



## ONTARIO ASSOCIATION OF ART GALLERIES

401 Richmond Street West, Suite 395, Toronto, ON M5V 3A8

Phone: (416) 598-0714 Fax: (416) 598-4128

Website: [www.aaag.org](http://www.aaag.org)

Charitable Business Number 10779 6690 RR0001

### **DIGITIZATION OF COLLECTIONS SCHEDULE**

**Date:** Wednesday, March 29, 2017

**Time:** 10:00 am – 4:00 pm

**Location:** Bata Shoe Museum, 327 Bloor St. West, Toronto, ON M5S 1W7

**Coordinator:** Jessica Lukas, Secretariat Assistant, [members@oaag.org](mailto:members@oaag.org)

**Digitizing your collections to connect to more audiences. Accessibility is key to audience engagement in the Digital Era.**

#### **Workshop Description**

The Digital Era has changed how culture and heritage is consumed. Visibility and access to collections are a key priority to museums and public art galleries. Digitization of collections increases both visibility and access. Small and medium sized public art galleries and museums in particular are interested in knowing how to move forward with the digitization of their collections.

This workshop will explore building and sustaining digital collections and making them accessible, as well as understanding the impact on the museum and gallery. The presenters will discuss and share their knowledge from their institutional perspectives providing practical solutions, knowledge, and skills.

#### **SCHEDULE:**

**9:30 am – 10:00 am**

Presenter Sign-In and Room Set-Up

**10:00 am – 10:30 am**

Workshop Sign-In and Coffee

**10:30 am – 10:40 am**

#### **Introduction**

**Zainub Verjee**, Executive Director; Ontario Association of Art Galleries

**10:45 am – 11:45 am**

#### **Planning a Digitization Project**

##### **Presenters:**

**Julie Bronson**, Collections Administrator, McMaster Museum of Art

**Matthew Hyland**, Director, Oakville Galleries

Julie Bronson & Matthew Hyland will be presenting on:

- An overview of the digitization project undertaken at the McMaster Museum of Art and Oakville Galleries.
- Information on collections management and web publishing software used to publish collections on the web.
  - This includes how to get online and develop a custom interface for best website integration.
- Samples of forms and letters used in the project for requesting reproduction rights from artists and estates.
- Discuss how they handled copyright issues.



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- Overview of ongoing digitization practices and policies at both institutions.
- The types of funding available for digitization projects.

### Questions & Discussion from audience

**12:00 pm – 1:00 pm**

### LUNCH BREAK

**1:00 pm – 1:50 pm**

### Connecting the Collection to Audiences

#### **Presenters:**

**Roxane Shaughnessy**, Curator, Collections and Access, Textile Museum of Canada

**Suzanne Petersen**, Collections Manager, Bata Shoe Museum

Roxane Shaughnessy & Suzanne Petersen will be presenting on:

- The benefit of online exhibitions and themed interactive web projects for user-directed exploration and collection discovery.
- Using a website to turn online audiences into active participants and increase engagement with museum objects.
  - Increasing the accessibility of viewing details of textile objects.
- Interacting technology and media in the galleries using it as a tool to immerse visitors.
- How to increase website traffic, attendance, and increasing the profile of the collection.

### Questions & Discussion from the audience

**2:00 pm – 2:30 pm**

### Break / Photography Lab Tour

Tour led by:

**Suzanne Petersen**, Collections Manager, Bata Shoe Museum

**2:30 pm – 3:30 pm**

### Image licensing & Copyright

#### **Presenter:**

**Christian Bédard**, Coordinator, Copyright Visual Arts Collective

Christian Bédard will be presenting on:

- Legal frame surrounding the practice of Visual Arts.
  - Protecting Artists – Status of the Artists Acts.
  - Protecting their creative production – The Copyright Act.
- Complementary aspects – establishment of minimum royalties for copyright and professional fees.



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- CARFAC-RAAV Minimum Copyright and Professional Fees Schedule.
- Online Calculator.
- Overview of the Copyright Act in relation with the Visual Arts:
  - Exhibition, Reproduction and Telecommunication Rights.
  - Moral Rights.
  - Exceptions.
  - Infractions (or infringements).
  - Public domain.
- Copyright aspects in the digitization of collections:
  - Digitization & Reproduction / Telecommunication Rights.
  - Online posting, archiving, and other types of digital uses in museums.
  - Online licensing.

**3:30 pm – 3:45 pm**

**Questions & Discussion**

**3:45 pm – 4:00 pm**

**Closing Remarks, Thanks, and Workshop Evaluations**