Transformers: the New Visual Resources Professional, Or the Hat Talk

Elisa Lanzi
Presented at the ARLIS/NA conference on
25 April 2010

Dr. Seuss National Memorial Sculpture Garden at the Springfield Museums, Massachusetts.
http://www.catinthehat.org/
The critical members of this team are experts in four major areas: information management, content, technology, and pedagogy. Or, they are quickly becoming experts. These roving bands of Image workers embark on collaborative voyages… [Lanzi]

2010 value added services
collections of distinctions
network the local
enhance discovery [Roy]
http://prezi.com/ausvlzv3xp3w/vra-2010-final/
Jason noted, wisely, “If not us, then who?”
Where are we going?
What are they teaching?
How do we talk about it?

i.e. current trends in information, technology and pedagogy and how they relate to the new visual resources professional
Where are we going?

Lead organizations, CLIR, EDUCAUSE

Horizon Report
Open content
Digital media literacy

Personal Archiving movement

Green’s VRA IP in the News
What are they teaching?

Professional schools institutes, seminars

Concepts in Cultural Heritage Informatics

Digital Curation Professional Institute

ARLIS/VRAF SEIPro Advanced
How do we talk about it?

data custodians digital archivists digital stewards, visual resources, media specialists, librarian, collection manager, information commons, digital curators, LAMS, visualization, imaging, etc.
Professional and related occupations

Computer and mathematical occupations
- Actuaries
- Computer network, systems, and database administrators
- Computer scientists
- Computer programmers
- Engineers
- Drafters and engineering technicians
- Life scientists
- Physical scientists
- Social scientists and related workers
- Science technicians
- Community and social services workers
- Legal
- Education, training, library, and museum workers
- Art and design
- Entertainers and performers, sports and related
- Media and communication-related
- Health diagnosing and treating
- Health technologists and technicians
- Other professional and related occupations
Archivists, curators, and museum technicians!

Job Outlook

Much faster than average employment growth is projected. Keen competition is expected for most jobs as archivists, curators, and museum technicians because qualified applicants generally outnumber job openings.

Education, training, library, and museum occupations
- Archivists, curators, and museum technicians
- Instructional coordinators
- Librarians
- Library technicians and library assistants
- Teacher assistants
- Teachers—adult literacy and remedial education
- Teachers—postsecondary
- Teachers—preschool, except special education
- Teachers—kindergarten, elementary, middle, and secondary
- Teachers—self-enrichment education
- Teachers—special education
- Teachers—vocational
“In the future, text-based information will be augmented by visual and aural media. Where libraries have often separated information by format, users will expect seamless integration. Images, films, audio, and perhaps records of other sensory experiences (the smell of madeleines, perhaps, or “the rough male kiss of blankets” will be stored and delivered to users alongside texts.” [Sarah Thomas]
digital object from birth to afterlife

digital curation, digital asset management, digital archives
digital humanities scholarship

content expertise
media know-how
editorial skills
design savvy
copyright knowledge
collaborative mind-set
Hello,
New VR Professional!
1. What does the term “visual resources” mean in 2009? Is it a help or a hindrance in moving forward?

2. What is valued most at your institution: subject expertise or technology know-how?

3. What are the most important strategic alliances for the new VR professional in academic institutions - faculty, library, information technology, other?

4. Should we strive to reinvent the VR profession or should we join forces with other relevant communities/professions in order to strengthen our position?

5. What degrees or training is required for the new VR professional?
Presentation text ©Elisa Lanzi
elandzi@smith.edu

The opinions expressed in this presentation do not necessarily represent the official opinions of my employer, Smith College.

Please note that the images in this PowerPoint presentation may be under copyright. This presentation was created for an educational lecture at the ARLIS/NA conference April 25, 2010.

http://creativecommons.org/licenses/by-nc-nd/3.0/