

## **Metadata Guidelines for the UCLA AIDS Poster Collection**

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### **Introduction**

The *VRA Core Categories* version 4.0 was the metadata standard used to describe and analyze the first part of the AIDS Poster Collection in 2006.

The VRA standard calls for two records to be created for each poster: a *work* record describing the physical characteristics and subject of each poster, and an *image* record describing the physical aspects of the digital image of each poster. In practice, all of the descriptive metadata created related to the work record. As the data was migrated to the new Digital Library Collection System (DLCS), the descriptive data and the image comprise one record. If necessary, the metadata for this collection can be output in a VRA format. The DLP and the DL programming team plan to work on providing this feature in the near future.

The Cataloging & Metadata Center is responsible for the descriptive metadata for each poster and the Digital Library Program is responsible for the technical metadata.

It is important to note that all elements of the VRA Core 4.0 set are repeatable and optional. However, not all VRA Core elements have been used in this project. In DLCS, though, the element "Title" is not repeatable.

The *Metadata Data Elements & Procedures* table below should be used as a general guide and procedure for inputting data into DLCS for the AIDS Posters collection. The fields below are in the order as they appear in the DLCS.

### **AIDS Poster Collection in DLCS (Login Procedures)**

UCLA Digital Library Program

*URL:* <http://dlcs.library.ucla.edu/>

*Username:* [your full email address]

*Password:* [if you have forgotten your password, Claudia or John can reset it]

*After gaining access, then*

*Choose:* AIDS Poster Collection [and click Submit button]

DLCS accounts for most Cataloging and Metadata Center staff are in the category of "Data Entry." A data entry account has the ability to create and delete descriptive metadata and to

create, edit and delete control values. If there are any problems with your account, please contact Claudia Horning and/or John Riemer (if Claudia is not available).

Note: Please use only the Internet Explorer browser for DLCS. Others like Firefox have not been tested, and you will encounter known problems with displaying search results.

## Metadata: Data Elements & Procedures

Data Element	Notes & Examples
<p><b>Title</b></p>	<p>Title is not repeatable. Use Alternate Title for variants. Overwrite the provisional Title initially assigned to the poster, e.g., "US057"</p> <p><b>Transcribing Titles:</b>            Prefer using selected text on the poster for the Title</p> <ul style="list-style-type: none"> <li>➤ Select words found on poster as a formal title (if no wording is suitable for such a title, devise a title as instructed below.)</li> </ul> <p><i>Beware of "campaign slogans" and text presented as part of a "story" or "situation."</i></p> <ul style="list-style-type: none"> <li>➤ Transcribe titles with the punctuation found on poster (do not add ISBD punctuation)</li> <li>➤ Omit initial articles</li> <li>➤ Currently DLCS does not support qualifiers for Title. Add following the transcribed Title: [inscribed]</li> </ul> <p><b>Devising Titles:</b>            When there is no text on the poster, or when the text is not suitable for <b>Title</b>, devise a title:</p> <ul style="list-style-type: none"> <li>➤ Devise a brief descriptive title including identification of subjects depicted (i.e., objects, events, activities). Capture both aspects of subject in devised titles, i.e. "of" and "about."</li> <li>➤ Add following the devised Title: [descriptive]</li> </ul>
<p><b>Alternate Title</b></p>	<ul style="list-style-type: none"> <li>➤ If the Title (<i>inscribed</i>) is not in English, supply a translation of Title as <b>Alternate Title.translated</b>. (No need to enclose translated titles in brackets. If a poster provides the title in multiple languages, add each one not selected as Title as an <b>Alternate Title.inscribed</b>, not <i>translated</i>.)</li> <li>➤ Qualify <i>transliterated</i> titles as <i>other</i>.</li> <li>➤ Omit initial articles</li> </ul>

