Illuminating Masterpieces

the Martin Museum of Art Collections Crowdsourcing Project

Margaret E. Hallinan
Museum Studies Graduate Student
What is Crowdsourcing?

- Also spelled, crowd-sourcing.
- Multifaceted
- The origin of crowdsourcing is unknown, but it began …
  - in 2004-2005
  - with television, viral videos, information service providers, such as the National Health Museum in Washington D.C. searching for existing photos of pandemic illnesses to supplement text in a kiosk program.
The Mission Statement

The Martin Museum of Art, Baylor University, is committed to the advancement and understanding of art through an active program of collections, stewardship, conservation, innovative exhibitions, education, interpretive programs, and special events to serve and enrich Baylor University and the public communities of Waco and Central Texas. The Museum serves as a vital resource for teaching and scholarship in a broad variety of disciplines, including, but not limited to, art history, art appreciation and studio art.
Project Goals

- Digitize & publish 1 sub-set of the Permanent Collection.

- Name Recognition, Research, & Exhibition.

- Instituting an Edublog as a crowdsourcing platform.

- Collecting Statistical Data.

- Conducting a Survey.

- Marketing with Social Media, Flyers & Email.
## Selection of the Collection

<table>
<thead>
<tr>
<th>Accession #</th>
<th>Artist:</th>
<th>Birth</th>
<th>Collection Location</th>
<th>Date</th>
<th>Title:</th>
<th>Description</th>
<th>Dimensions</th>
<th>Medium</th>
<th>Method of Acquisition</th>
<th>MM Inv. number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Alechinsky, Pierre</td>
<td>1927</td>
<td>SD 1</td>
<td>1970</td>
<td>Nuot Blanche</td>
<td>Black limestone, Pint H 17.875 x 12.125 in</td>
<td>Donation</td>
<td>2 Belgie</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Alechinsky, Pierre</td>
<td>1927</td>
<td>SD 1</td>
<td>1970</td>
<td>Lithosphere</td>
<td>Zolotone border, greens H 17.875 x 12.125 in</td>
<td>Donation</td>
<td>2 Belgie</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Alechinsky, Pierre</td>
<td>1927</td>
<td>SD 1</td>
<td>1970</td>
<td>Digitalis</td>
<td>Zolotone border, greens H 17.875 x 12.125 in</td>
<td>Donation</td>
<td>2 Belgie</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Alechinsky, Pierre</td>
<td>1927</td>
<td>SD 1</td>
<td>1970</td>
<td>Baraf Gross Sel</td>
<td>Zolotone border, greens H 17.875 x 12.125 in</td>
<td>Donation</td>
<td>2 Belgie</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Bearden, Romare</td>
<td>1911</td>
<td>GP 19</td>
<td>1970</td>
<td>Tidings</td>
<td>Landscape with grey sky, to H 32 x 24 in</td>
<td>Donation</td>
<td>5 Africa</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Bauermeister, Mary</td>
<td>1936</td>
<td>SD 2</td>
<td>1970</td>
<td>Art Investment Report</td>
<td>Hand printed &quot;Report&quot;</td>
<td>Donation</td>
<td>0 Germe</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Bauermeister, Mary</td>
<td>1936</td>
<td>SD 2</td>
<td>1970</td>
<td>Rainbow</td>
<td>Random writing all over, H 18.75 x 23.75 in</td>
<td>Donation</td>
<td>7 Germe</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Bishop, Isabel</td>
<td>1802</td>
<td>SD 3</td>
<td>1970</td>
<td>The Coat, Reaching for the Sleeve</td>
<td>Back view of a woman with H 6 x 8 in</td>
<td>Donation</td>
<td>8 Ameris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Connan, J.M.</td>
<td>1908</td>
<td>SD 8</td>
<td>1970</td>
<td>Untitled</td>
<td>Road running towards the H 15.875 x 21.875 in</td>
<td>Donation</td>
<td>0 Ameris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Connan, J.M.</td>
<td>1908</td>
<td>SD 8</td>
<td>1970</td>
<td>Untitled</td>
<td>House with tropical setting</td>
<td>Donation</td>
<td>0 Ameris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Connan, J.M.</td>
<td>1908</td>
<td>SD 8</td>
<td>1970</td>
<td>Untitled</td>
<td>A black brain</td>
<td>Donation</td>
<td>0 Ameris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Connan, J.M.</td>
<td>1908</td>
<td>SD 8</td>
<td>1970</td>
<td>Untitled</td>
<td>Trees in foreground and background H 15.35 x 21.35 in</td>
