

MOVING IMAGE ARCHIVING & PRESERVATION PROGRAM
Video Preservation II, CINE-GT 3404

Spring 2017

Mondays @ 6-9 PM

665 Broadway, Room 643

Instructor: Jonah Volk

Email: jcv242@nyu.edu -or- jonah.volk@gmail.com

Phone: 718-473-6457

Email is the best way to contact me. I don't have official office hours; please email me to set up a meeting.

GOALS: This is the second MIAP course devoted to Video Preservation. While Video Preservation I focuses on teaching students hands-on video reformatting skills, Video Preservation II is designed to give students experience with outsourced video preservation projects. During this class, students will participate in such a project, including communicating with multiple vendors, writing a Statement of Work and Request for Proposals, and performing quality control on the project deliverables. The course will also strengthen students' decision making, project management, and workflow development skills, which are key to the execution of a successful outsourced preservation project.

EXPECTATIONS: Attendance and participation are the most critical part of the course. As lessons will build on each other, as well as inform the various deliverables throughout the semester, each student's presence and engagement is critical to the completion of the course. In the case of illness or other unexpected absences, please notify the instructor. Unexcused absences will negatively impact your final grade.

The vendor project includes a series of tasks and written assignments to be completed over the course of the semester, which are detailed later in the syllabus. Aside from the final project summary report, all project work is to be done collaboratively by a group of students, and a single grade will be assigned to all students in the group. Grades for the course will be based on a combination of class participation (40%) and assignments (60%). See below for a detailed discussion of the vendor project.

For the collaborative writing assignments that are part of the vendor project, each group should set up a Google Drive folder that is shared with all group members and the instructor. In addition, once written assignments have been finalized, a PDF version should be sent to the instructor before the time mentioned in the syllabus.

Many parts of the vendor project require students to communicate directly with vendors or clients. As these communications are part of the coursework, please copy the instructor on all such emails.

When students submit digital files of their work, the file names should conform to MIAP's standard format, with f used to indicate fall semester and s used to indicate spring semester: YYsemester_course number_author's last name_assignment number.file extension. Here is an example of a student with the surname Smith, submitting the first assignment in the fall 2016 course CINE-GT 1800:

16f_1800_Smith_a1.pdf

For multiple authors, the two initials of each author will be used, separated from each other by underscores. An underscore and the assignment number will follow this. Assignment numbers are determined by the order in which the assignments are given. They begin with an "a," followed by a number between one and ten. For assignments with multiple files, a letter can be added after the number. Thus, one could have "a1b," meaning that this is the second of multiple files from one student for one particular assignment.

As the goal of MIAP is to be useful to the archival field, the default status of student works will be public. Students, in consultation with the course professor, can make a case for why their paper should be restricted. Proprietary information, confidential information or copyright issues may lead to this decision, not a general unwillingness to make work public. In this case the student would add a "_x" to the end of the file name indicating the file's restricted status: 16f_1800_Smith_a1_x.pdf. Otherwise, permission shall be implicitly granted for the student's work to be posted on the MIAP website.

IMPORTANT POLICIES

Tisch Policy on Academic Integrity

The core of the educational experience at the Tisch School of the Arts is the creation of original work by students for the critical review of faculty members. Any attempt to evade that essential transaction through plagiarism or cheating is educationally self-defeating and a grave violation of Tisch's community standards. Plagiarism is presenting someone else's original work as if it were your own; cheating is an attempt to deceive a faculty member into believing that your mastery of a subject or discipline is greater than it really is. Penalties for violations of Tisch's Academic Integrity Policy may range from being required to redo an assignment to dismissal from the School. For more information on the policy--including academic integrity resources, investigation procedures, and penalties--please refer to the Policies and Procedures Handbook on the website of the Tisch Office of Student Affairs.

Non-Discrimination and Anti-Harassment Policy

NYU is committed to equal treatment and opportunity for its students and to maintaining an environment that is free of bias, prejudice, discrimination, and harassment. Prohibited discrimination includes adverse treatment of any student based on race, gender and/or gender identity or expression, color, religion, age, national origin, ethnicity, disability, veteran or military status, sexual orientation, marital status, or citizenship status, rather than on the basis of his/her

individual merit. Prohibited harassment is unwelcome verbal or physical conduct based on race, gender and/or gender identity or expression, color, religion, age, national origin, ethnicity, disability, veteran or military status, sexual orientation, marital status, or citizenship status. Prohibited discrimination and harassment undermine the character and purpose of NYU and may violate the law. They will not be tolerated. NYU strongly encourages members of the University Community who have been victims of prohibited discrimination or prohibited harassment to report the conduct. MIAP students may make such reports to MIAP Associate Director, Scott Statland, or directly to Marc Wais, Senior Vice President for Student Affairs.

