

# Animating Digital Libraries

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# The Basics

# What is a GIF?

- Stands for graphics interchange format
- Basically an animated format for the web that can be created from images, illustrations, and videos.



Laker Bros <http://deadspin.com/5961953/i-cant-stop-looking-at-this-gif-of-these-two-lakers-bros> Accessed 5/12/2015

# Why should I use them?

- Language of the internet
  - especially on youth driven sites like Tumblr
- A number of institutions have found success using them
  - Previous GIFs have been featured multiple times on Tumblr Radar. Each appearance on the Radar resulted in a substantial bump in followers.



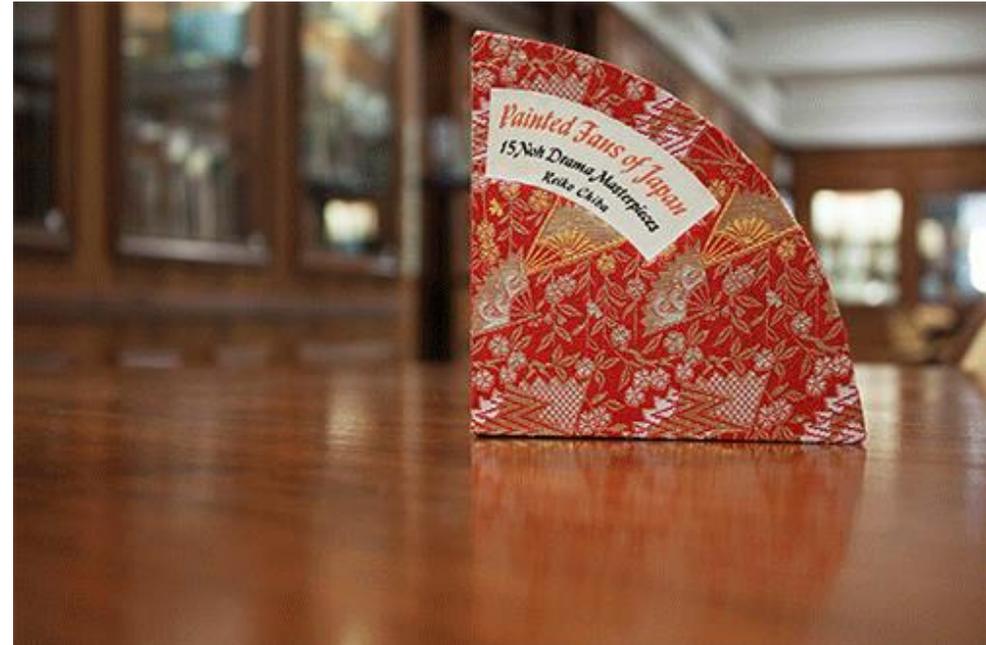
Swing And a Miss

<http://nglspecialcollectionsandarchives.tumblr.com/post/79459655927/swing-and-a-miss-this-polo-player-just-cannot>

Accessed 5/12/2015

# Book GIFs

- GIFs created from books in your collection
  - miniature books, art books, rare books, weird books, etc.
- Popular on the web and simple to put together



Painted Fans of Japan

<http://nglspecialcollectionsandarchives.tumblr.com/post/60773527021/painted-fans-of-japan-check-out-this-miniature>

Accessed 5/12/2015

# You can use any type of book



Yellowstone Spring @SHSU  
<http://nglspecialcollectionsandarchives.tumblr.com/post/78443128652/yellowstonespringatshsu> Accessed 5/12/2015



John W. Thomason Sketchbook 34  
<http://nglspecialcollectionsandarchives.tumblr.com/post/80275800886/john-w-thomason-sketchbook-34-we-have-thousands> Accessed 5/14/2015

# Technical requirements for Book GIFs

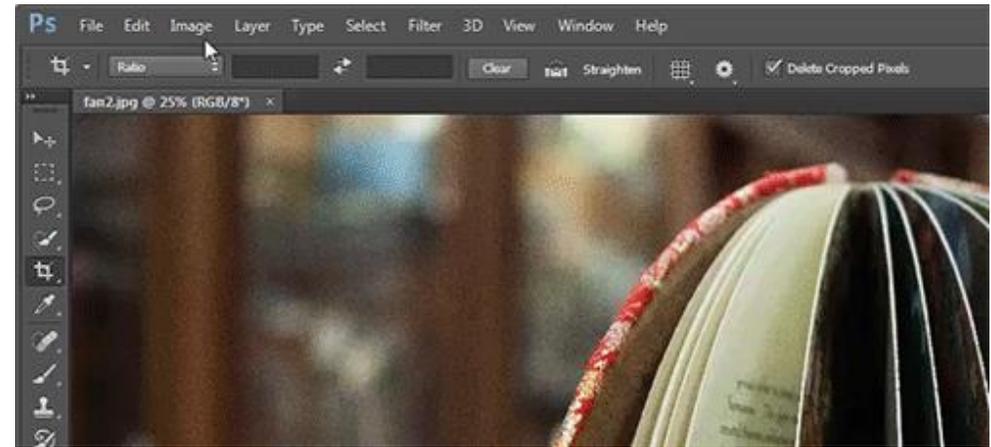
- Low resolution

  - 72 Pixels/Inch

- Maximum width

  - 540 pixels

- Recommend 10 frames or less



# How to create Book GIFs

## ○Step one

- Take a series of photos of a book from your collection
- Highlight cover and inside contents
- If it has a unique feature, highlight it

## ○Step two

- Open each image into Photoshop

## ○Step three

- On each image, right click the background layer and select “duplicate layer”
- Select the first image as the destination for the duplicated layer

## ○Step four

- Select Windows and click the Timeline feature
- Select Create Frame Animation

## ○Step Five

- Using the eyes found next to each layer, select the layer that needs to appear in each frame (uncheck all other layers)

## ○Step Six

- Use the delay feature to set speed between frames

## ○Step Seven

- Adjust the width to 540 pixels and 72 pixels/inch
- Use save for web to save in the GIF format

# Step one: Identify Potential Material

- Take a series of photos of a book or item from your collection
- Highlight cover and inside contents
  - If it has a unique feature, highlight it

