Backs Matter:
Reformatting Postcards in CONTENTdm

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Today’s Presentation

1. Postcards in Minnesota Reflections
2. The problem
3. A Solution
4. How does the solution work?
5. Single Replacement vs. Action Script
6. Application Beyond Postcards
7. Questions?
Postcards in Minnesota Reflections

Minnesota Reflections contains 3,216 postcards
BUT
users only see the fronts
A few hours of duck shooting near Pine River, Minnesota
300 Block of Front Street looking north, Mankato, Minnesota
Aerial Bridge Duluth, Minnesota
CONTENTdm’s Postcard Solution
Postcard = Compound Object

Report of Amherst H. Wilder Charity, for the year ending June 30, 1912, St. Paul, Minnesota
What’s Wrong with Compound Objects?

- Slower to create (each compound object needs its own upload document)
- Slower to upload
- Clumsy for users – when the compound object structure doesn’t ADD to the user experience
- CRUFT
What’s on the Back of a Postcard?

- Postage Stamps
- Historical information
- Handwritten messages that tell stories about people’s lives and experiences
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<thead>
<tr>
<th>Filename</th>
<th>Date/Time</th>
<th>Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
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</table>
The MetaGreta Solution
My Eureka Moment...

Fred Stier Meat Market, Belle Plaine, Minnesota
Scott County Historical Society
One Scanner – Multiple Scans
How does it work?

Step by Step Instructions:
1. Manually one at a time
2. Running a script to do a batch
Open Front and Back of Postcard
Determine Horizontal vs. Vertical
Image - Canvas Size

Current Size: 27.8M
- Width: 3894 pixels
- Height: 2499 pixels

New Size: 83.5M
- Width: 0 pixels
- Height: 5000 pixels

Canvas extension color: Background
Anchor: 

[Image of canvas size dialog box]
Hennepin Avenue, looking East from 7th Street, Minneapolis, Minn.
Expanding the Canvas Size creates a space for the back of the postcard.
American Institute of Swedish Arts, Literature and Science, Minneapolis, Minn.
Crop Image as Needed
Layer – Flatten Image
Save As...
Running an Action Script
Using the Action Script Button
Running a Script

Master Files:
Front = 123a.tif
Back = 123b.tif

COPY the Master Image
Front = 123a.tif [copy]
Back = 123b.tif [copy]

MERGE the 2 images into a new single image

SAVE NEW IMAGE to Master File Folder

RE-NAME the newly Merged Image:
Front and Back of Postcard = 123c.tif
Final Steps
Replace Thumbnails in CONTENTdm

<table>
<thead>
<tr>
<th>Thumbnail</th>
<th>Title</th>
<th>Creator</th>
<th>Contributor</th>
<th>Description</th>
<th>Date of Creation</th>
<th>Publishing Agency</th>
<th>Dim</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="thumb1.png" alt="Image" /></td>
<td>American Swedish Institute, 2600 Park Avenue, Minneapolis, Minnesota</td>
<td>Blais, Don</td>
<td></td>
<td>Postcard with watercolor rendition of the Tumbland mansion. Completed in 1908, the Swan J. Tumbland</td>
<td>1970?</td>
<td></td>
<td>16 x 9</td>
</tr>
<tr>
<td><img src="thumb2.png" alt="Image" /></td>
<td>Olof Lenander’s Store, 520 Cedar Ave, Minneapolis, Minnesota</td>
<td></td>
<td></td>
<td>Interior of a grocery store with several people posed among the groceries. Owner Olof Lenander is most likely the</td>
<td>1915?</td>
<td></td>
<td>9 x 1</td>
</tr>
</tbody>
</table>

Replace Item

Choose file to replace existing item.

File name: [Browse]

- Apply metadata template to replacement item
- Create display image
Re-upload, Approve and Index
<table>
<thead>
<tr>
<th>Thumbnail</th>
<th>Title</th>
<th>Date-Created</th>
<th>Description</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15 foot cut of snow, Mountain Lake, Minnesota</td>
<td>1936</td>
<td>Car driving between very high snow banks. Location is 10 miles east of Windom and three miles south of Mountain Lake.</td>
<td>Cottonwood County Historical Society</td>
</tr>
<tr>
<td></td>
<td>1910 Buick, Lincoln County, Minnesota</td>
<td>1910</td>
<td>Two men Ernest Schorle and Leo Swenson are sitting in a 1910 Buick. The steering wheel is on the right, the hand brakes are outside the car and it has no</td>
<td>Lincoln County Historical Society</td>
</tr>
</tbody>
</table>
What if I don’t have Adobe Photoshop?

Other [FREE] Options:

1. www.ImageMagik.org
2. www.IrfanView.com
3. www.GIMPshop.com
Before and After Gallery
Before...

Main Street, Central Block, Sherburn, Minnesota
Martin County Historical Society
Water tank, Good Thunder, Minnesota

(Message)

#13 gig

Good Thunder, Minn.

Arrived safe. Very windy driving. Everybody OK.

Louis

4/15/34

Mrs. J. H. Davis

222 N. Eddy St.

Sandwich, Ill.

Post card

Message

Arrived safe. Very windy driving. Everybody OK.

Louis

4/15/34

Mrs. J. H. Davis

222 N. Eddy St.

Sandwich, Ill.

Post card

Message
After the Fire of October 2, 1908, Lafayette, Minnesota

Dear Cousin Bertrude,

I will drop you a postcard on the big fire of Lafayette but you can't see more than half of it now. The Puddles do. They all live here from Texas.

Miss Bertrude Sandberg
Raceland
Minnesota

Love,
[Signature]

E 3.00

POST CARD

ADDRESS IN THIS SPACE

[Postcard Image]

[Old Photograph Image]
The Blue Line Café, Excelsior, Minnesota

The Popular Blue Line Café, Lake Minnetonka, Excelsior, Minn.

POST CARD

CORRESPONDENCE

Miss Marion Carlson
Madrid

10-23.

Clara.
Baptist Church, Mankato, Minnesota

View Description
Application Beyond Postcards
Other Uses for this Technique

- Stereographic Cards
- Carte-de-visite photographs
- Cabinet photographs
- Trade Cards
- Baseball cards
- Advertising Cards
- Greeting Cards
- Letter and envelope
- 2 page letter
- ?
Thank You

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