various sources in the Digital Library. Many images in ARTstor are from collections or photo archives that provide historical information that is useful for research purposes. These images are grouped together into "clusters" so that the best quality image is first visible to the user. The clusters are indicated with an icon () and users have the option of expanding the cluster to view all the images and data provided by other contributors. ARTstor is working on an ongoing basis to cluster duplicates and details in the database.
- **What if we want ARTstor to remove duplicate images from the database?** Many images in ARTstor are from collections or photo archives that provide historic data that is useful for research purposes, and scholars often need these historical records for their work. Images from photo archives, such as the Foto Reali archive (National Gallery of Art), A.C. Cooper and Sansoni archives (Frick Art Reference Library), Zeri archive (Fondazione Federico Zeri), and Samuel H. Kress archives will be kept in ARTstor for such scholarly purposes. In general, ARTstor does not "delete" images because all of the images serve as a valuable historical record. Images may need to be deleted if there are legal issues requiring us to remove images from the Digital Library.

Metadata Specifications

- **What are ARTstor's metadata specifications?** We are able to include as much information as you wish to provide with your collection and expect that the metadata (cataloging information or descriptive information) be sent to us in a fielded electronic format (Excel, Filemaker, Access, XML, etc.).
- **How can we update our metadata after the collection has launched?** Contributors who participate in ARTstor may send updates and changes by clicking on the SUBMIT AN ERROR REPORT link, which appears in the data record of each image. Single record changes may also be requested by emailing ARTstor directly at userservices@artstor.org. Large-scale updates of hundreds of records are challenging and should be discussed with our Metadata team.

- **Does ARTstor normalize creator names?** Because of the diversity among ARTstor collections, the value of standard vocabularies or thesauri becomes particularly significant. ARTstor matches creator names (frequently contributed to ARTstor in non-standard forms) to the Getty Union List of Artist Names (ULAN). For example, a user searching ARTstor for works by Gerrit von Honthorst will be able to retrieve records containing variant forms of his name, such as Gherardo della Notte and Gherardo Fiammingo.
- **Does ARTstor normalize metadata?** ARTstor aggregates heterogeneous data from many contributors so each collection's data structure is typically tailored to a contributor's own needs. To facilitate access to records with such heterogeneous data, we add three access points from controlled lists and the Getty Thesaurus of Geographic Names: 1) geography (country/region), 2) classification (painting, sculpture, etc.), and 3) earliest and latest dates.

Intellectual Property

- **How does ARTstor display and protect high-resolution images?** ARTstor is a password-protected software environment in which all high-resolution images are encrypted as FPX (FlashPix Bitmap Image) files that cannot be downloaded or copied and pasted out of the Digital Library. Images are only downloadable and printable as low-resolution files (JPEGs, 72 dpi, 1024 pixels on the long side), which are large enough for PowerPoint and Keynote presentations, but too small for print publications or commercial merchandise (e.g., posters, mugs, etc.). In addition, the ARTstor Terms and Conditions of Use permit educational, nonprofit, noncommercial uses only.

ARTstor software is encrypted to prevent the downloading of high-resolution files, and the software makes a call back to the server each time the user clicks on the image in order to retrieve the low-resolution detail. So, in actuality, the high-resolution TIFF image is never available on the ARTstor site, and is never accessible to the end user. This custom-built software was built specifically to address the concerns of copyright holders who wanted to protect their digital assets, but still make possible the examination of details in digital images. To date, we have not had any problems with the security of our high-resolution image files. In addition, ARTstor is available by license to nonprofit educational institutions ONLY so this material is not be accessible to commercial or for-profit institutions.

- **How does ARTstor deal with issues of copyright and intellectual property?** ARTstor's general counsel performs legal review on each individual image to determine whether the image can be released according to intellectual property laws in the United States, Canada, France, or other countries. ARTstor's software allows us to control access to certain images depending on the

copyright laws in various jurisdictions. Some images may be released in the United States under fair use, as determined on a case-by-case basis.