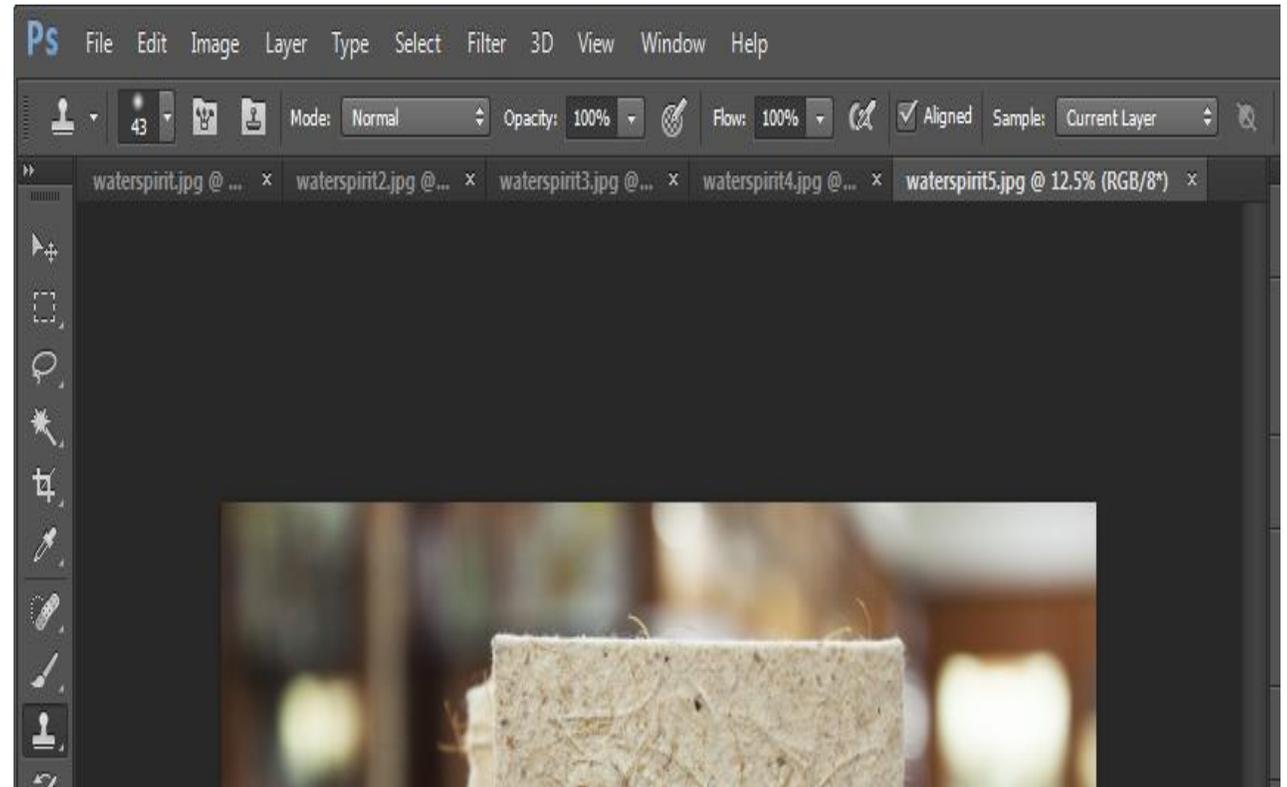


# Example of an artifact in our digital collection



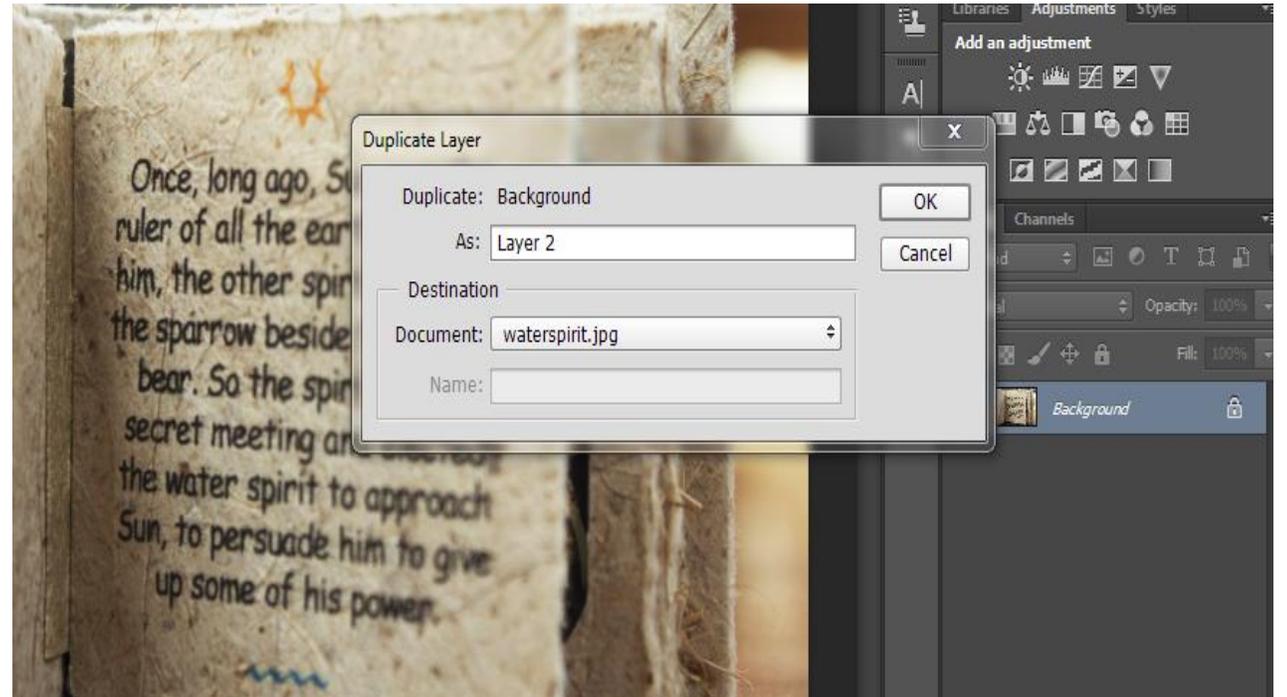
# Step two: Opening Images in Photoshop

- Open each image into Photoshop or Elements



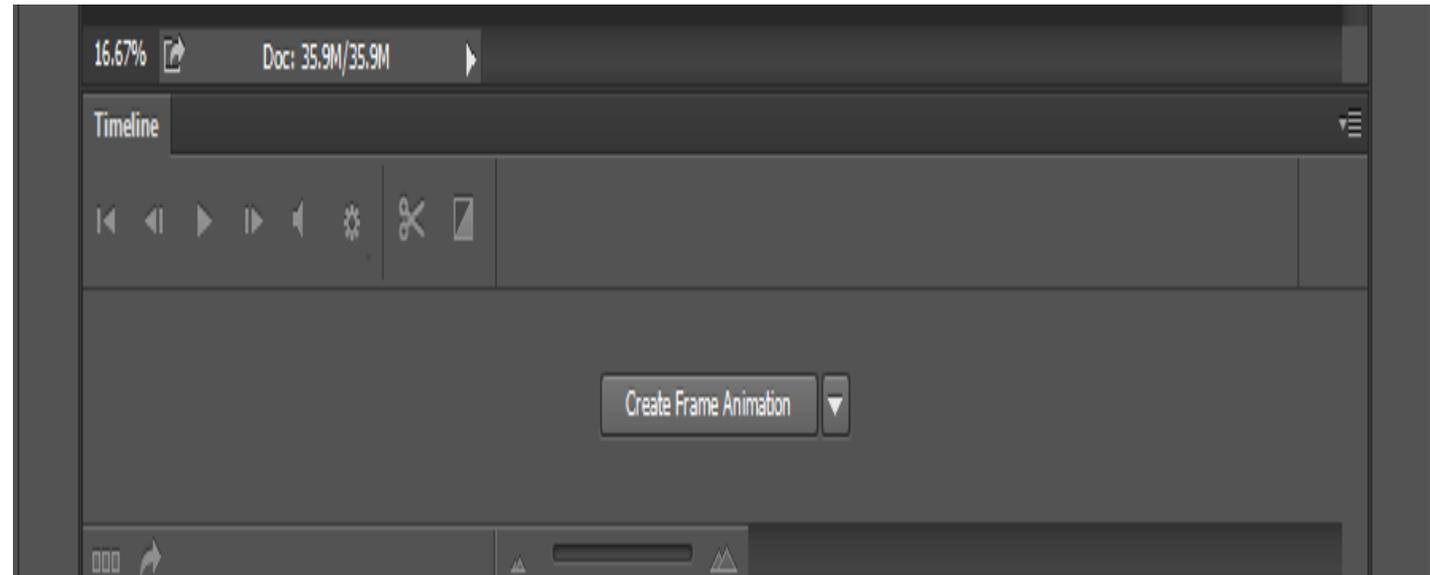
# Step three: Creating Our Layers

- On each image, right click the background layer and select “duplicate layer”
- Select the first image as the destination for the duplicated layer