<td>Donation</td>
<td>11 U.S.A.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Connan, J.M.</td>
<td>1908</td>
<td>SD 8</td>
<td>1970</td>
<td>Untitled</td>
<td>believe the entire work to be H 10.5 x 16.375 in</td>
<td>Donation</td>
<td>12 Ameris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Dumbrek, Marie</td>
<td>1906</td>
<td>GP 21</td>
<td>1980</td>
<td>Minific</td>
<td>Brown, green, and black H 19 x 19.125 in with change Monotype</td>
<td>Donation</td>
<td>18 Ameris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Capacci, Bruno</td>
<td>1906</td>
<td>SD 3</td>
<td>1970</td>
<td>Untitled</td>
<td>Monster figure with greens H 14.375 x 11.375 in</td>
<td>Donation</td>
<td>18 Ameris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Dali, Salvador</td>
<td>1904</td>
<td>SD 4</td>
<td>1970</td>
<td>The Magic Butterfly and the Flower Certificate of Authenticity</td>
<td>H 30.5 x 21.5 in</td>
<td>Donation</td>
<td>17 Spain</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Dali, Salvador</td>
<td>1904</td>
<td>SD 4</td>
<td>1970</td>
<td>Untitled</td>
<td>Cover Page for Print</td>
<td>Donation</td>
<td>18 Spain</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Dali, Salvador</td>
<td>1904</td>
<td>SD 4</td>
<td>1970</td>
<td>Untitled</td>
<td>Lithograph of Dali’s signature H 29.5 x 21.5 in</td>
<td>Donation</td>
<td>18 Spain</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Cunningham, Bruce</td>
<td>1948</td>
<td>SD 5</td>
<td>1970</td>
<td>Untitled</td>
<td>Inside view of part of flowers H 13.375 x 17 x 24 x 18.875 in</td>
<td>Donation</td>
<td>19 Spain</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Cunningham, Bruce</td>
<td>1948</td>
<td>SD 5</td>
<td>1970</td>
<td>Untitled</td>
<td>Inside view of fruit or part H 32.5 x 17 x 24 x 18.875 in</td>
<td>Donation</td>
<td>19 Spain</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Foote, James Jr.</td>
<td>1921</td>
<td>SD 5</td>
<td>1970</td>
<td>Untitled, 13</td>
<td>Nude man and nude woman H 9 x 11.875 in</td>
<td>Donation</td>
<td>21 Ameris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Foote, James Jr.</td>
<td>1921</td>
<td>SD 5</td>
<td>1970</td>
<td>Untitled, 8</td>
<td>Two warriors both with H 14.375 x 9.375 in</td>
<td>Donation</td>
<td>22 Ameris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Foote, James Jr.</td>
<td>1921</td>
<td>SD 5</td>
<td>1970</td>
<td>Untitled, 14</td>
<td>Sitting man and woman, ur H 9 x 11.75 in</td>
<td>Donation</td>
<td>24 Ameris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Foote, James Jr.</td>
<td>1921</td>
<td>SD 5</td>
<td>1970</td>
<td>Untitled, 7</td>
<td>Man on all fours, woman H 9 x 11.75 in</td>
<td>Donation</td>
<td>25 Ameris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Foote, James Jr.</td>
<td>1921</td>
<td>SD 5</td>
<td>1970</td>
<td>Untitled</td>
<td>Man at a table, resting hands H 7.05 x 9.875 in</td>
<td>Donation</td>
<td>26 Ameris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Foote, James Jr.</td>
<td>1921</td>
<td>SD 5</td>
<td>1970</td>
<td>Untitled</td>
<td>Nude standing woman, her H 9 x 15 in</td>
<td>Donation</td>
<td>27 Ameris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Foote, James Jr.</td>
<td>1921</td>
<td>SD 5</td>
<td>1970</td>
<td>Untitled</td>
<td>Nude woman and woman H 11.75 x 19 in</td>
<td>Donation</td>
<td>28 Ameris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Foote, James Jr.</td>
<td>1921</td>
<td>SD 5</td>
<td>1970</td>
<td>Untitled</td>
<td>Medea, Servant</td>
<td>Top half is a letter, bottom H 12 x 4 in</td>
<td>Donation</td>
<td>20 Ameris</td>
<td></td>
</tr>
</tbody>
</table>

### Key for Colors
- **Pink**: Date of the Work
- **Orange**: Life Dates
- **Yellow**: Artist
- **Red**: Untitled
- **Green**: TBD
- **Blue**: Photographed
- **Gray**: Posted
- **Black**: Missing
Photographing & Watermarking

Top Left: Original Photograph; Bottom Left: Photoshop Rendering
Right: Finished Product with Watermark
Building a Blog – Setting Up

- Cohesive Appearance
- Gallery
- Regulation & Monitoring
- Anonymity
- Trial & Error
Building a Blog - Pages

