Collaborative Swiss Posters Project at Carnegie Mellon University

ARLIS/NA 2008
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**Needs**

- Access
- Safe handling and preservation

**Selection criteria**

- Small collection of about 300 posters
Collaboration Opportunities

The Team

Head of Arts & Special Collections
Special Collections/Design Librarian
Libraries’ chief programmer
Slide Librarian and photographer

Head of the School of Design
Senior Graphic & Interaction Design professor
Graduate students
Collaboration Contributions

From the Libraries
- physical and digital storage space
- staff + time for photography, cataloging, coding

From the School of Design
- collection and donor
- subject expertise
- website architecture and interface design
- gift funds for equipment
First plan
**Filemaker + Custom “look”**

- Filemaker for storage and delivery database
- Custom-designed, hand-coded interface

- Everything was OK in Filemaker 3, 4, 5, 6, 7, but blew up migrating to Filemaker 9 in 2007
  -- No time to maintain hand-coding
  – Filemaker 9 forces conflicting formats
Filemaker + Custom “look”
### Search

Results for **Hand Lettering**

<table>
<thead>
<tr>
<th>title</th>
<th>Andy Warhol</th>
</tr>
</thead>
<tbody>
<tr>
<td>client</td>
<td>Kamenhaus, Zürich</td>
</tr>
<tr>
<td>designer</td>
<td>Atelier Paul Brunelar, Künzli</td>
</tr>
<tr>
<td>printer</td>
<td>J. Wolfenberger AG, Zürich</td>
</tr>
<tr>
<td>date</td>
<td>1978</td>
</tr>
</tbody>
</table>

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Cataloging

Purpose of collection and site is to teach graphic design fundamentals such as grid, hierarchy, use of color

Decision
Cataloging should reflect this purpose not be elaborate let thumbnail-views carry intellectual weight
Each poster is tagged by:

Accession Number
Title
Translation
Date
Client
Designer
Photographer
Printer
“subject heading” for content
“subject heading” for major design element
Sample Record

Title: Botta/Cucchi
Client: Museo Cantonale d'Arte, Lugano
Advertising Agency: Bruno Monguzzi, Meride
Designer: Bruno Monguzzi
Illustrator: Clichés-Color SA, Bioggio
Photographer: Fratelli Roda SA, Taverne
Date: 1994
Subject 1: Exhibit
Subject 2: Type Dominant
Storage & Access

• Digital images stored on tapes as tiffs
  served on web as jpegs

• Paper posters kept in map case drawers
  in acid-free map folders

1970s and early 1980s are dry-mounted on foam-core
  easy to use and show
  need lots of storage space
1980s, 1990s and 2000s posters are floppy and fragile
Workflow & Maintenance

Design professor receives & delivers new posters

Librarian unpacks, flattens, inventories, accessions, catalogs posters in Filemaker; alerts Swiss donor

University photo-lab makes digital images as tiffs returns posters with a CD of tiffs

Assistants connect digital images to Filemaker

Server Manager maintains web-site
Use: Teaching & Display

Classrooms: Professors project web-images

Library: Classes visit to see subtle details in paper posters

Individual Access: By appointment

WWW: Images are low-res so that no one can commercially reproduce an image.
    No one ever gets access to tiffs

Student Union: 5 posters in plexiglas frames; 3x/year
What we need to do next

Re-confirm collaborations annually
Evaluate Filemaker, process, site annually
Establish server maintenance timetable
Dedicate budget line for photography
Devise collection development strategy for when current donors retire
Re-publicize collection
Thank You!

Ruedi Rüegg
Dan Boyarski
Henry Pisciotta
Richard Buchanan
Brent Frye
Angel Morris
Grad students