- **Can ARTstor release images of modern and contemporary works?** Through various agreements with rights organizations, ARTstor is able to release works by artists affiliated with the Artists' Rights Society (ARS) and the Visual Artists and Galleries Association (VAGA), including ARS's ten sister organizations in European countries. Our agreement with ARS enables ARTstor to release works by contemporary and modern artists affiliated with: Bildkunst of Germany, Beeldrecht of the Netherlands, BONO of Norway, BUS of Sweden, Copydan of Denmark, DACS of the United Kingdom, Prolitteris of Switzerland, SIAE of Italy, VEGAP of Spain, and SABAM of Belgium. We can release these images worldwide, provided that the artists are represented by one of these societies. ARTstor's general counsel reviews each image to determine whether we are able to release specific images in specific jurisdictions.

Contribution Process

- **Is there a fee for contributing a collection to ARTstor?** There is no fee for making your collection available in ARTstor, and you do not need to subscribe to ARTstor in order to contribute collections. Collections are contributed on a non-exclusive basis, and the ARTstor Terms and Conditions of Use permit only educational, noncommercial uses of your collection through the Digital Library.
- **Can we withdraw our collection from ARTstor?** ARTstor is a teaching and research resource for thousands of curators, scholars, educators, and students around the world. We require that contributions be available to educational users on a perpetual basis so that the educational communities using ARTstor can rely on these collections semester after semester, exhibition after exhibition, and year after year.
- **What if we also want to share our images through Flickr and license our images through Art Resource?** Sharing a collection in ARTstor is non-exclusive, which means that you, as the copyright owner of the photographs, may freely distribute your images through any other online website, database, or commercial licensing company.
- **How do we get our images and data to ARTstor?** First, contact the ARTstor Collection Development team at collections@artstor.org and work out the details of sharing your collection. If the collection is accepted for inclusion, ARTstor will send you a contribution agreement for your review and signature. Lastly, our Production department will coordinate the delivery of the external hard drive(s) to you. Download your image files (TIFFs preferably, or JPEGs) and export your fielded electronic data onto the hard drive(s). Our Production department will also arrange for Federal Express shipping and insurance at no cost to you. (ARTstor

is also able to perform OAI Harvesting. For more information about harvesting, please contact the Collection Development team.)

- **Does ARTstor pay royalties or fees for images?** Our collections are community-built and community-contributed. We serve as the network, infrastructure, and repository for getting your institutional and scholar image collections out to the international educational community. As a nonprofit service, we cannot pay royalties or fees for image collections.
- **If we contribute, do we automatically get free access to ARTstor?** Contributors may have gratis access to the collection they have contributed. Upon request, ARTstor can also arrange one-time, 60 days of gratis access to the entire Digital Library after the initial launch of the collection. However, ARTstor encourages nonprofit organizations to license the complete ARTstor Digital Library for their entire organization to use. ARTstor is a nonprofit organization that does not sell advertisements or receive government funding so our licensing fees are critical to helping us sustain the ongoing operations of the Digital Library, including adding new collections, updating software tools, and migrating to new platforms and developing new infrastructure as technology evolves. For information about licensing fees, please contact participation@artstor.org.
- **How long will it take for our collection to launch in ARTstor?** We receive new collections regularly and add them to our production queue for image processing, metadata mapping and enhancement, legal review, and technical build to the site. Your collection will be added to the queue, and we will notify you as soon as the collection goes live (usually 6-12 months after we receive your contribution, depending on the size and complexity of your collection).
- **What will ARTstor do to promote our collection?** ARTstor publicizes each collection on its public website and through a number of channels, including: bi-monthly email announcements that reach more than 65,000 individuals; print newsletters; and various web presences (ARTstor Blog, Facebook, RSS feeds, YouTube, etc.).
- **Will ARTstor feature our collection on its public homepage?** Every collection is represented on the ARTstor public website with a customized description page and announced on the homepage at the time of the collection launch. Collections comprising a substantial number of high-quality images may be selected for further promotion on customized ARTstor homepage marquees (to the extent legally permissible; see Appendix A).

Ready to contribute a collection?

ARTstor reviews potential collections for: content (relevance to teaching and scholarship); image quality (file size, color accuracy, composition); metadata (electronic fielded metadata with adequate descriptive information preferred); technical challenges (whether difficult and expensive demands on our technical team are necessary in order to build and launch the collections); and rights issues (complicated permissions issues may prevent our ability to release the images). In order to consider your collection for inclusion in the Digital Library, there are a few general questions that we ask about every potential contribution. For your reference, we list those basic questions below. Please email us if you are interested in sharing a collection with ARTstor.