	<p>Some posters are issued as a group, and carry the same “series-like” phrase/title. These are usually the slogan for a campaign:</p> <p><b>I care... Do you?</b>  <b>A mí me importa... Y a ti?</b>  <b>America responds to AIDS</b>  <b>America risponde al SIDA</b>  <b>Protégez-Vous!</b>  <b>Stop AIDS</b></p> <p>➤ <b>Also use the “Description” field to indicate poster is part of campaign:</b></p> <p><b>Part of “America responds to AIDS” campaign.</b></p> <p><b>Part of “Stop AIDS” campaign.</b></p>
<b>Alternate Identifier</b>	<p>The initial (placeholder) Title has been replicated in the <b>Alternate Identifier</b> field, with the qualifier “.local”. It consists of two or three letters representing the place of origin followed by a sequential number for that place, e.g. <b>Alternate Identifier.local: US057.</b></p>
<b>[Identifier]</b>	<p>Input/edit capability for the URL is not available in DLCS. The distinctive, final part of the URL is assigned internally and displayed at the top of the record. (The full URL is an ARK, or Archival Resource Key)</p>
<b>Subject</b>	<p>Subject is a controlled element in the AIDS posters collection. This means that all values for this element must be selected from the drop down menu on the data entry screen for an item. If the value you want to assign is not available in the drop down, you will need to add the value to the project using the “Control Values” link on the top navbar. See <b>Controlled Fields in DLCS</b> (under Digital Library Project Guidelines, General Documentation).</p> <p>Perform subject analysis of the poster contents to determine the most appropriate headings and terms. Choose a qualifier from the dropdown menu:</p> <ul style="list-style-type: none"> <li>➤ <b>conceptTopic</b> (about)</li> <li>➤ <b>descriptiveTopic</b> (of)</li> </ul> <p>1. Use TGM to index what is depicted in the poster,</p>

	<p>covering both “ofness” and non-AIDS-/HIV-related “aboutness”</p> <p><b>TGM</b>  <a href="http://www.loc.gov/rr/print/tgm1/">http://www.loc.gov/rr/print/tgm1/</a></p> <p>If no term is available in TGM, create a subject and code the Source as “local.”</p> <p>2. Use LCSH &amp; MeSH to index the overall AIDS-/HIV-/disease-related subject of the poster (i.e. its purpose, for example AIDS prevention, AIDS discrimination, HIV testing, etc.).</p> <p><b>LCSH</b>  <a href="http://authorities.loc.gov/">http://authorities.loc.gov/</a></p> <p><b>MeSH</b>  <a href="http://www.nlm.nih.gov/mesh/MBrowser.html">http://www.nlm.nih.gov/mesh/MBrowser.html</a></p> <p><b>Note:</b> MARC subfields may now be used in DLCS. If you are adding a new LCSH or MeSH subject heading, use the appropriate subfield (e.g. \$x, \$v, \$z, etc.) rather than double hyphens. Be sure to use a dollar sign (\$) rather than a “dagger.”</p>
<p><b>Personal or Corporate Name (formerly known as <i>Agent</i>)</b></p>	<p>This element is both qualified and controlled.</p> <p>Each instance of this field will consist of two parts. One is the name (the value) of the person/body associated with the work; the other is the relator term (the qualifier) that describes the role the person/body played in the creation, design, production, etc. of the work. Both operate using pull-down menus.</p> <ul style="list-style-type: none"> <li>➤ Use the LC Authority File to check the form of personal and corporate name headings.</li> <li>➤ Construct the Name according to AACR2R when no authorized form exists.</li> <li>➤ Use the same subfield codes and delimiters that would be used in MARC 21 data. (However, substitute a dollar sign for the “dagger.”)</li> </ul> <p>If the name you need to enter is not available on the data entry screen in the drop down for name, you will need to add the control value and enable it for the AIDS Posters collection. See <b>Controlled Fields in DLCS</b> (under Digital Library Project Guidelines, General Documentation).</p>

