



Digital Media Lab: Crafting Spaces to Support Innovation

By: **Cara Barker & Scottie Kapel**

Abstract

As technology permeates learning and instruction, academic libraries have an opportunity to reimagine services to meet the needs of their communities in novel and meaningful ways. In this session, you will learn how our library conceived and implemented a digital media lab after determining that our campus lacked spaces and support for students and faculty to create digital content outside of the classroom setting. The digital media lab is supported by a dedicated staff member, open to the entire campus community, and situated around sound-isolating booths designed for recording and editing. The service model encourages our community to become comfortable learning new technologies, to master the use of communication tools, and to be proficient communicators in an interconnected world. In this session we will discuss the development of the space and its service model, the myriad possibilities for utilizing the equipment, and our work with campus partners in the planning and implementation phases of this project.

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Archived version from NC DOCKS available at: <http://libres.uncg.edu/ir/wcu/listing.aspx?styp=ti&id=35492>.

*Conference canceled one week before the event due to COVID-19.



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Cara Barker

Research & Instruction Librarian
Western Carolina University

Scottie Kapel

Scholarly Communication Librarian
Western Carolina University



Introduction

Today

- Process+
(+ = lessons learned)
- Creating a blank slate



Digital Media Lab

- A gathering of equipment that allows original digital content to be created (Goodman 2014)
- A library creative space devoted to the creation of multimedia (Webb 2018)

Our DML

- 2 sound isolation booths
 - full recording setup
- 4 computers for editing
- Peripherals for checkout
- 1 staff member