Christine Kuan
Chief Content Officer & VP for External Affairs
ARTstor
151 East 61st Street
New York, NY 10065
collections@artstor.org

Tell us about your collection

1. How many images would you wish to contribute in total? In general, we prefer to work with the entire digital collection at once, or large batches of images (usually several thousand at once, though we can also work with smaller batches).
2. What size and format are the digital image files? We prefer TIFFs at 3000 pixels on the long side or larger.
3. Is there electronic fielded cataloging data for the images and in what format? We can work with a number of formats, such as Excel, Access, Filemaker, XML, etc.
4. Do you own the rights to all the photographs?
5. Do you own the rights to the underlying works in the photographs? Are there any modern and contemporary works depicted in the photographs?
6. After you have spoken with our Collection Development team at collections@artstor.org, you may be asked to send us sample images and data on a CD/DVD. Please send sample images (at their largest size) and fielded electronic data records for review to our Production department.

Néstor Pérez-Molière
Manager of Production
ARTstor
120 Fifth Avenue, 5th Floor
New York, NY 10011
nestor.perez-molier@artstor.org

About Images for Academic Publishing (IAP)

Scholarly publishing has become increasingly difficult in the 21st century, and publishers are publishing ever fewer academic publications. At the same time, many museums, libraries, universities, artists, artists' estates, scholars, photographers, and others want their images to be published in scholarly publications, but are grappling with the administrative costs of delivering high-resolution images to hundreds of individuals.

The Images for Academic Publishing (IAP) program was initiated by The Metropolitan Museum of Art in 2007 to alleviate the burden of administering the delivery of high-resolution image files (TIFFs, 20 MB, 3000 pixels on the long side) for scholarly publications. This program is now open to any museum contributor to the Digital Library who also wishes to disseminate their images for scholarly publications through this free automated service.

The IAP program is a separate and entirely optional program for contributors (i.e. one may contribute to the ARTstor Digital Library and not participate in IAP), and it allows museums to preserve their commercial licensing programs while offloading the work of delivering images for scholarly publications to ARTstor.

The IAP program uses ARTstor software to deliver publication-quality images directly to users. There is no charge to users for using the IAP service. Users at participating ARTstor institutions may access IAP images through the Digital Library alongside the rest of ARTstor's collections. In addition, scholars who do not have access to ARTstor may email iap@artstor.org for a free login and password to access IAP images only.

There is no charge to museums and other contributors for including images in IAP. The contributing institution (or individual) can set its own print run limits and terms and conditions of use. There is no limit to the number of images that may be included in the IAP program. ARTstor will review each image to determine whether it may be released in IAP (i.e. we can only release in IAP images where the contributor owns the photographic rights and the underlying works are public domain or rights cleared).

ARTstor generates annual reports on both the usage of the collections in the ARTstor Digital Library, and detailed information on the IAP program. These reports will include the following information for each image downloaded through IAP: name, contact information, publication information, and download size of the image—¼ page, ½ page, or full page.

Images for Academic Publication (IAP) Image Specifications

Contributors to the ARTstor Digital Library who wish to also participate in the IAP program must provide digital images that meet IAP specifications. These files may be

different from the digital image files supplied by the contributor to the Digital Library since we do not include color bars in the Digital Library images wherever possible.

IAP Image Specifications:

File Type: TIFF

Minimum Resolution: 3,000 pixels on the long side, 300 dpi

File Format and Color Space: 8-bit TIFFs, Adobe RGB (1998) (16-bit tiffs will be converted to 8-bit)

Color Bars: To ensure the optimal color matching, ARTstor recommends – but does not require - including color bars used during the image capture process.