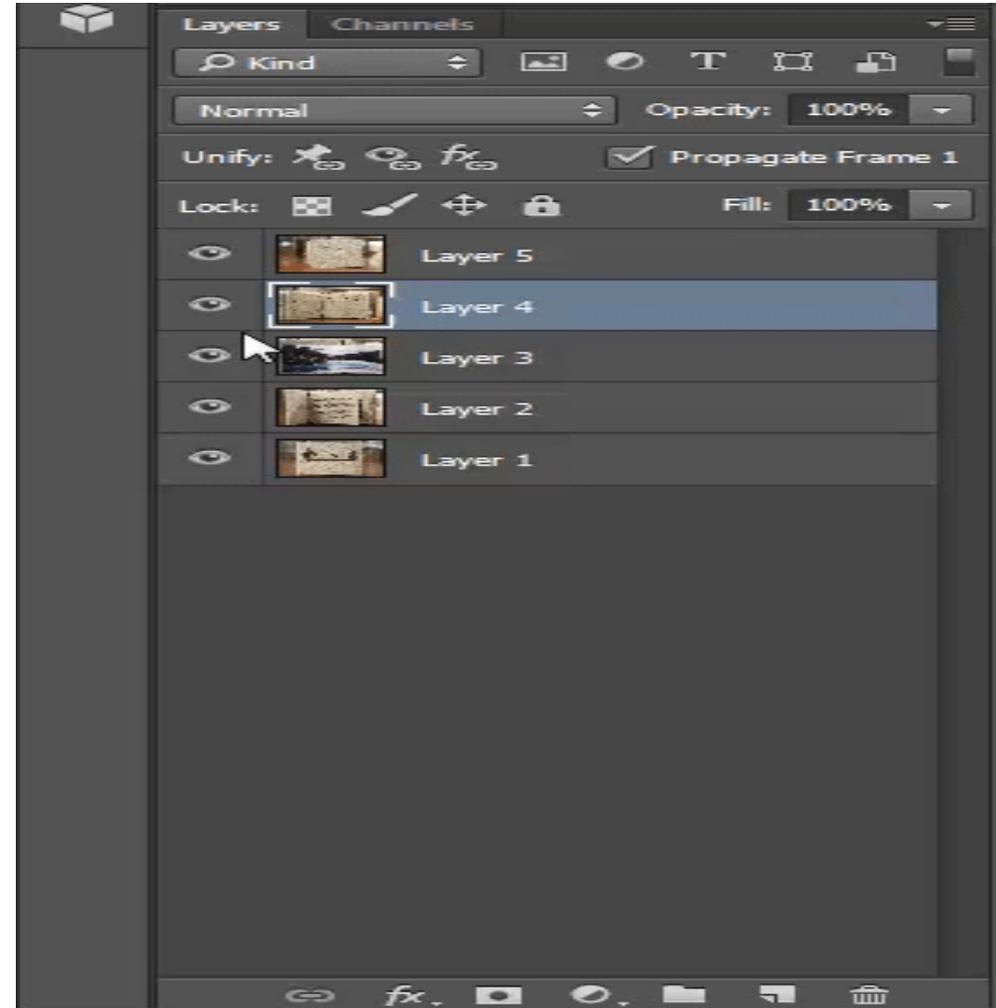
# Step four: Frame Animation

- Select Windows and click the Timeline feature
- Select Create Frame Animation



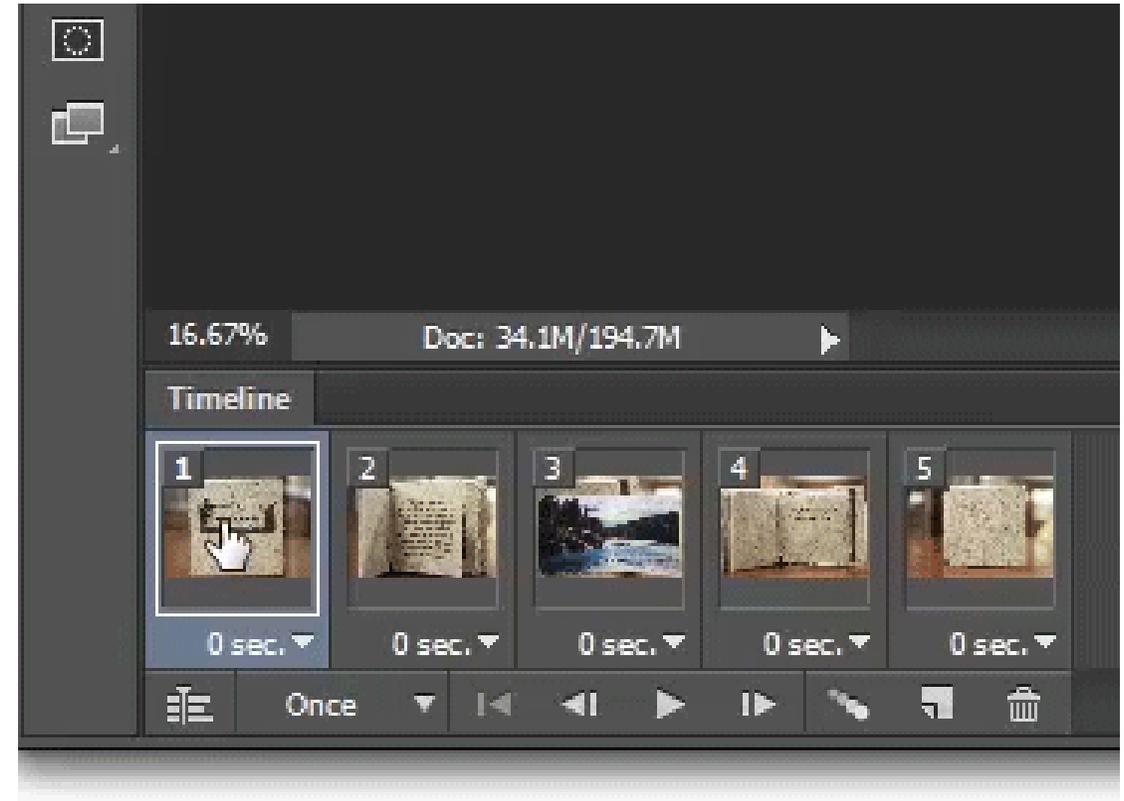
# Step Five

- Using the eyes found next to each layer, select the layer that needs to appear in each frame (uncheck all other layers)



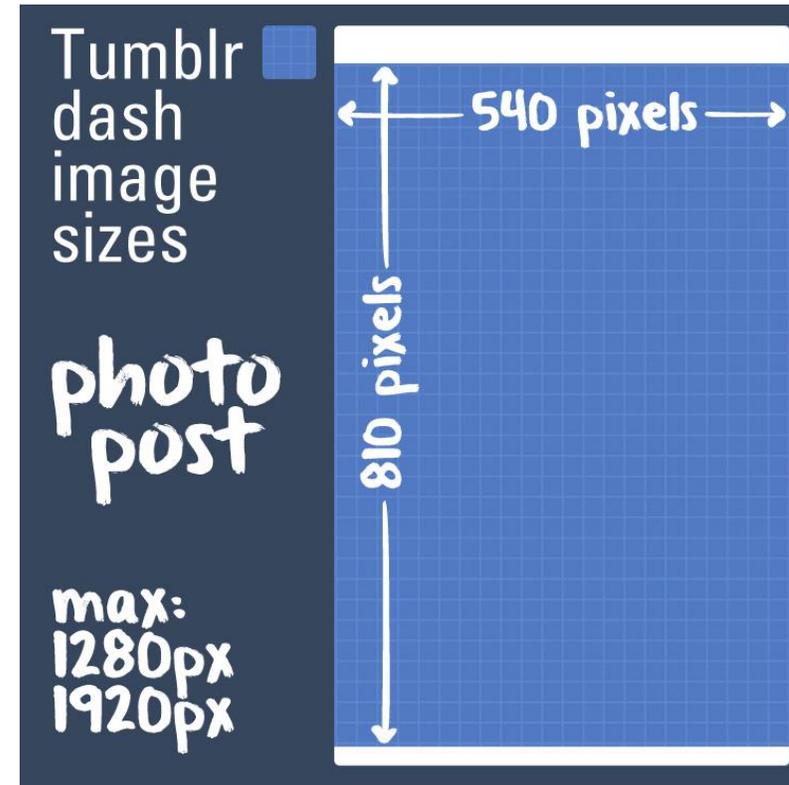
# Step Six

- Use the delay feature to set speed between frames
- Change the loop setting from “Once” to “Forever”



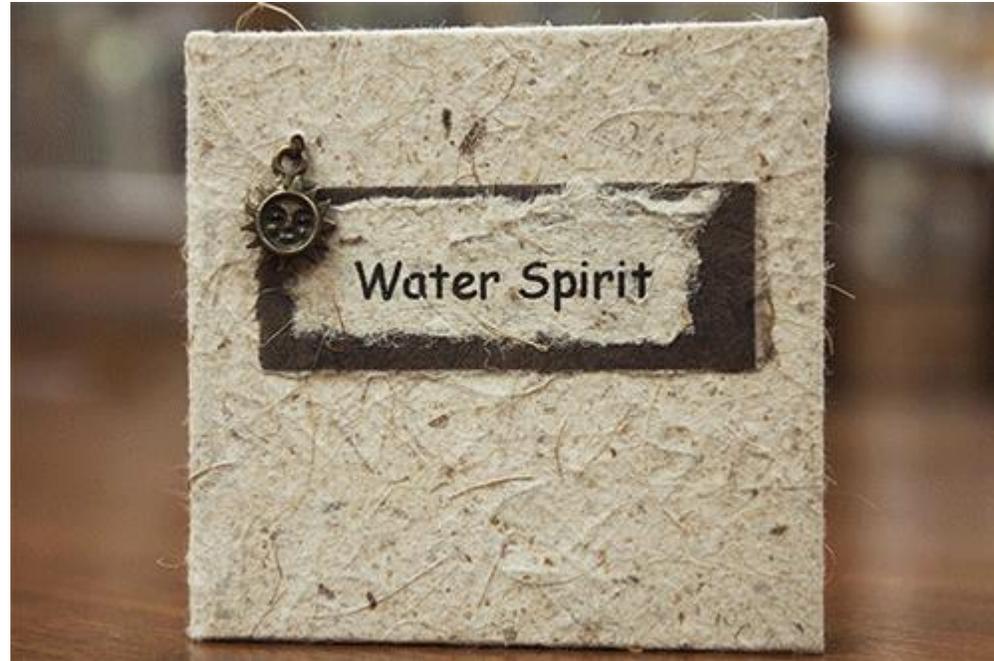
# Step Seven

- Adjust the width to 540 pixels and 72 pixels/inch
  - Tumblr requirements serve as a good template and GIFs are widely used in the community
- Use save for web to save in the GIF format



<http://unwrapping.tumblr.com/post/75873529443/dashboard-image-sizes>

# End Result



Questions?