	<p>To record the role for a Name, use the box at the left. Pull down the list under “Please select qualifier ...”</p> <ul style="list-style-type: none"> <li>➤ The authorized list of roles is the “MARC Code List: Part I: Relator Codes.” This list includes helpful definitions and can be found at <a href="http://www.loc.gov/marc/relators/relators.html">http://www.loc.gov/marc/relators/relators.html</a></li> <li>➤ For terms needed that are not in the DLCS pull-down list, they need be added by DLP programmers, via a request to Claudia or John.</li> </ul> <p>For each poster the name of the poster repository has been pre-populated:</p> <p style="padding-left: 40px;"><b>Name....repository:</b> Louise M. Darling Biomedical Library. History &amp; Special Collections</p> <p>Do not delete</p> <p>Select from the list of roles terms such as the following when the information is available on the poster: artist, conceper, creator, designer, photographer, publisher, sponsor.</p>
<p><b>Description</b></p>	<p>Use <b>Description.note:</b> to provide a description of the poster and to record contents, both “ofness” and the “aboutness” of the poster—especially when these might not be fully addressed through the use of controlled vocabularies (TGM, LCSH). Some guiding questions: <i>What is (are) the image(s) of? What does it (do they) suggest?</i></p> <p>The record for each poster will contain a Description field indicating the physical location of the original object within the special collections at the Biomedical Library. (Staff at that library will create this metadata for the project.)</p> <p style="padding-left: 40px;"><b>Description.note:</b> Poster held by Louise M. Darling Biomedical Library. History &amp; Special Collections, Collection no. 306, item GW039.</p> <p>Use <b>Description.inscription:</b> as appropriate, to record text extracted from the poster; translation of text; and other inscriptions found on item (marks, caption, etc.). Precede notes with labels suggested here, as appropriate:</p>

	<ul style="list-style-type: none"> <li>➤ <b>Additional poster text:</b></li> <li>➤ <b>Translated poster text:</b></li> <li>➤ <b>Translated additional poster text:</b></li> </ul> <p>The <b>Additional poster text</b> label should be used if some part of the text was extracted as a Title or Alternate title.</p> <p><b>Description.inscription</b> will contain the wording found on poster. Data on posters containing non-Romanized characters should be transliterated as well as transcribed.</p> <p>Use judgment in deciding how much poster text to transcribe (and to translate), especially for posters which are mainly textual.</p>
<b>Publisher</b>	<p>This field is used only to record the place of origin for the poster. The publisher itself should be recorded in <b>Name.publisher</b>.</p> <p><b>Publisher.placeOfOrigin:</b> Atlanta (Ga.)</p> <p>The value you enter here should be according to AACR2, as opposed to the value for <b>CountryOfOrigin</b>, which should supply the name of the country of origin.</p>
<b>Date</b>	<p>Provide the publication or copyright date in this field.</p> <p><b>Date.publication:</b> 1998</p> <p><b>Date.publication:</b> c2002</p> <p>If the date is not present on the poster and consequently is taken from other sources or inferred, supply the date or date range in brackets.</p> <p><b>Date.publication:</b> [2002?]</p> <p>Record the date of publication (or the range of possible dates). For the latter, staff at the Biomedical Library will sometimes have information that will help limit the range.</p> <p><b>Description.note:</b> Date on back of poster, 2004, reflects when the vendor received the copy later acquired by the UCLA Library.</p>