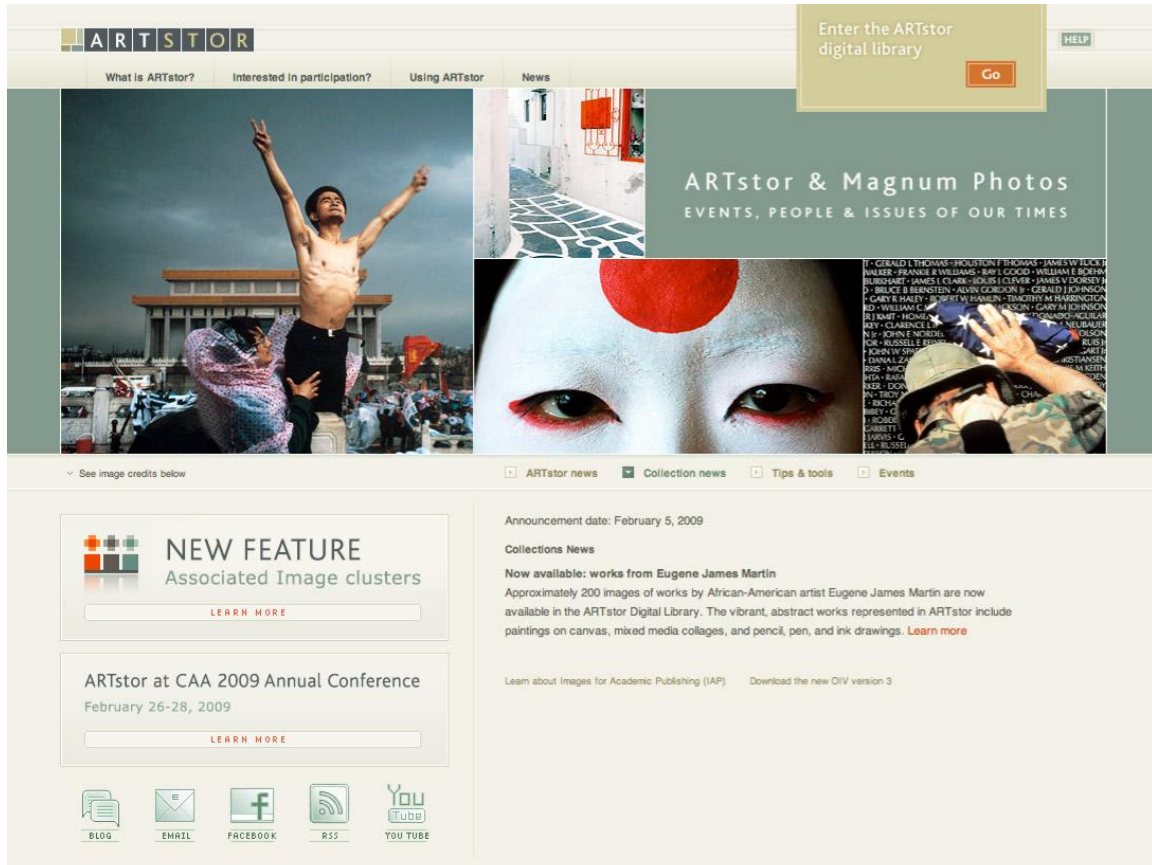
ARTstor will create derivative files for the IAP program with the following specifications:

- 1/4 Page [TIFF file: 1200x1500 pixels, 300 dpi, approx. 5MB]
- 1/2 Page [TIFF file: 1500x2100 pixels, 300 dpi, approx. 10MB]
- Full-Page [TIFF file: 2400x3000 pixels, 300 dpi, approx. 20MB]

For more information about the IAP program, collections@artstor.org.

Appendix A: Sample ARTstor Homepage Marquee

ARTstor promotes significant new collection launches on our homepage banners, ARTstor Blog, and through other channels. We have seen usage activity of featured collections go up when those collections are featured on our homepage and in other promotional outlets.



Our Organization: Mission & history | Trustees & staff | Careers & internships | Contact us
 Policies | Standards | Terms & Conditions of Use | Privacy Policy | © ARTstor Inc. All Rights Reserved.

Far Left

Stuart Franklin
 Student hunger strike, Tiananmen Square,
 Beijing, China, 1989
 © Stuart Franklin
 Magnum Photos

Top Center

Peter Marlow
 Greek island of Mykonos, 2002
 © Peter Marlow
 Magnum Photos

Bottom Center

Thomas Hoepker
 The sun of the Japanese flag painted on a girl's
 forehead, Tokyo, Japan, 1977
 © Thomas Hoepker
 Magnum Photos

Far Right

Peter Marlow
 Vietnam vet holds an American flag to the Vietnam
 Memorial, Washington, D.C., 1985
 © Peter Marlow
 Magnum Photos