

## Workshop 2, Future-proofing for Artists - Survey Feedback 21/07/2012

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1. Student #1

2. Consider the development of some of the following elements to future-proof your creative practice: Naming protocols for files & directories File systems, version control, etc. Physical backup – storage media & backing up, cloud backup Keeping / Destroying content once the project is complete Have you implemented any of these in your project? Give details of what you have done and how it's helped you manage and access your content:

Yes I have used naming protocols for files and directories, version control and duplicate backups on my computer and dropbox.

3. Consider the following elements to future-proof your creative practice: - "Tiering" - using social media systems, interlinking with similar sites, creating an online presence - Search Engine Optimisation (SEO) Have you implemented any of these for your project (depending on your project, these may not be relevant)? Give details of what you have done and how it has helped you to promote your project

No I haven't used these options for my project however if the project was public this would be a great way to promote the website.

4. Have you made a plan for your creative content archive - what will you keep? How will you keep it? Where will you keep it? Things to consider: What kinds of content do you create? images, videos, text files, animations, games, websites, email, other? What is the function of your content? artworks, design, administration, documentation, promotion, social communication, evidence of transactions? If you consider these types of content and their function, then which of those content "items" should be kept indefinitely? Which for a few years? Are there any reasons you might keep items longer, that would usually be deleted at the end of a project or after a short periods of time? What about all the content you are keeping in online systems? Blogs, wikis, Facebook, Twitter, Youtube, Vimeo - how would you "archive" the content from these systems, and once you get the content out, how would you access it? Trusted custodians - now and in the future – who would you give your passwords to? Write a brief statement about your plan.

At this stage I plan to revise the project until it is completely stable, working on all browsers, tablets and smartphone. So I will be maintaining the current file system until then. Beyond that I aim to develop and include the site within my portfolio website so it will eventually be housed there. As far as what is housed in PB works I would like to save a copy of the containing files but I am unsure exactly how to do that as yet. Passwords...this is something I haven't considered and don't really have an option for right now.

5. Write a brief archival description and statement of intent for your project that considers all of the implications discussed in the module – specifically looking at: Source (what elements or components make up your project?); Environment (what is the digital/virtual/physical environment for your project?); Technology (what technology is required to access and engage with your project?); Interaction (how does the audience interact with your project?); and Intent for future re-presentation of the work (if relevant, are there different possible ways of presenting this work in the future?). Where will you keep this documentation?

Source: images, videos, text files, websites. Environment: Website Technology: Internet access, a browser, video codecs Interaction: The audience explores the website through interactive links. Intent for future re-presentation of the work: yes as described above I intend to revise and then further develop the concept until it is stable, more interactive as initially planned, integrates with social media and is SEOptimised. The documentation will remain housed on my desktop computer, laptop and within dropbox files.

1. Student #2

2. Consider the development of some of the following elements to future-proof your creative practice: Naming protocols for files & directories File systems, version control, etc. Physical backup – storage media & backing up, cloud backup Keeping / Destroying content once the project is complete Have you implemented any of these in your project? Give details of what you have done and how it's helped you manage and access your content:

I have already begun making three copies of my work via DVD, CD-ROM and hard drive. I have all formats labelled as "Workshop Semester 1 2012 Backup #1, #2, #3".

3. Consider the following elements to future-proof your creative practice: - "Tiering" - using social media systems, interlinking with similar sites, creating an online presence - Search Engine Optimisation (SEO) Have you implemented any of these for your project (depending on your project, these may not be relevant)? Give details of what you have done and how it has helped you to promote your project

I have uploaded my video-based work on YouTube and I have embedded them on my WordPress website. I guess this could be a start of building an online presence, and I will improve them in the future.

4. Have you made a plan for your creative content archive - what will you keep? How will you keep it? Where will you keep it? Things to consider: What kinds of content do you create? images, videos, text files, animations, games, websites, email, other? What is the function of your content? artworks, design, administration, documentation, promotion, social communication, evidence of transactions? If you consider these types of content and their function, then which of those content "items" should be kept indefinitely? Which for a few years? Are there any reasons you might keep items longer, that would usually be deleted at the end of a project or after a short periods of time? What about all the content you are keeping in online systems? Blogs, wikis, Facebook, Twitter, Youtube, Vimeo - how would you "archive" the content from these systems, and once you get the content out, how would you access it? Trusted custodians - now and in the future – who would you give your passwords to? Write a brief statement about your plan.