Finding the
edges

Assessing need

- Work forward
- Gather evidence



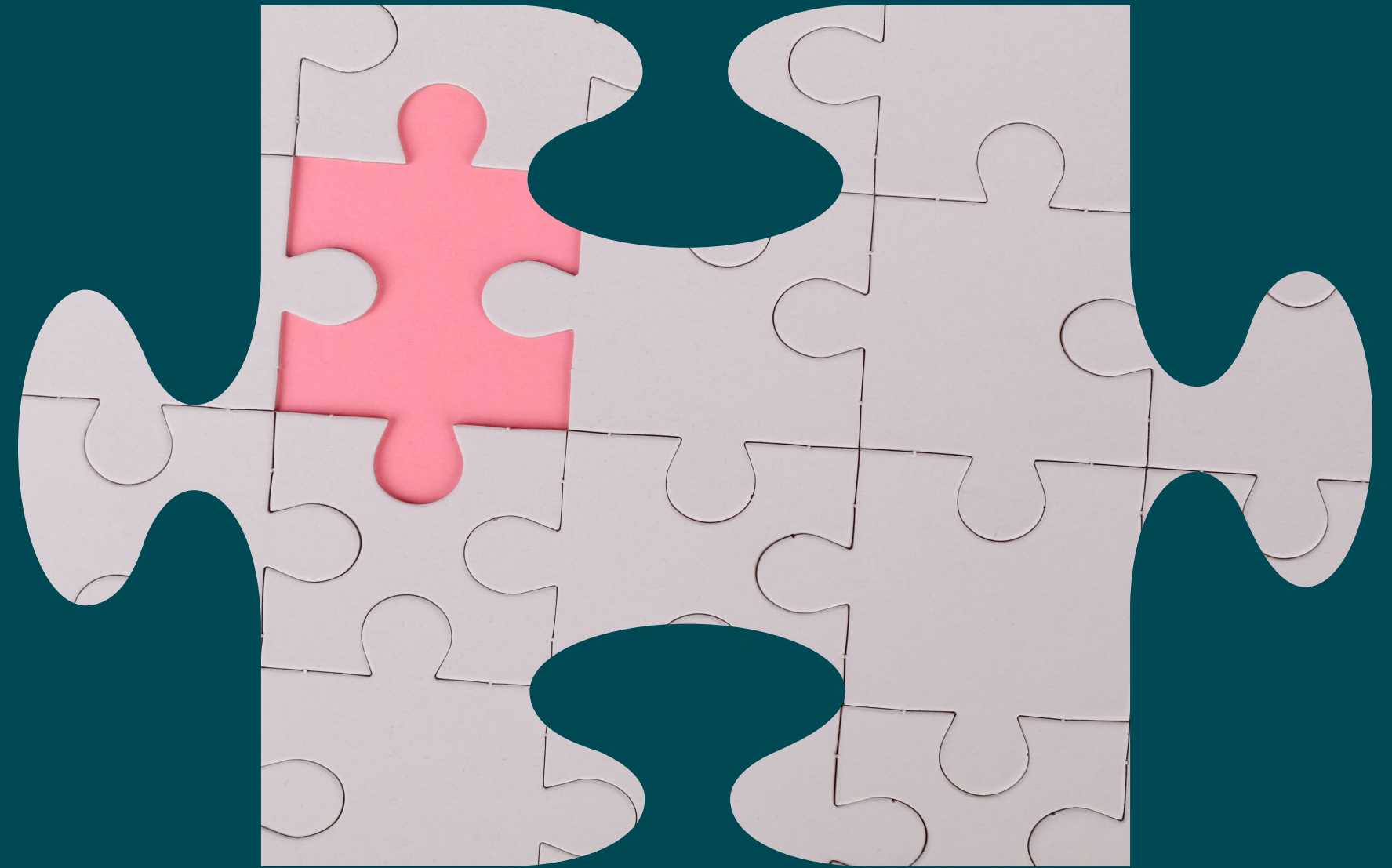
Finding partners

- Approach your tried-and-true collaborators
- Explore unexpected partnerships



Filling the gap

- Identify the unmet need
- Design your DML around that need