# Working with Frames

# Video GIFs

- Step up from book gifs and a little harder to master
- Clips can contain a fun or interesting “hook”
  - You could create videos that work as a continuous loop
  - You could create a series of video GIFs that work as a set



VE Day: May 8, 1945 - The War Ends In Europe  
<http://todaysdocument.tumblr.com/post/118440544677/ve-day-may-8-1945-the-war-ends-in-europe> Accessed May 14/2015

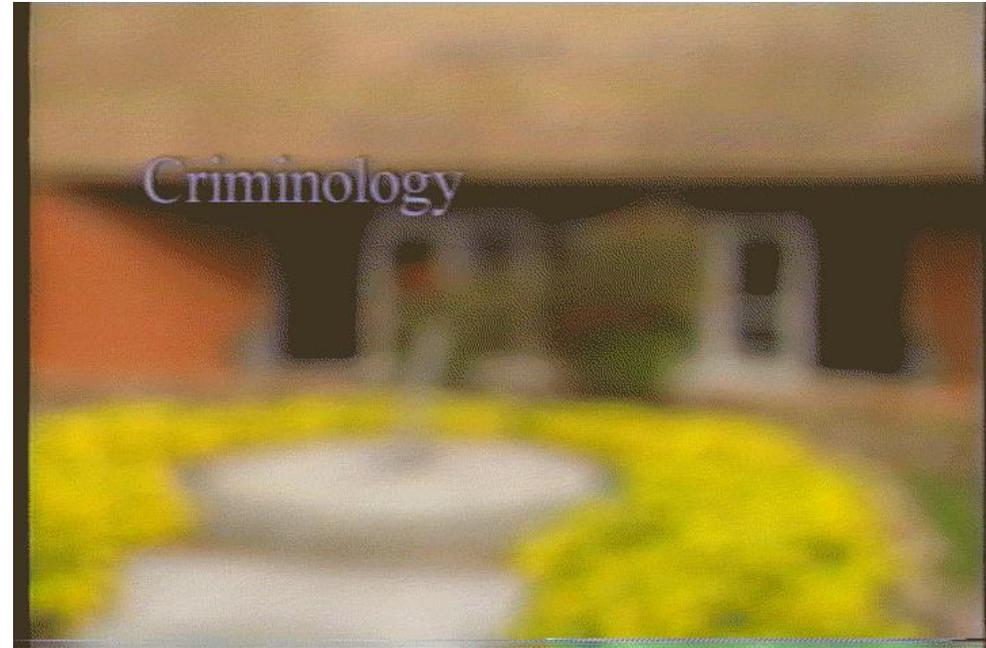
# Check out these examples!



Dr. Tetsuya Theodore Fujita Papers

<http://southwestcollectionarchives.tumblr.com/post/116409507278/severe-weather-season-is-upon-us-and-yet-without>

Accessed 5/15/2015

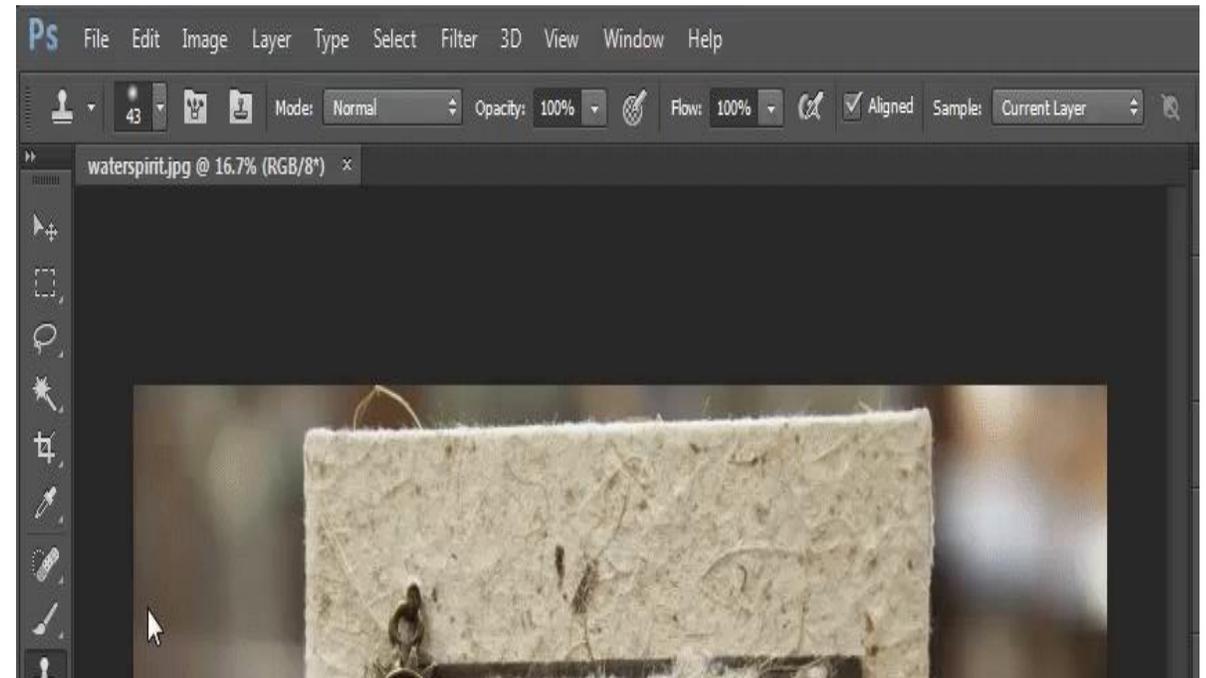


Criminal Justice Center Promotional video

Department of Criminal Justice Collection Accessed May 18, 2015

# Technical requirements for Video GIFs

- Maximum width
  - 540 pixel
- Recommended 20-30 frames
- File size needs to be around 1 MB
  - Tumblr does allow up to 1.75MB but the smaller the better



# Well that's not very specific!

- Multiple factors effect video gifs
  - What is the quality of the video?
  - It is black and white or color?
  - What is the length of the clip that you want to use?
- This means playing with features to get close to the 1 MB

# Things you can do to affect the file size

- Change resolution

  - lowering to a point where it does not impact the quality of the video

- Lossy Compression

  - Using between 1 to 25 does not have too much of an effect

- Limit color palate

  - Lower the colors from 256 to either 128 or 64 may make a size difference without effecting the quality

# How to create Video GIFs

## ○Step one

- shorten video files in program like Premiere or Movie Maker from Windows (You do have this ability in Photoshop but it lacks precision)

## ○Step two

- Import into Photoshop
- Convert Video frames to Layers

## ○Step three

- Select file
- Option menu appears, select Limit to Every \_ Frames
- Select between 4-6 frames

## ○Step four

- Whittle down frames and adjust delays

## ○Step five

- Limit color quality or lossy compression
- Select “save for web” to save in the GIF format

# Step one: Creating Clips

- Shorten video files in program like Premiere or Movie Maker from Windows (You do have this ability in Photoshop but it lacks precision)