Right now, I need to begin cleaning up my current file management with proper file naming. Once I've done updating that, I'll begin saving my work onto two separate hard drives I have back at home. I'll look to see if I can set up a Dropbox account to use another source for back-up. I intend to keep my work archived like this for the next two years, and I'll see how else I can archive it again.

5. Write a brief archival description and statement of intent for your project that considers all of the implications discussed in the module – specifically looking at: Source (what elements or components make up your project?); Environment (what is the digital/virtual/physical environment for your project?); Technology (what technology is required to access and engage with your project?); Interaction (how does the audience interact with your project?); and Intent for future re-presentation of the work (if relevant, are there different possible ways of presenting this work in the future?). Where will you keep this documentation?

Underneath is the planned file structure that I want my workshop files to look like: + NAME \_WS2\_2012 + WS2\_2012\_AI\_Graphics + WS2\_2012\_PS\_Images + WS2\_2012\_Research + WS2\_2012\_AE\_Folder + WS2\_2012\_Documents +WS2\_2012\_Video The "PS\_Images" folder will contain rough drafts of the graphics done in Photoshop, and the "AI\_Graphics" are the graphics imported into Illustrator and to be used in After Effects. The documents containing my research will be kept in the "Research" folder. Other general documents like my storyboard will be kept in the "Documents" folder. My After Effects file will be kept in the "AE\_Folder" and the final video film will be in the "Video" folder.

1. Student #3

2. Consider the development of some of the following elements to future-proof your creative practice: Naming protocols for files & directories File systems, version control, etc. Physical backup – storage media & backing up, cloud backup Keeping / Destroying content once the project is complete Have you implemented any of these in your project? Give details of what you have done and how it's helped you manage and access your content:

Yes, I always have one main folder that has the name of the project I am working on and inside of that my other folders that I need. I have broken up files into different folder types example After Effects are all in one folder and named correctly. If I have graphics I have them in their own folder, If the graphics are all done in Photoshop etc I will have the folder of my graphics in the Photoshop folder named "PSD" otherwise if it contains other file types the folder will be out but in the main folder of the project I am working on.

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All of my work that I think has been good so far through VU I have up on my website and Youtube etc.

4. Have you made a plan for your creative content archive - what will you keep? How will you keep it? Where will you keep it? Things to consider: What kinds of content do you create? images, videos, text files, animations, games, websites, email, other? What is the function of your content? artworks, design, administration, documentation, promotion, social communication, evidence of transactions? If you consider these types of content and their function, then which of those content "items" should be kept indefinitely? Which for a few years? Are there any reasons you might keep items longer, that would usually be deleted at the end of a project or after a short periods of time? What about all the content you are keeping in online systems? Blogs, wikis, Facebook, Twitter, Youtube, Vimeo - how would you "archive" the content from these systems, and once you get the content out, how would you access it? Trusted custodians - now and in the future – who would you give your passwords to? Write a brief statement about your plan.

I create video, animation, images and websites. I have them all backed up on my hard drive some other websites etc Youtube.

5. Write a brief archival description and statement of intent for your project that considers all of the implications discussed in the module – specifically looking at: Source (what elements or components make up your project?); Environment (what is the digital/virtual/physical environment for your project?); Technology (what technology is required to access and engage with your project?); Interaction (how does the audience interact with your project?); and Intent for future re-presentation of the work (if relevant, are there different possible ways of presenting this work in the future?). Where will you keep this documentation?

My project for my workshop is about our lives and our usage of technology. It is made up of video from camcorder and graphics with a bit of animation using the following programs After Effects, Photoshop, Illustrator and Final Cut Pro. It is a guy waking up going to school/work and coming back home and what technology he uses throughout his day. So the elements are outdoors and indoors environments and the technology is tv, computers and mobile phones etc. The video starts by him waking up and ends the video by him going to sleep/bed. This is not yet up on a website but my teachers at VU have a copy and I have it backed up on my hard drive. Although I do not know how to further back up my work besides from putting it up on websites and having it on my hard drive.

## 1 Student #4

2. Consider the development of some of the following elements to future-proof your creative practice: Naming protocols for files & directories File systems, version control, etc. Physical backup – storage media & backing up, cloud backup Keeping / Destroying content once the project is complete Have you implemented any of these in your project? Give details of what you have done and how it's helped you manage and access your content:

I've been by using the SOOV acronym for my projects title "Sound of Our Own Voices. I was going to try cloud but I just don't trust it yet. I haven't backed anything up yet but I have thrown excess files in the trash.

