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PRDLA Graphic Presence Task Group

Attendees at the PRDLA 2008 Singapore membership meeting approved active promotion of PRDLA via an enhanced graphic presence for the PRDLA web site and for the Pacific Rim Library.

The PRDLA web site at www.PRDLA.org is the primary communication tool for PRDLA, provides the historical record for PRDLA, and serves as a point of collocation for various PRDLA information resources. The PRDLA web site is an important tool for promoting PRDLA and in seeking support for PRDLA activities.

The Pacific Rim Library (PRL – pronounced “pearl”, formerly PRDLA Archive) is an ongoing project to collocate metadata from PRDLA member digitization projects and to maximize exposure of the metadata to the large data aggregators. The PRL server repository is hosted by the University of Hong Kong Library. Search access is via the PRDLA web site Resources section or via direct access at <http://prdlarchive.lib.hku.hk/>. PRL provides search access for the collocated metadata and serves as an efficient resource to expose the digital assets of PRDLA members to Google and, thus, to ensure access by the largest and broadest audience. PRL promotes PRDLA by creating awareness among its users.

The PRDLA Graphic Presence Task Group is charged to develop a proposal, costs, and time table for a design process to develop:

- a consistent, contemporary, and effective graphic layout for the PRDLA web site and for PRL
- a consistent, contemporary, and effective logo for use on PRDLA member sites when linking to the PRDLA web site
- a widget that can be used to search PRL from member sites
- a method to be used on the PRDLA web site that will highlight PRDLA member digital collections

The proposal should be submitted to the PRDLA Secretariat by 1 April 2009 for approval by the PRDLA Steering Committee. The PRDLA Secretariat will be responsible for implementing the approved proposal, but the PRDLA Graphic Presence Task Group will serve as advisors to that process.

PRDLA Graphic Presence Task Group members are:

- Brian Flaherty, Digital Services Manager, University of Auckland Library
- Emily Lin (chair), Head, Digital Assets, University of California, Merced Library

- Paula Mochida, Interim University Librarian, University of Hawaii at Manoa Library
- David Palmer, Technical Support Services, University of Hong Kong Libraries
- John Wang, Web Services Coordinator, University of California, Los Angeles Library
- Sylvia Yap, Director, National University of Singapore Libraries