Identify the
corner
pieces

Partner Discussions

- Support existing work
- Mimicking
- Dream scenarios



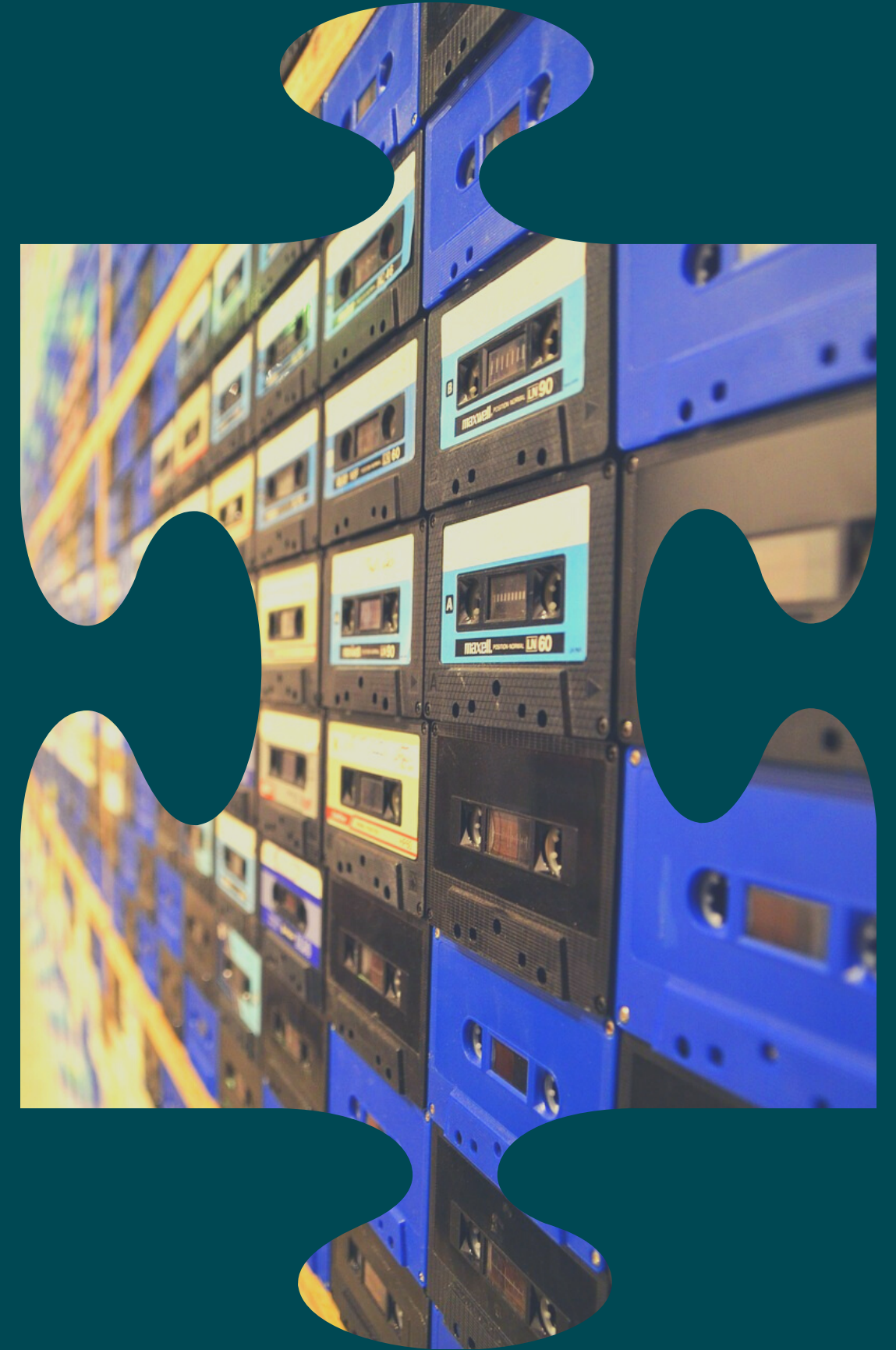
Space

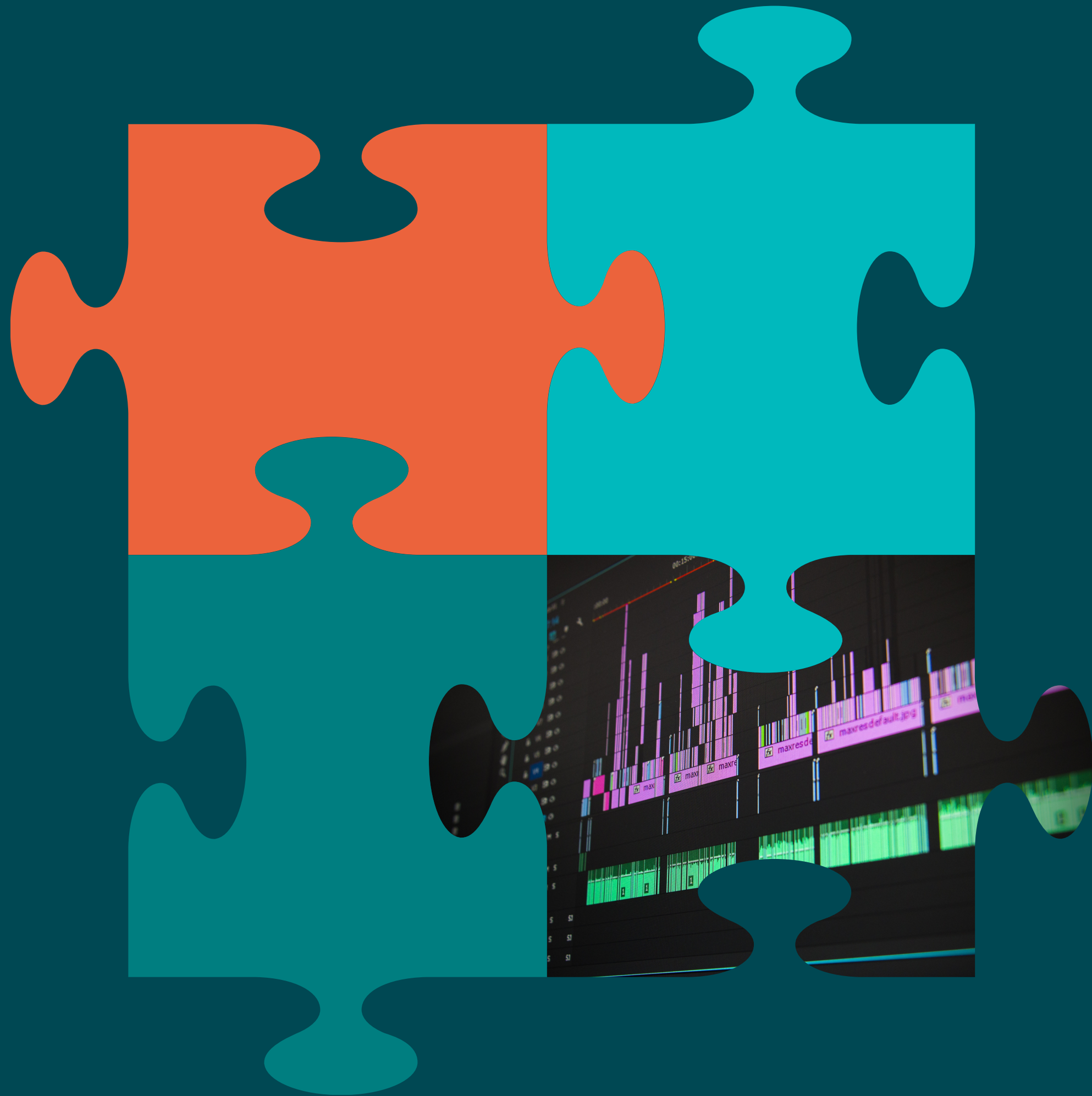
- Plan for the space you have
- Users and interaction
- Don't assume