	<p><b>Date.publication:</b> [between 1987 and 2009]</p> <p>In addition to <b>Date.publication</b> also provide the date information in the form of a normalized date.  <b>Date.normalized</b> is based on the ISO 8601 standard, which provides dates in the format YYYY-MM-DD. The advantage of the latter is that dates in normalized format are more readily manipulated by machines for searching and limiting.</p> <p><b>Date.creation:</b> 1987.  <b>Date.normalized:</b> 1987</p> <p><b>Date.creation:</b> [1995?]  <b>Date.normalized:</b> 1995</p> <p><b>Date.creation:</b> [between 2001-2004]  <b>Date.normalized:</b> 2001/2004</p> <p><b>Date.creation:</b> [between July and December, 1999]  <b>Date.normalized:</b> 1999-07/1999-12</p> <p><b>Date.creation:</b> Nov. 5, 2002  <b>Date.normalized:</b> 2002-11-05</p>
<b>Type</b>	<p>The data entry screen will be pre-populated with these two fields. Nothing additional is needed.</p> <p><b>Type.genre:</b> posters [from AAT, for original object]</p> <p><b>Type.typeOfResource:</b> still images [from MODS, for digital object]</p>
<b>Format</b>	<p><b>Format.dimensions</b> is used to record the size of the original poster in both metric and U.S. units. The latter is captured during the digitization process.</p> <p>Use the conversion table below to supply the metric units. It is based on <a href="http://www.sciencemadesimple.net/length.php">http://www.sciencemadesimple.net/length.php</a></p> <p><b>Format.dimensions:</b> 28 x 36 cm. (11 x 14 in.)</p> <p>(If the measurements in centimeters are not available at the time of metadata creation, assumed that the information will be provided later by staff in the Biomedical Library and</p>

	that DLP students will provide the conversion to inches.)
<b>Language</b>	<p>Provide the language of the poster text in the form of the 3-character abbreviation. Use the MARC Code List for Languages at <a href="http://www.loc.gov/marc/languages/langhome.html">http://www.loc.gov/marc/languages/langhome.html</a></p> <p><b>Language:</b> dut</p> <p>This element is repeatable; use as many times as necessary to index the languages of the poster.</p> <p>If there is no linguistic content on a poster, use code zxx.</p>
<b>Relation</b>	<p>This element is used rarely, to indicate a relationship between one poster and another (or others), or to express some other kind of relationship.</p> <p>A typical example would be a poster that is an exact translation of another poster. In that case, transcribe the title of the other poster with its language in parentheses.</p> <p><b>Relation.hasVersion:</b> Who will make war against AIDS? (English)</p> <p>For other kinds of relationships, please consult with your supervisor or Claudia to make sure that using this field is appropriate.</p>
<b>CountryOfOrigin (formerly known as Coverage.geographic)</b>	<p>For this project, <b>CountryOfOrigin.geographic</b> is used to provide the ability to browse by the country of origin for the poster. (As an exception, posters produced by the United Nations will list that corporate body as the “Country of Origin.”)</p> <p><b>CountryOfOrigin:</b> Canada</p>
<b>Rights</b>	<b>Rights</b> metadata will be provided by staff in Digital Collection Services.

## Statistics

Currently there is no easy automated means of tracking statistics of completed posters. Please keep track of the number of posters you have cataloged, and the time you’ve spent, and report those to Claudia and to your supervisor/reviewer on a monthly basis.

## Entry of Diacritics and Special Characters

Choose one of the following methods:

- 1) Copy and paste characters from the Unicode Tool
- 2) Copy and paste text from Connexion or the LC authority file at <http://authorities.loc.gov>

## Reference Sources

A good data source for supplied titles, descriptions, translations of text, ideas for subject analysis, etc. for some posters is the Core Initiative site, at: <http://www.coreinitiative.org/Resources/Materials/index.php>

## Titles: Some Additional Observations

“In poster cataloging, ... the title is often composed and printed in a variety of type faces and sizes; the important elements intended to catch the viewer's eye from a distance, with the full title only becoming clear as one approaches the poster for closer scrutiny.” (LC Prints & Photographs Division)

Some additional characteristics of titles on graphic materials: Title elements may be scattered over the item; arranged decoratively; composed of images and words; presented in multiple languages. Some titles may be long; others abbreviated; and there may be separate titles for discrete images on item. Or, titles may be insufficiently descriptive. Or, there may be no titles.

(Adapted from *Graphic Materials: Rules for Describing Original Materials and Historical Collections*).

Cataloger must decide whether printed text (if any) constitutes a title. Follow the approach below:

- Consider candidate wording for title based on **prominence** and **uniqueness**.