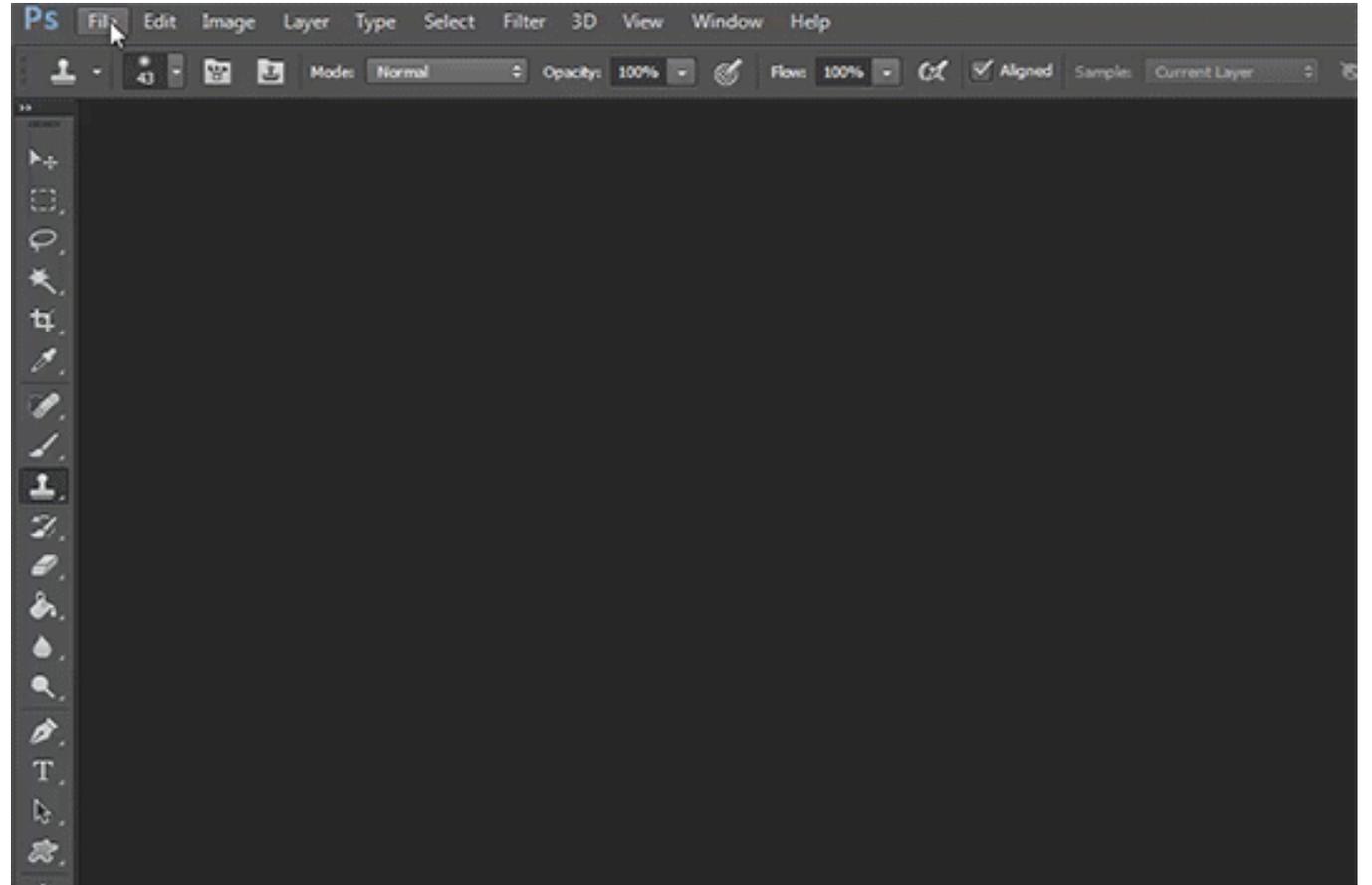


Tutorial: Applying Effects to a Portion of a Image with Adobe Premiere Pro's Track Matte Effect

<http://www.streamingmedia.com/Producer/Articles/Editorial/Featured-Articles/Tutorial-Applying-Effects-to-a-Portion-of-a-Image-with-Adobe-Premiere-Pros-Track-Matte-Effect-93969.aspx> Accessed May 12, 2016

# Step two: Importing into a Program

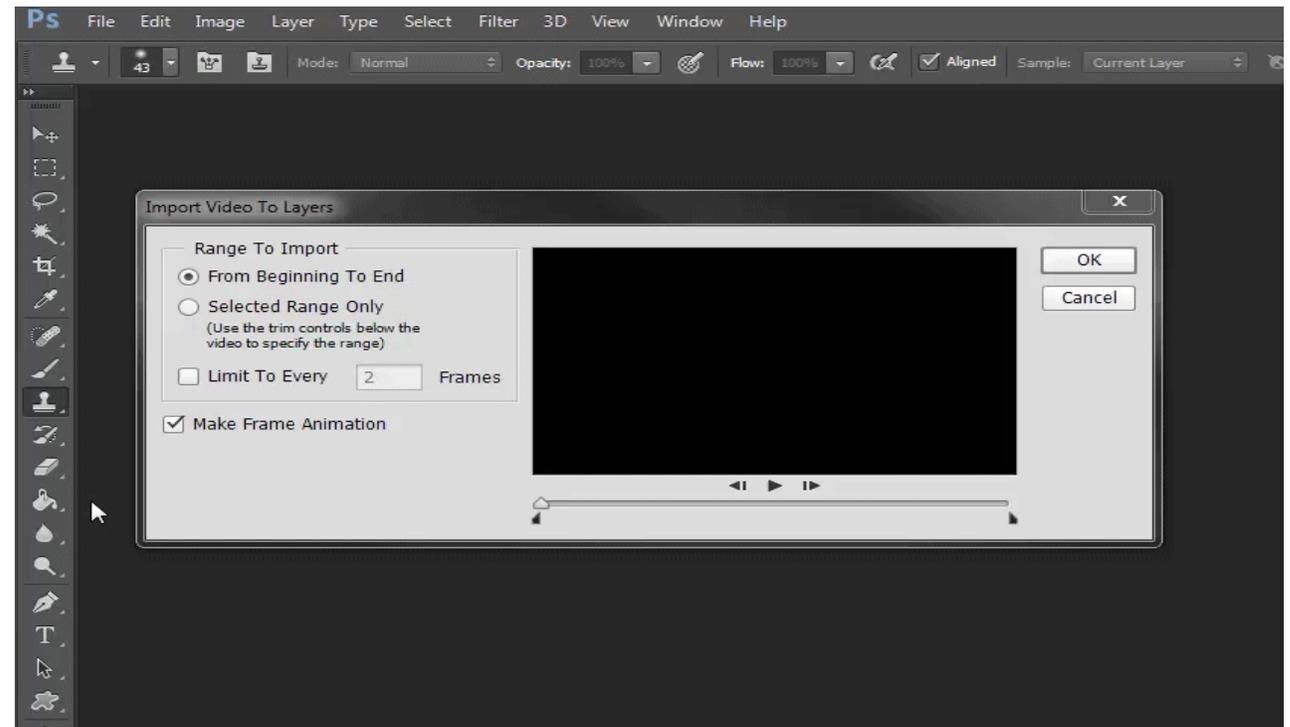
- Import into Photoshop
- Convert Video frames to Layers



# Step three: Selecting the Number of Frames

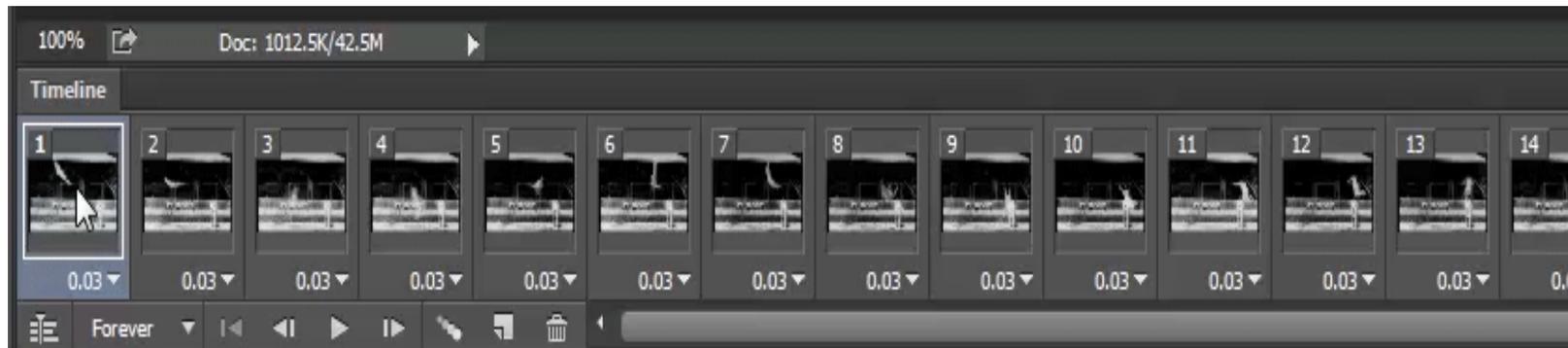
○ Option menu appears, select Limit to Every \_ Frames