Sexual Misconduct, Relationship Violence, and Stalking Policy

NYU seeks to maintain a safe learning, living, and working environment. To that end, sexual misconduct, including sexual or gender-based harassment, sexual assault, and sexual exploitation, are prohibited. Relationship violence, stalking, and retaliation against an individual for making a good faith report of sexual misconduct are also prohibited. These prohibited forms of conduct are emotionally and physically traumatic and a violation of one's rights. They are unlawful, undermine the character and purpose of NYU, and will not be tolerated. A student or employee determined by NYU to have committed an act of prohibited conduct is subject to disciplinary action, up to and including separation from NYU. Students should refer to the online Sexual Misconduct, Relationship Violence, and Stalking Resource Guide for Students for detailed information about on-campus and community support services, resources, and reporting procedures.

VENDOR PROJECT

The vendor project is a semester-long, collaborative assignment designed to give MIAP students the full experience of working with a preservation vendor to reformat archival video materials. The project includes a series of activities and written assignments to be completed over the course of the semester. The class will be split into two groups, each of which will conduct a separate preservation project; all assignments are designed to be completed collaboratively and all group members will receive a single grade for project work.

Project Roles: One student in each group will take on each of the following project roles. Each assignment listed below has a designated lead role, as indicated by the abbreviations below. The student filling that role is not solely responsible for completing that assignment; rather, they are responsible for coordinating the activities related to that role and delegating work as appropriate. If at any point you feel that work is not being distributed evenly within your group, please contact the instructor.

- **Vendor relations (VR):** This student is responsible for communicating with vendors during the RFP process and after a vendor is selected to work with. They should also coordinate the questions to ask vendors during the in-class conversations.

- **Client relations (CR):** This student is responsible for communicating with the representatives of the client organizations that are providing videos to the class to be preserved. They should contact the client to discuss the project specifications and to arrange a time to pick up the videos. At the end of the project, they are responsible for delivering the files to the client and coordinating the writing of the final project report.
- **Logistics (LOG):** This student is responsible for coordinating the packing and shipping of the videos to the vendor. They are also responsible for coordinating the writing of the vendor selection justification document.
- **RFP creation (RFP):** This student is responsible for the creation of the RFP to be sent to vendors. They should delegate the writing of sections of the RFP among the students in their group and synthesize the work into a complete document.
- **Quality control (QC):** This student is responsible for coordinating the quality control work for the files delivered from the vendor, including coordinating the written quality control plan.

Class 1: January 23

Readings:

- AMIA Supplier Directory. Retrieved at <http://www.amianet.org/sites/all/files/Supplier%20Diretory%20-Final %202016.04.pdf>
- ARSC Audio Preservation & Restoration Directory. Retrieved at <http://www.arsc-audio.org/pdf/directory.pdf>.
- Lacinak, Chris. "Guide to Developing a Request for Proposal for the Digitization of Video (and More)". 2013. Accessed 1/16/2017 at http://www.avpreserve.com/wp-content/uploads/2013/10/AVPS_Digitization_RFP_Guide.pdf.
- De Stefano, Paula et al. "Digitizing Video for Long-Term Preservation: An RFP Guide and Template". 2013. Accessed 1/16/2017 at http://guides.nyu.edu/ld.php?content_id=24817650.
- Lewis, Alan F. "Contracting for Reformatting Services". 2007. Accessed 1/16/2017 at http://www.nyu.edu/tisch/preservation/program/modules/Lewis_VendorRelations.pdf.
- Blood, George. "Contracting for Reformatting Services: A Step-by-Step Process." Accessed 1/20/2016 at http://www.ccaha.org/uploads/media_items/contracting-for-reformatting-services.original.pdf.