Left: Blog Homepage  Right: Introduction Menu Page
Building a Blog - Posts
Posts, Cntd.
Evaluation
### Blog Post Traffic Statistics

<table>
<thead>
<tr>
<th>Date of Post</th>
<th>URL/Inventory Number</th>
<th>Post Title</th>
<th>Collected by</th>
<th>Date/Time Collected</th>
<th>Number of Comments</th>
<th>Number of Comments about site</th>
<th>Bounce Rate</th>
<th>Avg. Visits</th>
<th>New Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/12/2014</td>
<td>1114</td>
<td>How to Write a Better Blog Post</td>
<td>Margaret Wilson</td>
<td>3/12/2014 - 03:30 AM</td>
<td>0</td>
<td>0</td>
<td>100%</td>
<td>01:00:00</td>
<td>100%</td>
</tr>
<tr>
<td>3/12/2014</td>
<td>1114</td>
<td>The Importance of a Clear Thesis Statement</td>
<td>Margaret Wilson</td>
<td>3/12/2014 - 03:30 AM</td>
<td>0</td>
<td>0</td>
<td>100%</td>
<td>01:00:00</td>
<td>100%</td>
</tr>
<tr>
<td>3/12/2014</td>
<td>1114</td>
<td>How to Use Effective Call to Actions</td>
<td>Margaret Wilson</td>
<td>3/12/2014 - 03:30 AM</td>
<td>0</td>
<td>0</td>
<td>100%</td>
<td>01:00:00</td>
<td>100%</td>
</tr>
<tr>
<td>3/12/2014</td>
<td>1114</td>
<td>The Benefits of Using a Niche Website</td>
<td>Margaret Wilson</td>
<td>3/12/2014 - 03:30 AM</td>
<td>0</td>
<td>0</td>
<td>100%</td>
<td>01:00:00</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Statistics - Last 30 Days**

- Visits: 10
- Unique Visitors: 25
- Pageviews: 61
- Pages/Visit: 6
- Bounce Rate: 100%
- Avg. Visit Dur.: 00:00:46
- New Visits: 100%
### Google Analytics Results

<table>
<thead>
<tr>
<th>Date Checked</th>
<th>Staff Member</th>
<th>Time Frame</th>
<th>Visits</th>
<th>Unique Visits</th>
<th>Returning Visitors</th>
<th>New Visitors</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/19/2014</td>
<td>Margaret Hallinan, G.A.</td>
<td>Jan. 19 2014 - Feb. 18 2014</td>
<td>38</td>
<td>17</td>
<td>56.3%</td>
<td>44.7%</td>
<td>784</td>
</tr>
<tr>
<td>2/20/2014</td>
<td>Margaret Hallinan, G.A.</td>
<td>Jan. 19 2014 - Feb. 19 2014</td>
<td>42</td>
<td>19</td>
<td>57.1%</td>
<td>42.9%</td>
<td>951</td>
</tr>
<tr>
<td>2/24/2014</td>
<td>Margaret Hallinan, G.A.</td>
<td>Jan. 19 2014 - Feb. 24 2014</td>
<td>68</td>
<td>42</td>
<td>38.2%</td>
<td>61.8%</td>
<td>982</td>
</tr>
<tr>
<td>3/1/2014</td>
<td>Margaret Hallinan, G.A.</td>
<td>Jan. 19 2014 - Mar. 01 2014</td>
<td>194</td>
<td>189</td>
<td>13.4%</td>
<td>86.6%</td>
<td>1108</td>
</tr>
<tr>
<td>3/6/2014</td>
<td>Margaret Hallinan, G.A.</td>
<td>Jan. 19 2014 - Mar. 06 2014</td>
<td>292</td>
<td>286</td>
<td>8.9%</td>
<td>91.1%</td>
<td>1210</td>
</tr>
<tr>
<td>3/18/2014</td>
<td>Margaret Hallinan, G.A.</td>
<td>Jan. 19 2014 - Mar. 18 2014</td>
<td>381</td>
<td>368</td>
<td>3.9%</td>
<td>96.1%</td>
<td>822</td>
</tr>
<tr>
<td>3/19/2014</td>
<td>Margaret Hallinan, G.A.</td>
<td>Jan. 19 2014 - Mar. 19 2014</td>
<td>414</td>
<td>401</td>
<td>3.6%</td>
<td>96.4%</td>
<td>885</td>
</tr>
</tbody>
</table>

**Note:** Does Google count administrative visits? Margin of error, counting my steps.
Conducting a Survey

1. Would you like the artwork to be posted more frequently?
   - Yes
   - No

2. What kinds of artistic mediums would you like to see?
   - Painting
   - Paper
   - Sculpture

3. What types of artistic periods would you like to see?
   - Renaissance
   - Modern
   - Contemporary
   - Impressionism
   - Non-Western (i.e., Asian, etc.)