○ Select between 4-6 frames



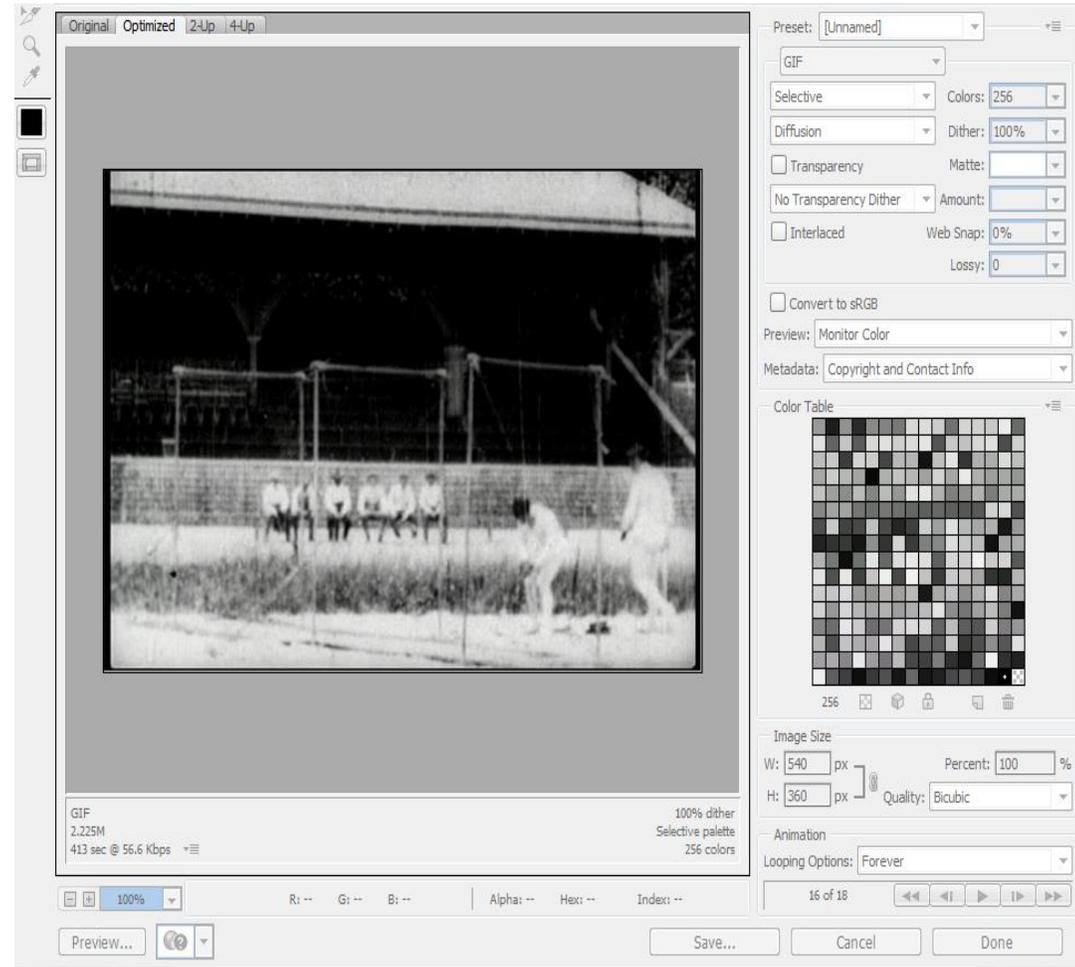
# Step four: Editing Frames

- Whittle down frames and adjust delays

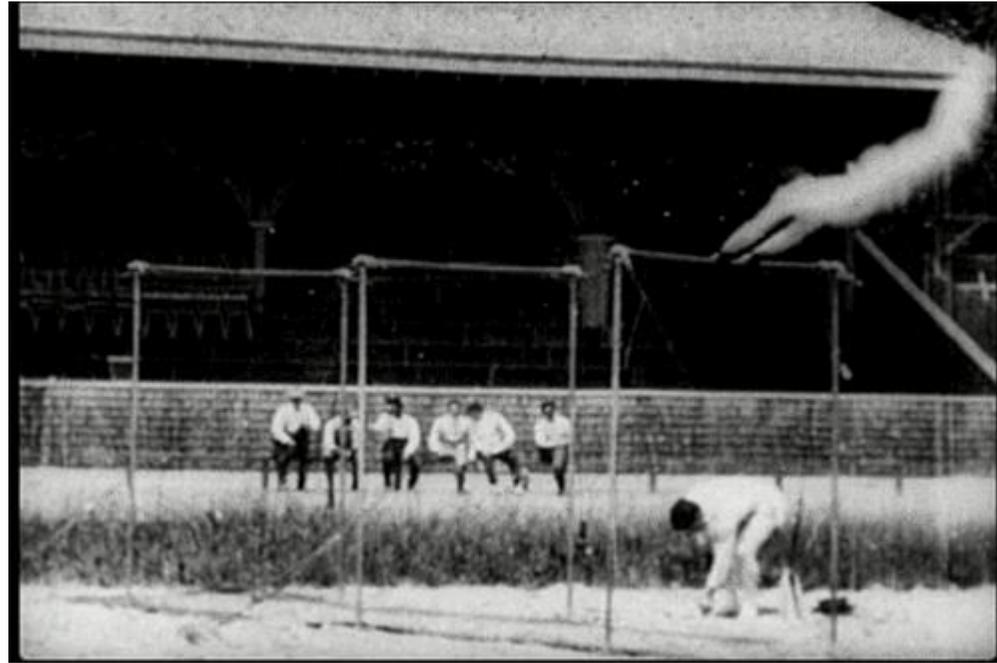


# Step five: Resizing and Saving

- Limit color quality or lossy compression (if necessary)
- Select “save for web” to save in the GIF format



# End Result

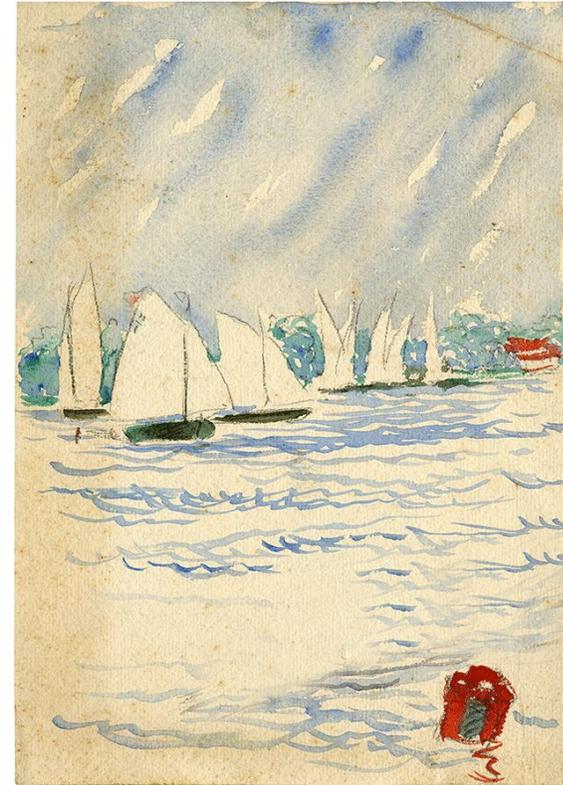


Questions?

# Advanced GIFFing

# Animation GIFs

- Basically adding or manipulating elements in a work of art, photograph, or video still
- Takes more time and effort but the potential payoffs can be enormous
  - appearances on Tumblr Radar three times in two months bumped followers on Tumblr from 200-8,000



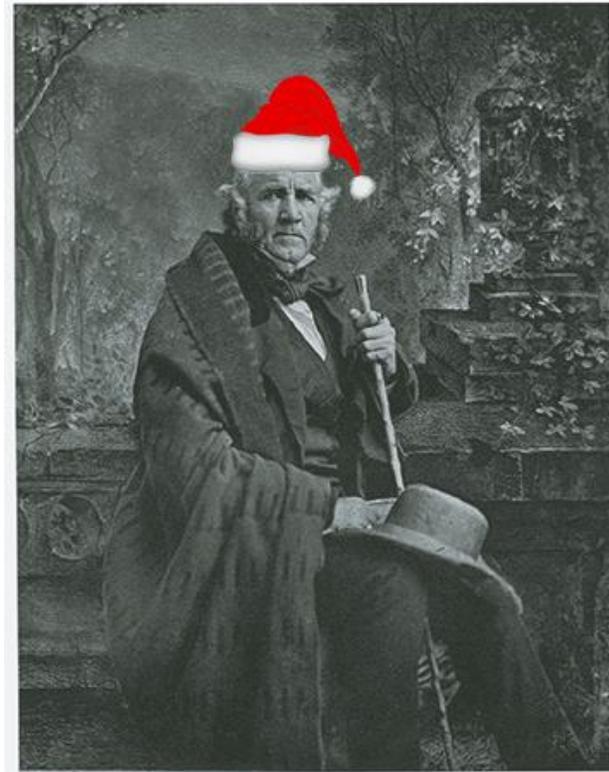
Row, Row, Row Your Boat

<http://nglspecialcollectionsandarchives.tumblr.com/post/78009734990/row-row-row-your-boat-watch-as-this-guy-rows> Accessed 5/13/2015

# Bring out your inner Monty Python!



Briggs, G.M. Matthew Roberts in His Army Uniform, Photograph, n.d.; (<http://texashistory.unt.edu/ark:/67531/metaph20654/> : accessed May 19, 2015), University of North Texas Libraries, The Portal to Texas History, <http://texashistory.unt.edu>; crediting Tarrant County College NE, Heritage Room, Fort Worth, Texas.