3. Consider the following elements to future-proof your creative practice: - "Tiering" - using social media systems, interlinking with similar sites, creating an online presence - Search Engine Optimisation (SEO) Have you implemented any of these for your project (depending on your project, these may not be relevant)? Give details of what you have done and how it has helped you to promote your project

I have created a new YouTube account under my full name ##### (which I have featured my other DIY music/video channel that I've had for a few years). This new channel will feature most of my VU work that I'm happy with. I have been subscribing to sites of interest and will soon be commenting on other peoples videos to entice them to my videos to gain some more view counts to optimise my video in search engines. A lot of it comes down to having the right tags, the right title and finding the right target audience. I often find the audience I expect is sometimes the least interested. Also I'm not 100% happy with the still used to represent the video but it was the best of only 3 options YouTube gives you. I've looked at the "professional" promotion side of YouTube and it all comes down to money money money where you basically pay for advertising. This of course puts the average artist at a disadvantage especially compared to the financial backing of a high budget movie studio or record label etc.. There use to be really great video communities on Youtube where you could share your videos with like minded people but the feature doesn't exist anymore. To optimise my channel in general I am using my last years project video (the misogynist video game parody) to gain traction on YouTube, I'm even keeping the stupid troll comments. This in end will bring my other videos attention (hopefully). I have tried to link the project on my Myspace account but the Myspace interface/home page is virtually un-user friendly and it just crashes. Also the video is to big so instead I've put a link of my YouTube channel. I've been researching some non-profit, social justice style media sites eg. Media That Matters. There are plenty of competition sites and video platforms however they either cost entry money or I'm a bit funny about what they consider "own material" even though mine uses fair use. I have also started building my own website using Wordpress. I was going to just use it for a blog but I'm creating a basic site which will feature a slideshow of the video and stills of the video. Also including will be a link to my YouTube channel. It's a slow work in progress. All of the promoting is quite difficult because years ago I didn't give a crap about what people thought but now there's a little pressure that I have to "brand" myself, so I get a little self conscience so not to come across as amateur but also not come across as a wanker. I don't mind shameless self promotion but I don't want to spam people either.

4. Have you made a plan for your creative content archive - what will you keep? How will you keep it? Where will you keep it? Things to consider: What kinds of content do you create? images, videos, text files, animations, games, websites, email, other? What is the function of your content? artworks, design, administration, documentation, promotion, social communication, evidence of transactions? If you consider these types of content and their function, then which of those content "items" should be kept indefinitely? Which for a few years? Are there any reasons you might keep items longer, that would usually be deleted at the end of a project or after a short periods of time? What about all the content you are keeping in online systems? Blogs, wikis, Facebook, Twitter, Youtube, Vimeo - how would you "archive" the content from these systems, and once you get the content out, how would you access it? Trusted custodians - now and in the future – who would you give your passwords to? Write a brief statement about your plan.

I think the function of my content has definitely been plaguing my mind because I don't quite know what the function of my content is. As I'm planning my website, I am pondering over what I am actually promoting, what service or product am I selling be it content, information, ideas or a skill? The content I create is Video, images, audio, animation, motion graphics. I use social networking platforms

to promote my work as art/music, social commentary, social change, connection, therapy? I will be keeping all the videos and images accessible so I can recycle them. I will buy CD'S and USB stick just to keep copies of all VU work including this project. I will keep in a specified SOOV folder, all the files needed to open the project up in the required software should i want to re-edit. I will also keep a copy of the final videos of each of my projects on both my home computers and on removable storage. I haven't entrusted anyone with my passwords yet. I bought some archive boxes the other day so I may grab one and use it specifically for my VU work. Including instruction on what to do with it, the passwords. I'd want my stuff stored for my son to receive when he is older. Hopefully he wouldn't throw it out.

5. Write a brief archival description and statement of intent for your project that considers all of the implications discussed in the module – specifically looking at: Source (what elements or components make up your project?); Environment (what is the digital/virtual/physical environment for your project?); Technology (what technology is required to access and engage with your project?); Interaction (how does the audience interact with your project?); and Intent for future re-presentation of the work (if relevant, are there different possible ways of presenting this work in the future?). Where will you keep this documentation?

Source- Videos (TV footage, live performance), audio, images, software (text and effects in after effects/final cut pro/logic pro). Environment- The environment is mostly digital and also a physical copy of art statement that was available at the exhibition. The technology will be either a computer or DVD player. I will maybe take a few screen grabs and get them processed into actual photographs. The audience will interact by viewing the video either online, on a computer. I will store all this info in an archive box (titled/dated/description) which will include DVD's, USB, photos, paper document of instructions/content.