4. Which post format do you prefer?
   - Only text, no accompanying questions
   - Image with accompanying questions
   - Image with accompanying information and fill-in-the-blank (i.e., ARTIST: Van Gogh, TITLE: ___)
   - Other (please specify): __________

5. Is the blog site easy to navigate and the layout user friendly?
   - Yes
   - No

6. Is the instruction page clear and understandable?
   - Yes
   - No
   - (Please specify): __________
Procedure Manual

If the photo does not look like the sample, it may not need to be rotated or it may need to be aligned again.

4. The Cropping Tool
Most likely the image will need to be cropped or cut down around the edges to clean up the image, zoom in on a particular area to focus the viewer’s attention on the important evidence, or eliminate the white space added to the edges from the ruler tool.

To crop the image go to the left side panel of icons and click on the cropping tool.

Click on the side and corner lines to move the edges inward.

Click “enter” on the keyboard to release the cropping lines. If not satisfied, crop until the image is within the desired range.

5. The image is now ready for adjustments to the lighting, exposure, color levels, and other surface details to enhance the clarity of the photograph for the viewers. There are several options on the right panel above the layers. By clicking on the various icons, the image can undergo several alterations, each of which will show up as their own layer.
Social Media

Martin Museum of Art shared a link.
9 hours ago

If you enjoy art, solving puzzles, and research, then join the museum in exploring its permanent collection. Please share this site with anyone who might know more about this image. Check back weekly for new images of artifacts!

blogs.baylor.edu/mmoa_crowdsourcing

Martin Museum of Art @MartinMuseumBU 8h
Enjoy art, solving puzzles, and research? Join the @MartinMuseumBU #Baylor in exploring its permanent collection. ow.ly/tyyPl

Martin Museum of Art
The Collections Crowdsourcing Project was featured in this great article In AccessWaco by Carl Hoover of the Waco TTB!

http://www.wacotrib.com/entertainment/accesswaco/art/baylor-s-martin-museum-of-art-asks-online-viewers-for/article_88e0d8be-6397-5866-bdf7-19c54e05e29f.html

Baylor’s Martin Museum of Art asks online viewers for info
wacotrib.com
Amateur art sleuths, history buffs and Sherlockos with a good eye, Baylor’s Martin Museum of Art has a job for you.

Like · Comment · Share · about an hour ago ·
Flyers

Can you identify the object in the image?

To find the answer, go to:
blogs.baylor.edu/mmoa_crowdsourcing

Do you like puzzles, problem solving, or research?
Do you like art and history?

Join the museum in discovering the artists and exploring the details of their masterpieces from the permanent collection.

Martin Museum of Art

Collections Crowdsourcing Project

The Martin Museum of Art is embarking on a journey to fully research the art in its permanent collection. The goal is to create better programming, educational adjuncts, and improve the scholarship of the collection to better serve the needs of museum visitors and fulfill its mission.

The Martin Museum of Art, Baylor University, is committed to the advancement and understanding of art through an active program of collections, stewardship, conservation, innovative exhibitions, education, interpretive programs, and special events to serve and enrich Baylor University and the public community of Waco and Central Texas. The Museum serves as a vital resource for teaching and scholarship in a broad variety of disciplines, including, but not limited to, art history, art appreciation and studio art.

We need your help in researching the works of art and spreading the word to your professional colleagues, students, other organizations, and friends about this new endeavor. As a small staff we appreciate all of the assistance we receive in collections research, granting us more time and resources to other collection and educational pursuits as well as the physical care of our collection.

To visit or participate in the project, please go to:
blogs.baylor.edu/mmoa_crowdsourcing

For more information on the project, please contact:
Adair McGregor, Collections Manager
Margaret Hallman, Graduate Assistant

Margaret_Hallman@baylor.edu

For more information on the museum, please contact:
Karin Gilliam, Director
Karin_Gilliam@baylor.edu
Successes

- Extra Printed Publication
- Networking
- Name Recognition
- Comments
- Virtual Gallery for Fragile Works
- Technical Skills
Challenges & Lessons Learned

- What is crowdsourcing?
- What is HTML coding?!
- Photographing

- Communication
  - Staff
  - Public
  - Setting Boundaries
Gratitude

A special thanks to ...
Dr. Julie Holcomb
Karin Gilliam
Adair McGregor
Jennifer Spry
Eric Ames
Lance Grigsby
Carl Hoover
Elizabeth Hallinan
Jonathan Von Spreecken
Hannah Quinn
Association of Academic Museums and Galleries
Questions or Suggestions?

Explore … http://blogs.baylor.edu/mmoa_crowdsourcing/