Happy Holidays  
<http://nglspecialcollectionsandarchives.tumblr.com/post/105019157353/happy-holidays-from-sam-houston-state-university> Accessed 5/19/2015

# Creative but not time consuming

- Focus on adding elements or manipulating a single item within the image
- Simple and unexpected plays well and saves on time



Radioactivity is in the air for you and me  
<http://nglspecialcollectionsandarchives.tumblr.com/post/84932095944/radioactivity-is-in-the-air-for-you-and-me-this> Accessed 05/14/2015

# How to create Animation GIFs

## ○Step one

- Open image in Photoshop

## ○Step two

- Using either Quick Selection or Lasso tool, layer selection Layer via Cut

## ○Step three

- Create Frame Animation

## ○Step four

- Either duplicate the cut layer or move the layer using the move tool and move the layer for each frame

- If you do not want a layer to appear, remove the eye on the layer for that frame

## ○Step five

- Adjust frame speed to preference

## ○Step six

- Fill in blank areas using the Clone stamp or History Brush

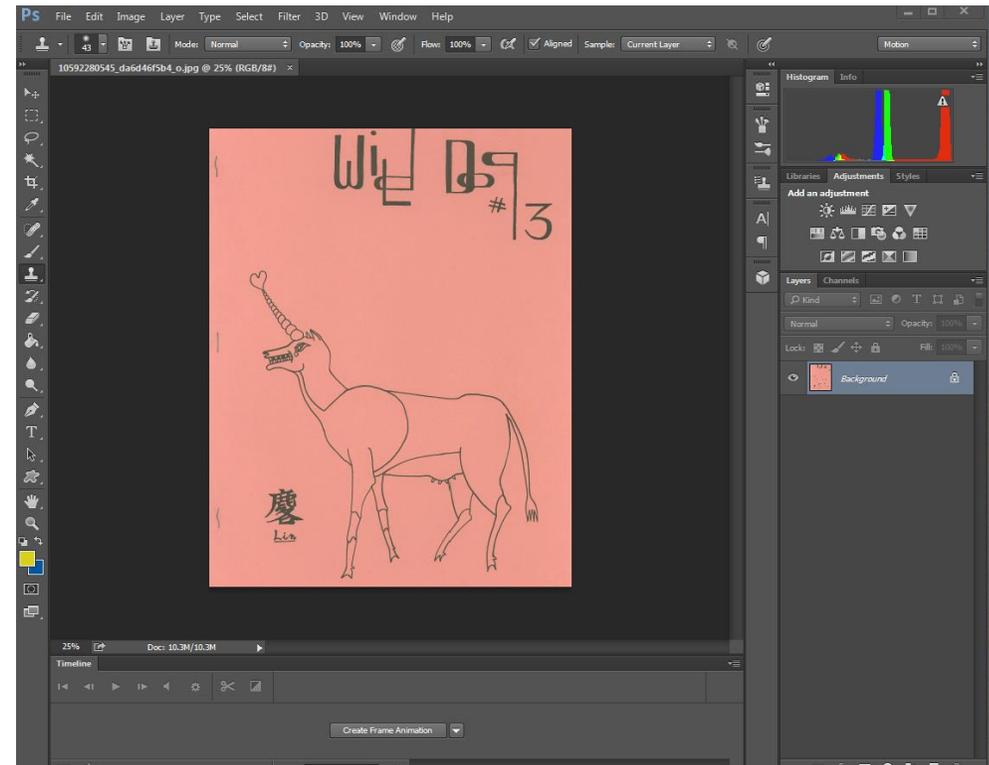
## ○Step Seven

- Adjust Image size to 540 pixel width and 72 pixels/inch

- Use save for web to save in the GIF format

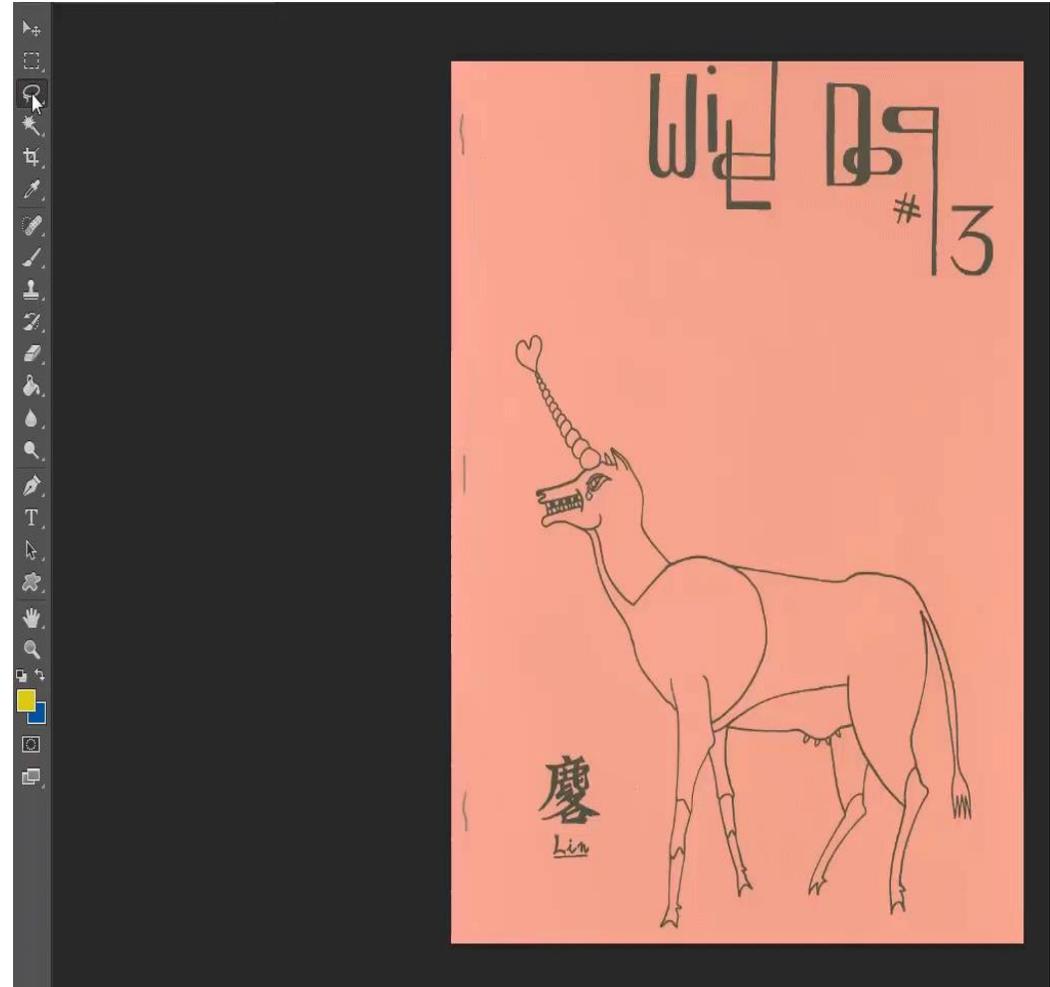
# Step one: Opening Images in Photoshop

o Open image in Photoshop



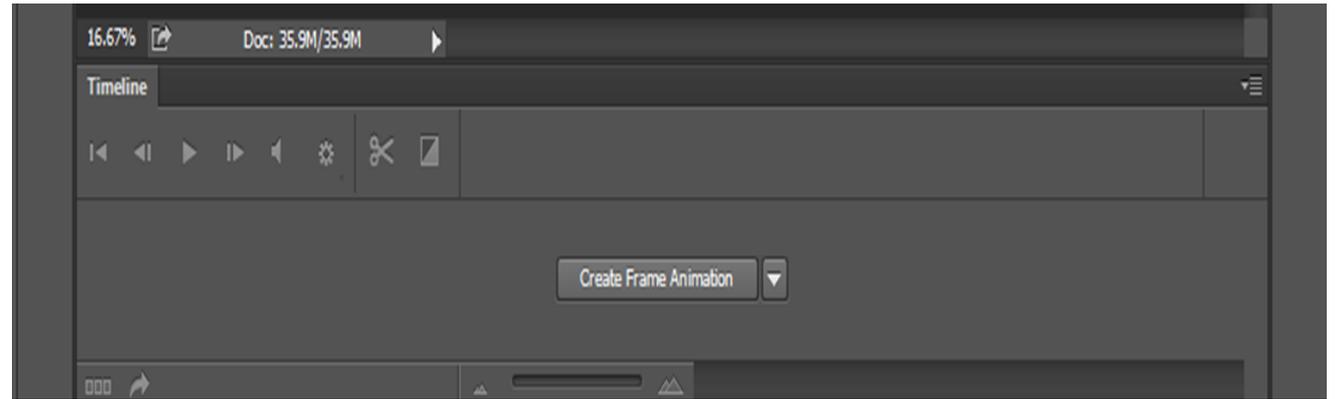
# Step two: Selecting Your Manipulation

- Using either Quick Selection or Lasso tool
- Layer the selection by Layer via Cut