Topics & Activities:

- Review/discuss syllabus, class goals, and assignments
- When to outsource
- Finding/selecting/contacting vendors
- RFP/SOW creation
- Discussion of client organizations

- Form groups, assign roles

ASSIGNMENT: Before the next class (Feb. 6), contact your client representative to discuss the project. You should find out about the video materials to be preserved, as well as requested deliverables for the RFP (file specs, file arrangement, metadata, etc.) Be prepared to discuss your findings with the instructor and the other group in class on Feb. 6. **[CR]**

Class 2: February 6

Possible visit to La MaMa (6-7 PM) - To be confirmed

Readings:

- Various sample RFPs and responses (to be handed out at previous class)
- New York Public Library. "Specifications for Audio and Moving Image Digitization". Accessed 1/22/2017 at <https://confluence.nypl.org/display/DIG/Specifications+for+Audio+and+Moving+Image+Digitization>.
- NYPL Media Digitization Metadata Github: <https://github.com/NYPL/ami-metadata>

Topics:

- Discussion of client meetings
- Continued discussion of RFP creation
- Different types of projects/vendors/RFPs
- Group work to begin creating RFP

ASSIGNMENT: Work on draft version of project RFP in Google Drive. Submit draft link to instructor and classmates by 6PM on Sunday, Feb.12. Come to class on Feb. 13 prepared to discuss both groups' RFP drafts. **[RFP]**

Class 3: February 13

Topics & Activities:

- Discuss draft RFPs
- Project management & decision making
- Group work to finalize RFP

ASSIGNMENT: Submit RFP to vendors by 6PM on Friday, Feb. 17. The RFP should include a Statement of Work (SOW) which describes the materials to be preserved, the required

deliverables, and other project specifications, as well as response questions for the vendors to answer, and a project timeline. **[RFP/VR]**

Class 4: February 27

Readings:

- Background materials on vendors (TBD)

Topics & Activities:

- Conversations with two vendor representatives
- Packing & shipping

ASSIGNMENT: Receive vendor proposals by Friday, March 3 and distribute to instructor and classmates from both groups. **[VR]**

Class 5: March 6

Readings:

- Background materials on vendors (TBD)

Topics & Activities:

- Conversations with two vendor representatives
- Group discussion to select a vendor

ASSIGNMENT 1: Pack videos and ship to vendor by Friday, March 10. **[LOG]**

ASSIGNMENT 2: Submit Vendor Selection Justification to instructor before class meets on March 20. This should be a 1-2 page document describing why the decision was made to select a particular vendor for the project. These documents will not be shared with the vendors. **[LOG]**

Class 6: March 20

Guest speaker: Ashley Blewer, Applications Developer, New York Public Library

Readings:

Lacinak, Chris. "Evaluating the Digital Surrogate". 2007. Accessed 1/22/2017 at <https://www.avpreserve.com/papers-and-presentations/national-archives-nara-21st-annual-preservation-conference/>.

Turkus, Ben. "Drop Video File(s) Here: The Emergence of Free Video Quality Control Tools for Video Preservation". Accessed 1/22/2017 at https://www.bavc.org/sites/default/files/resource/QCTools_WhitePaper2.pdf.

AV Artifact Atlas: http://avaa.bavc.org/artifactatlas/index.php/AV_Artifact_Atlas

MediaConch: <https://mediaarea.net/MediaConch/>

QCTools Github: <https://github.com/bavc/qctools>

AMIA Open Source - Open Workflows Github:
<https://github.com/amiaopensource/open-workflows>

Topics & Activities:

- QCTools & MediaConch
- BagIt tools (LOC Bagger, Python implementation, Exactly)
- Quality control workflows

Class 7: March 27

Topics & Activities:

- Sample QC workshop
- Group work to begin creating QC plan

ASSIGNMENT 1: Receive files from vendor by Friday, March 31. **[LOG]**

ASSIGNMENT 2: Submit QC plan by 6PM on Sunday, April 2. **[QC]**

Class 8: April 3

Topics & Activities:

- In-class QC work - implement QC plan on files received from vendors
- Identify any problems to be communicated to vendor

ASSIGNMENT: Submit Final Project Report to instructor by noon on Sunday, April 16. This should be a 3-5 page document detailing the vendor preservation project, including the workflows used for preservation and QC. This report is intended as a summary of the work for the client organizations. Each group should come to class prepared to present their findings to the instructor, the other group, and (time permitting) representatives of the client organizations.

Class 9: April 17

Topics & Activities:

- In-class presentations of final reports
- Wrap up