Tech & Equipment

- What can you support?
- Recording setup
- Software
- Peripherals





Creating
the frame

Developing your service model

- Find appropriate staffing solution
- Determine how to set patron expectations



Identifying training needs

- Internal clients
- External clients



Creating support documentation

- Identify how and where to disseminate
- Decide how robust to make it

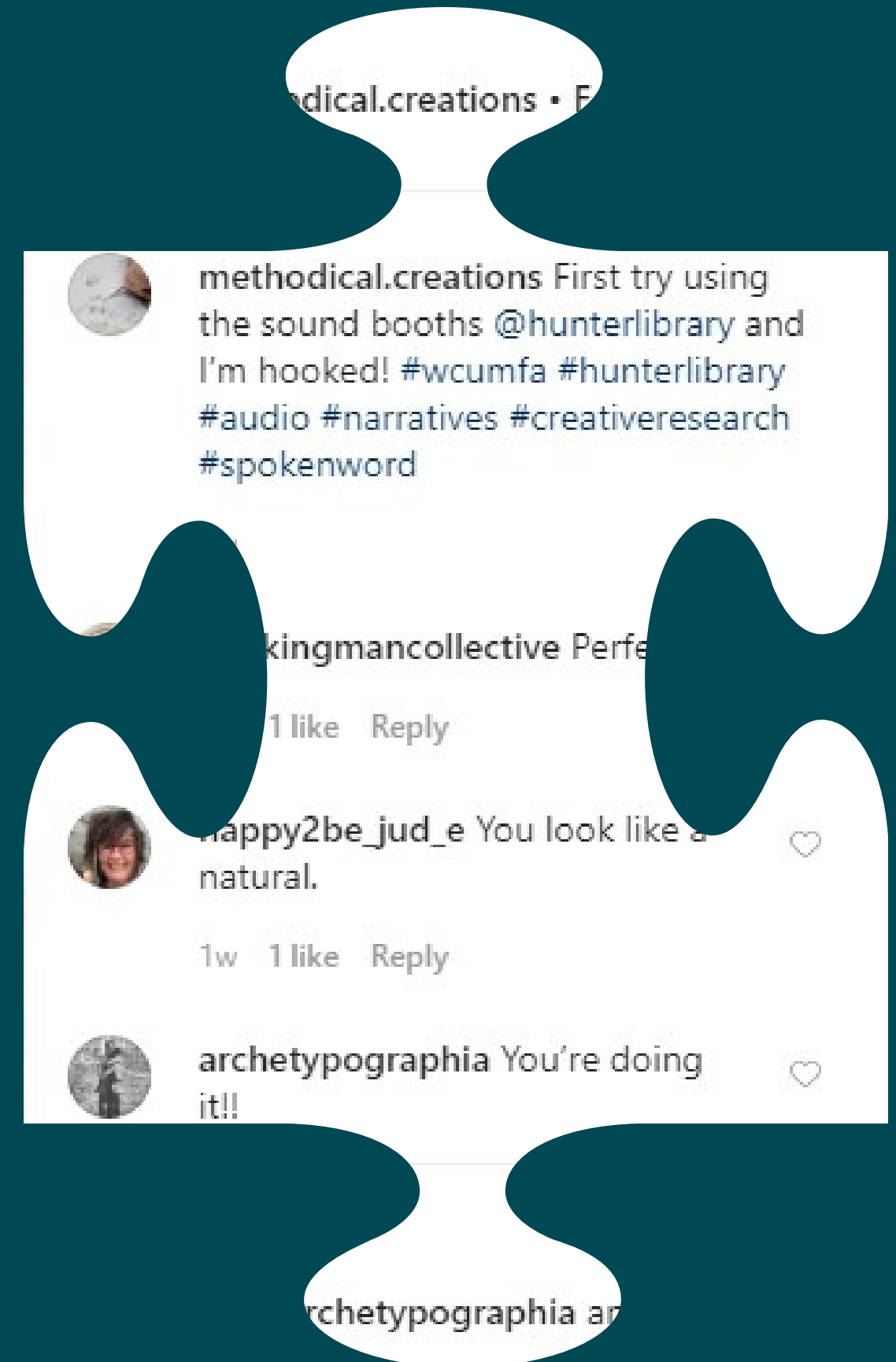




Filling in the
picture

Promoting

- Signage
- Open House
- Social Media



Assessment

- Usage Stats
- Surveys
- Track Questions



Lessons Learned

- Eggs & Baskets
- Time & Patience
- Room to Grow



"The focus of one of these labs in an academic library environment is normally on helping students realize their projects, although faculty and course assignments may also be supported." (Webb 2018)



Creative 3rd Spaces

- Use of the Space
- Encourage the Unexpected
- The Future of our Space





Thank you!