# Step three: Working with Frames

○ Create Frame Animation



# Step four: Working with Layers

- Either duplicate the cut layer or move the layer using the move tool and move the layer for each frame
- If you do not want a layer to appear, remove the eye on the layer for that frame

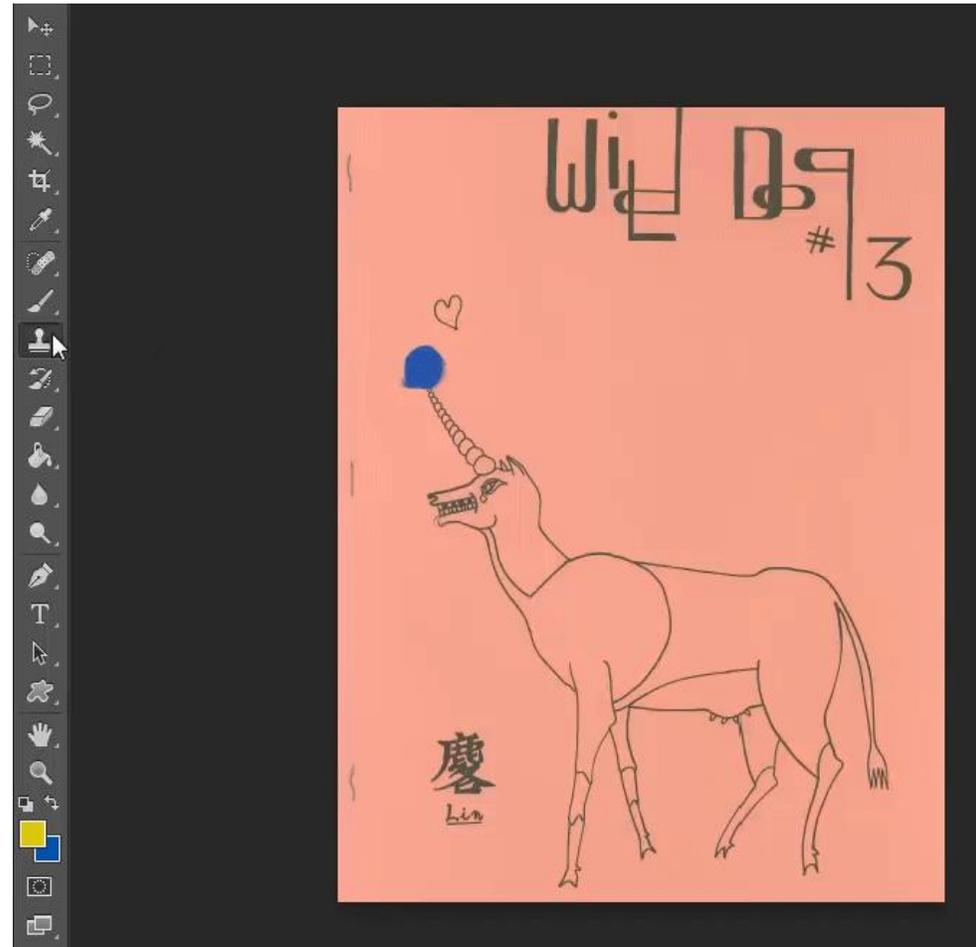


# Step five: Frame Speed

- Adjust frame speed to preference
- Frames don't have to have the same speed
  - It will depend on what you are trying to accomplish

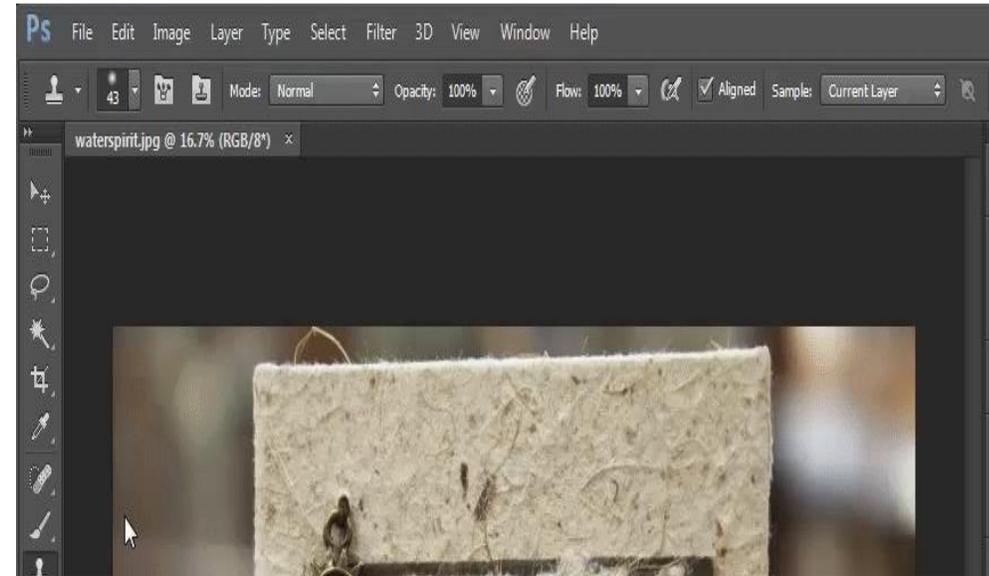
# Step six: Fixing the Image

- Fill in blank areas using the Clone stamp or History Brush

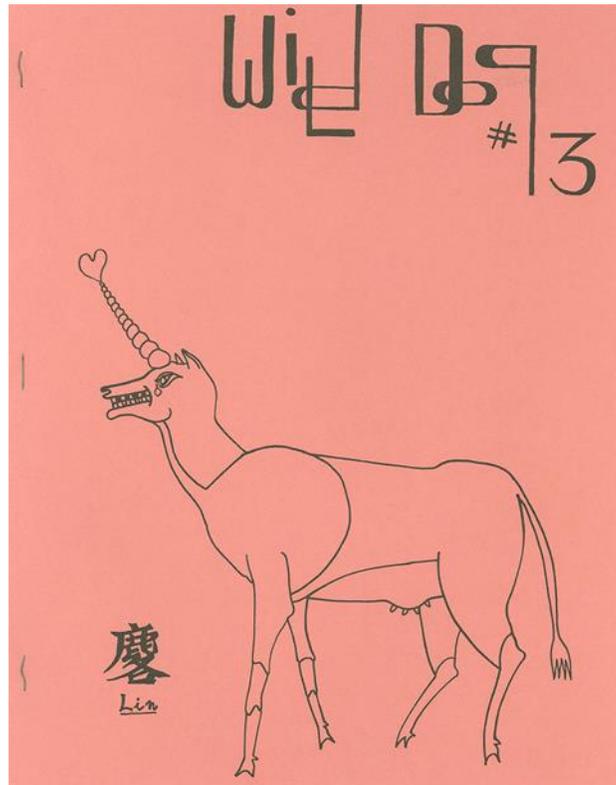


# Step Seven: Resizing and Saving

- Adjust Image size to 540 pixel width and 72 pixels/inch
- Use save for web to save in the GIF format



# End Results



Questions?

# Considerations

# Copyright

- Assess the risk level involved in making gifs
- Make sure that stakeholder and/or donors are aware of your work
- Understanding that GIFs put on the web are made available with no or limited restrictions
- State your intentions with Creative Commons license

# CC-BY 3.0 License

**Share** - copy and redistribute the material in any medium or format

**Adapt** -remix, transform, and build upon the material

**Attribution**-You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

**No additional restrictions** — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits.

Source: “Attribution 3.0 Unported (CC BY 3.0)” <http://creativecommons.org/licenses/by/3.0/>  
Accessed May 3, 2016.

# Approach

It's important to assess your collections and the material you might be working with

- Can you create a constant output from your collection?
- Can you be humorous?
- Can you create something that is unique?

# Contact Information

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**Tumblr:** [themetalarchivist](https://themetalarchivist.tumblr.com/)

