

Scan This to See a Cat: A Pilot for Digital Image Collections Outreach around Campus

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For many art information professionals, COVID-19 has impacted not just physical library operations but also opportunities for instruction and outreach to new and returning art and design students. This poster will look at both the programmatic and technical elements of a planned pilot to highlight the Libraries' digital art and design image resources to these students at specific locations on the UNC Greensboro campus through the use of memetic signage, QR codes, and custom JavaScript. With this pilot initiative, we hope that a simple entreaty to scan a sign in order to see a smile, a horse, a rainbow (and so on) will lead to an increase in overall usage of our image collections, while also raising art and design student awareness about library resources and services (including their liaison librarian). The poster will include a sign prototype as well as share sample code that can be adapted by other art librarians in their own work.

SCAN THIS TO SEE A CAT

A Pilot for Digital Image Collections Outreach around Campus

MAGGIE MURPHY & BROWN BIGGERS

HAVE YOU SEEN
THIS CAT?



(Scan this with your phone's camera)

Now you have! The **Artstor Digital Library** has 2.5 million images for you to look at and think about. Get started at library.artstor.org. Questions? Email your Visual Art Librarian, Maggie Murphy: mmurphy@uncg.edu

(P.S. Scan again to see a different cat!)



```
<html>
<head>
<title>Have a cat</title>
</head>
<body>
<script>
var redirect = [
"https://library.artstor.org/#/asset/SS7731421_7731421_11520709",
"https://library.artstor.org/public/28150470",
"https://library.artstor.org/public/25058030",
"https://library.artstor.org/public/25057833",
"https://library.artstor.org/public/SS7730635_7730635_10936242",
"https://library.artstor.org/public/SS35559_35559_25808101",
"https://library.artstor.org/public/SS7730635_7730635_10521136",
"https://library.artstor.org/public/26754645",
"https://library.artstor.org/#/asset/SS7731421_7731421_11458122",
"https://library.artstor.org/public/25150230",
"https://library.artstor.org/public/28149446",
"https://library.artstor.org/public/HUCB_SHARE_109913110846",
"https://library.artstor.org/public/26755569",
"https://library.artstor.org/public/SS37346_37346_38859361",
"https://library.artstor.org/#/asset/SS7731421_7731421_11751355",
"https://library.artstor.org/public/25057731",
"https://library.artstor.org/public/28149284",
"https://library.artstor.org/public/SS7730635_7730635_10521500",
"https://library.artstor.org/#/asset/27279847",
"https://library.artstor.org/#/asset/SS7731421_7731421_11559182",
"https://library.artstor.org/#/asset/SS7731421_7731421_11269249",
"https://library.artstor.org/public/SS37320_37320_37142620",
"https://library.artstor.org/public/SS33621_33621_1654406",
"https://library.artstor.org/public/SS7730635_7730635_10361470",
"https://library.artstor.org/#/asset/26409858"
];
window.location.href = redirect[Math.floor(Math.random() * 25)];
</script>
</body>
</html>
```



I SCAN HAZ CAT?

- We want to remind new and returning visual art students about subscription and open-access image resources as they return to campus in fall 2021, since these can be generative sources of inspiration
- This simple outreach project uses a **memetic format** that asks students to scan a QR code
- The QR code opens a simple HTML page with a script that redirects to a random URL from a provided list of image record permalinks (see above right for sample code)
- Thus, by scanning the code, a student will be shown an image from the digital collection being highlighted
- While the goal is to highlight our subscription-access to Artstor Digital Library in the demo sign above, we are using images from **Artstor's public collections** so that no institutional authentication is required before the image record opens (which would ruin the effect)

ORIGINS & NEXT STEPS

- The idea for a QR code with a redirect script emerged from our 2019-2020 **Uplifting Memes project**, which was curtailed by Covid-19
- We plan to test out different versions of the signs to highlight other image collections using common motifs like horses, rainbows, or smiles in place of cats (for ideas of open-access image collections students can use, see NTU's **Open Image Collections** directory)
- The pilot could theoretically be assessed using traffic tracking analytics for either the QR code or the web page that hosts the redirect script to see how many times a sign is scanned...
- However, we will likely rely on qualitative feedback from students and faculty on whether they find this type of outreach useful

THANKS FOR
CHECKING OUT
OUR POSTER!