Note, however, that **prominent** wording on posters does not always qualify as Title, as illustrated by posters where the prominent wording form part of the text (i.e., beginning of narrative of “story” presented, as illustrated by poster below)



**Derek lost his entire family to AIDS.  
One year later,  
they are still not talking to him.**

That's why he called us.  
We always listen. We never judge...

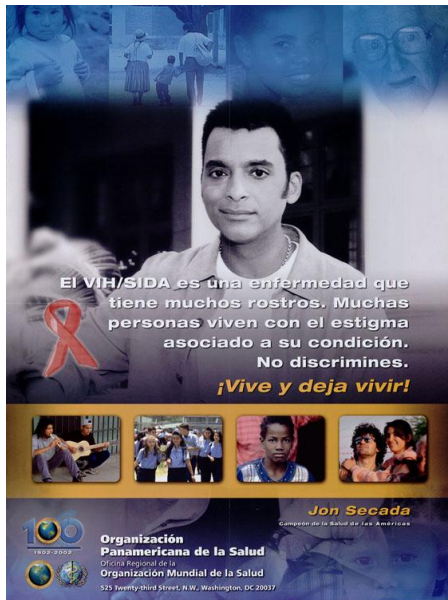
(United Kingdom poster: UK20)

In this example, the prominent text was judged short enough to make a suitable choice for Title.

**Title:** Derek lost his entire family to AIDS. One year later, they're still not talking to him.

[inscription]

**Alternate Identifier.local:** UK020



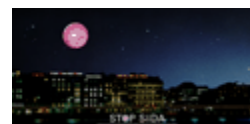
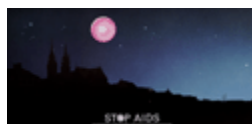
In the above example, the length of the text in white led to a decision to supply a Title and to transcribe the text in a Description field:

**Title:** Poster with message from Jon Secada [descriptive]

**Alternate Identifier.local :** UNA06

**Description.inscription:** El VIH/SIDA es una enfermedad que tiene muchos rostros. Muchas personas viven con el estigma asociado a su condición. No discrimines. Vive y dejar vivir!

Note also that wording on posters need not be **unique** to be considered a Title, as illustrated by the sequence of posters below where the “prominent” text represents the campaign **Stop AIDS** and its Spanish equivalent **Stop SIDA**.



(Switzerland posters)

**Description & Subject Analysis**

**Description**

Use the Description element to provide a note about the subject(s) depicted. (Do not use label "Subject.")

"Use this note...for an objective narrative summary of a collection or for clarification of the content, meaning, or iconography of a single item. Information that places the material in a proper context and conjectural statements may be included. Extrapolations, conjectures, and educated guesses should be clearly indicated by wording or a question mark."

(Note: Follow procedures outlined above for additional Description elements.)

### **Subject Analysis**

Assign index terms that describe "what the image is of" as well as "what the image is about." For this project, follow the procedures outlined above:

- Use *Thesaurus for Graphic Materials I: Subject Terms* for indexing both ofness and aboutness.
- Assign terms missing from TGM I at the level of specificity appropriate to subjects depicted.
- Use LCSH & MeSH for overall poster purpose and subject
- For name (personal, corporate) and geographic headings, use Library of Congress Name Authority File

Note:

- Index "images of" (depicted) not captions of images  
image of "mosquitoes" vs. caption "insect bites" → Mosquitos [TGM]  
image of a "toilet" vs. caption "public restrooms" → Toilets [TGM]
- Depth of indexing: In a poster such as "Hey! You know what? You can't get AIDS from..." (US037), it is not necessary to provide a subject term to cover all the depicted means by which one cannot get AIDS.

[See *Introduction* to TGM I: <http://www.loc.gov/rr/print/tgm1/toc.html>]

References

Parker, E. B. (1982). *Graphic Materials: Rules for Describing Original Items and Historical Collections*. 1982. Updated in August 1997 on the Cataloger's Desktop.