1. Student #5

2. Consider the development of some of the following elements to future-proof your creative practice: Naming protocols for files & directories File systems, version control, etc. Physical backup – storage media & backing up, cloud backup Keeping / Destroying content once the project is complete Have you implemented any of these in your project? Give details of what you have done and how it's helped you manage and access your content:

I have made physical backups of my final video. i have deleted all the files i accumulated during the process of putting the final example together. I have also uploaded the video onto the internet

3. Consider the following elements to future-proof your creative practice: - "Tiering" - using social media systems, interlinking with similar sites, creating an online presence - Search Engine Optimisation (SEO) Have you implemented any of these for your project (depending on your project, these may not be relevant)? Give details of what you have done and how it has helped you to promote your project

I have advertised my work using social networks. I will look into SEO to create a greater audience.

4. Have you made a plan for your creative content archive - what will you keep? How will you keep it? Where will you keep it? Things to consider: What kinds of content do you create? images, videos, text files, animations, games, websites, email, other? What is the function of your content? artworks, design, administration, documentation, promotion, social communication, evidence of transactions? If you consider these types of content and their function, then which of those content "items" should be kept indefinitely? Which for a few years? Are there any reasons you might keep items longer, that would usually be deleted at the end of a project or after a short periods of time? What about all the content you are keeping in online systems? Blogs, wikis, Facebook, Twitter, Youtube, Vimeo - how would you "archive" the content from these systems, and once you get the content out, how would you access it? Trusted custodians - now and in the future – who would you give your passwords to? Write a brief statement about your plan.

I plan to keep a copy of all the work I create for an indefinite period of time. I could entrust my brother to overlook the protection and distribution of a second copy of the work items.

5. Write a brief archival description and statement of intent for your project that considers all of the implications discussed in the module – specifically looking at: Source (what elements or components make up your project?); Environment (what is the digital/virtual/physical environment for your project?); Technology (what technology is required to access and engage with your project?); Interaction (how does the audience interact with your project?); and Intent for future re-presentation of the work (if relevant, are there different possible ways of presenting this work in the future?). Where will you keep this documentation?

My project is fundamentally an informative video that is intended to educate casual viewers and ideally, to cause them to question their diets. The video is best viewed online where it can be shared across blogs and social networks if the message succeeds in being popular. Viewers can interact with it by forwarding it to friends or reposting to their own blogs. This way the message reaches as large an audience as possible.

1. Student #6

2. Consider the development of some of the following elements to future-proof your creative practice: Naming protocols for files & directories File systems, version control, etc. Physical backup – storage media & backing up, cloud backup Keeping / Destroying content once the project is complete Have you implemented any of these in your project? Give details of what you have done and how it's helped you manage and access your content:

I now name my content as versions, Version 1, version 1.1 etc. this has made it a lot easier to keep track of similar files and saves me ordering by date modified.

3. Consider the following elements to future-proof your creative practice: - "Tiering" - using social media systems, interlinking with similar sites, creating an online presence - Search Engine Optimisation (SEO) Have you implemented any of these for your project (depending on your project, these may not be relevant)? Give details of what you have done and how it has helped you to promote your project

I have set up google SEO to allow people to find my website through google, with a bit of luck people will stumble across my site and submit content.

4. Have you made a plan for your creative content archive - what will you keep? How will you keep it? Where will you keep it? Things to consider: What kinds of content do you create? images, videos, text files, animations, games, websites, email, other? What is the function of your content? artworks, design, administration, documentation, promotion, social communication, evidence of transactions? If you consider these types of content and their function, then which of those content "items" should be kept indefinitely? Which for a few years? Are there any reasons you might keep items longer, that would usually be deleted at the end of a project or after a short periods of time? What about all the content you are keeping in online systems? Blogs, wikis, Facebook, Twitter, Youtube, Vimeo - how would you "archive" the content from these systems, and once you get the content out, how would you access it? Trusted custodians - now and in the future – who would you give your passwords to? Write a brief statement about your plan.

since my project is a website, all my work is hosted online. I regularly do database backup and have the site backed up on more than 3 digital locations. I will be keeping all of my work for future reference for as long as it is relevant.

5. Write a brief archival description and statement of intent for your project that considers all of the implications discussed in the module – specifically looking at: Source (what elements or components make up your project?); Environment (what is the digital/virtual/physical environment for your project?); Technology (what technology is required to access and engage with your project?); Interaction (how does the audience interact with your project?); and Intent for future re-presentation of the work (if relevant, are there different possible ways of presenting this work in the future?). Where will you keep this documentation?

in the same folder as my website, on all of the iterations I have of it.