Potential Benefits of QR Codes as Collection Discovery Tool

Art as Experience and Inspiration:

- Showcasing the Library's art collection supports our academic mandate to provide resources that inspire new ideas, creativity and scholarship, so necessary to the training of Art scholars.
- Library visitors can experience original art works with self-directed tours that include audio and other web resources to enrich the context of each art piece in collection.
- Makes static collection more dynamic with the potential to link original art pieces to biographical information on artists; relationship to artist's body of work; history of purchase and donor(s); relation to other pieces found in the Library and other locations (including large art collection of gallery located on campus).
- Continues the historical mandate of the University to provide culturally enriched learning environments that include original works of art.
- Provides the potential to re-create the experience with original pieces by accessing digital images of the collection found on companion searchable web site.
- Online access to digital images of collection informs future on-site visitors interested in experiencing the collection in person, including images of pieces found in the Library's Archives & Special Collections.
- Web presence provides method to seek input for improvements using online surveys or suggestion box option; include email contact information and allows tracking online traffic.

Technology to Support Learning:

- Web-presence of art collection enhances access and increases potential discoverability to off-site visitors whenever needed and better supports self-directed learning opportunities.
- Digital collection of original art works, their companion web pages and specialized Subject Guides can be embedded in online environment (D2L) of campus art course offerings to support student learning.
- Secondary sources can include links to books, eBooks, journal articles, reviews and Library-designed web-based Subject and Course Guides to support campus scholars.
- Digital images and metadata can be linked to Library's catalogue records to increase visual content and better support the visual learners and creative thinkers using this access tool.
- To support browsing of book collection, QR code labels can be located in book stacks for other secondary sources related to art collection (titles on specific artists, schools or styles, mediums, how-to-books) as well as links to specialized Subject Guides to support the library research process.
- New opportunities to provide in-class instruction on these locally developed sources to Art History and Museum Studies classes as well as a way to seek input for improvements to these resources.
- Supports the Library's programming for tech-savvy local high school students taking Art classes who receive library instruction on-site.
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Community Building:

- Consider expanding the Library's presence by building on campus partnerships and reciprocally share web links (Fine Arts Department, Mac Stewart Art Gallery and other campus services, resources and special events like presentations by visiting artists)
- Redefine "community" by approaching regional historical societies, local art galleries and organizations that support community-based working artists to investigate other possibilities of reciprocally shared web links
- Seek out opportunities to mentor Fine Arts students interested in learning about the potential benefits for the application of QR codes with art collections
- Work study or graduate student researchers interested in doing a research project on the collection can work with librarians to develop other secondary research online resources related to a specific artist, medium or work housed in the Library or elsewhere on campus
- Develop outreach opportunities for off-campus stakeholder groups, including local working artists, to increase awareness of the University's resources that are available to them
- Work with campus gallery to broaden the definition of "collection" by adding links and metadata for pieces from the Library's collection with the Mac Stewart Art Gallery's catalogue for other pieces by the same artist and/or donor and increase awareness of the campus-wide art collection
- Building relations with new stakeholder groups can also provide you with broader sense of how this approach might be expanded to serve other unknown purposes
- Library is viewed as a laboratory for Humanities scholars, combining intimate experiences with original creative pieces and scholarly resources to support the process of creativity and development of new knowledge
- Web pages are linked to other Library services and resources including the Library's Town Square, a public space to host events like a juried show of local working artists
- Library's Town Square can be used to host events like presentations by visiting artists and provide a physical space to exchange ideas and to showcase artistic works
- Web pages can archive Library-hosted events like the yearly Campus Authors and links to videos of other campus events
- Use Social Media options (blogs, wikis and RSS feeds) on dedicated web pages for art collection to develop a Portal for news sources relevant to campus faculty, researchers, students, community working artists and art lovers
- Broaden campus awareness with links to community events like studio tours and art gallery shows
- Links for Library's web pages found on community sites can expand exposure to outreach programming opportunities and campus events available to the off-campus community