



USING YOUR RESOURCES

re·source

—noun

A source or possibility of help

– Chamber’s English Dictionary

RESOURCES • TECHNOLOGY SECTION

RSS, GOOGLE READER, BLOGGING AND MORE**http://www.commoncraft.com/rss_plain_english**

Commoncraft has produced a great web video on RSS. In simple, visual language, it describes what RSS is, and what it can do for you.

<http://www.archive.org/details/BloglinesTutorial>

Teacher's 2.0 has produced a web video on setting up a Bloglines account, and walks you through adding feeds to your account. It uses the Firefox web browser on a Mac, but the interfaces are similar enough, you should have very little trouble following the instructions in a different browser or on a Windows computer. Also, to view this video, you will need to click on the link underneath the "Play/Download" menu on the left hand side of the page.

<http://tinyurl.com/ap42n>

This blog post has a screen shot based tutorial of setting up a Bloglines account, and then using it to subscribe to RSS feeds. These screen shots are also from a Mac.

<http://tinyurl.com/yvmzvv>

This blog has a webvideo on setting up Google Reader, and subscribing to feeds. It also highlights some of the more advanced features of Google Reader, like the link blog, and adding tags.

<http://mefedia.com/entry/3151418/>

This webvideo walks you through adding and deleting a feed from Google Reader. It also has tips for using your time wisely when using the reader - describing how to use keyboard shortcuts, and using the starring feature.

FOLLOWING ARE SOME CALIFORNIA LIBRARIES THAT HAVE SET UP BLOGS:

<http://burbanklibrary.blogspot.com/> - Burbank Public Library blog

<http://blog.library.ca.gov/> - California State Library blog

<http://www.marincountyfreelibrary.blogspot.com/> - Marin County Free Library blog

<http://traynor.uchastings.edu/weblog/> - Hastings Law Library blog (UC-Hastings College of Law)

<http://blog-bib.blogspot.com/> - This blog wasn't written by a library and isn't updated anymore, but has a really good list of articles on pertinent issues of blogging in libraries.

<http://inbox.berkeley.edu/> - UC Berkley blog, published by the Institute of Governmental Studies Library.

<http://gplbooktalk.blogspot.com/> - Glendale Public Library's blog for book talking (and announcements)

<http://gpl-ales-from-the-treehouse.blogspot.com/> - Glendale Public Library's blog for Children's Services (reviews, activities, events)

<http://buenaparklibrary.blogspot.com/> - Buena Park Library District's blog

<http://sfplamr.blogspot.com/> - Blog of the Art, Music and Recreation Center of the San Francisco Public Library

<http://146.74.224.231/> - Santa Clara County Library's blog. Each entry is posted by staff members at the branch libraries.

<http://csslibraryblog.blogspot.com/> - Cold Springs School Library blog, in Santa Monica

CALIFORNIA LIBRARIES WITH FLICKR ACCOUNTS

www.flickr.com/photos/tolibrary/ - Thousand Oaks Public Library

www.flickr.com/photos/smcl/ - San Mateo County Public Library

www.flickr.com/photos/redwoodcitylibrary/ - Redwood City Public Library

www.flickr.com/photos/sunnyvalelibrary/ - Sunnyvale Library

www.flickr.com/photos/sanmarinopl/ - San Marino Public Library

www.flickr.com/photos/burbanklibrary/ - Burbank Public Library

www.flickr.com/photos/lesterpubliclibrary/ - Lester Public Library in Two Rivers, WI - It's not in California, but they have a really active site.

FOLLOWING ARE JUST A FEW CALIFORNIA LIBRARIES WHO HAVE MYSPACE PAGES

www.myspace.com/sanmateocountylibrary

www.myspace.com/grandterracelibrary

www.myspace.com/milpitaslibrary

www.myspace.com/alamedacountylibrary

www.myspace.com/crestlinelibrary

www.myspace.com/fullertonpubliclibraryya

www.myspace.com/sonomalibraryteens

www.myspace.com/yard_at_upland

www.myspace.com/sylmaryac

www.myspace.com/pplteens

RESOURCES • DESIGN SECTION

The Copyright Management Center at IUPUI is full of info

www.copyright.iupui.edu/index.htm

Defining Fair Use, and Fair Use Issues

www.copyright.iupui.edu/fairuse.htm

A checklist for fair use of copyrighted materials:

www.copyright.iupui.edu/checklistintro.htm

A “quick guide” to what is copyright

www.copyright.iupui.edu/quickguide.htm

Getting permission to use copyrighted works

www.copyright.iupui.edu/permhome.htm

Librarian In Black shares info on

sources for safe podcasting at

http://librarianinblack.typepad.com/librarianinblack/files/legal_copyright_and_podsafe_content_issues.doc

LEARNING 2.0

Learning 2.0 was originally developed by Helene Blowers at the Public Library of Charlotte and Mecklenburg County in 2006 to help her staff explore Web 2.0 technologies, and how they may be used to promote library services.

Many Web 2.0 technologies are freely available for anyone to use, and are a good way to market your library to people who regularly use these resources.

Following is a list of California libraries and library systems that have implemented the Learning 2.0 program for library staff so they can start using these technologies to connect with customers in a new way.

<http://plcmcl2-about.blogspot.com/>

This is the official website developed by Helene Blowers that has instructions about adapting the original Learning 2.0 to your library.

<http://schoolibrarylearning2.blogspot.com/index.html>

California School Library Association developed a Learning 2.0 program for school librarians to participate in.

<http://our23things.infopeople.org/>

In May 2007, Infopeople developed a Learning 2.0 program that they made freely available for anyone in the library community of California to join. As of this writing, it's still going on.

<http://sunnyvalelibrarylearning.wordpress.com/list/>

Sunnyvale Public Library had their own Learning 2.0 program.

<http://ocpl23things.blogspot.com/>

The Learning 2.0 program of the Orange County Public Library

<http://lniguel23thingsabout.blogspot.com/>

Laguna Niguel Library, a branch library of OCPL, participated in Infopeople's Learning 2.0 program.

<http://ucsclearning23.blogspot.com/>

University of California Santa Cruz Library is conducting their own Learning 2.0 program.

Lingo is all over the place in the communications world. The following terms are ones that are commonly used by newspapers. These terms were assembled by the San Diego Union-Tribune.

Ad send

A national service that provides the transfer of ads electronically to newspapers.

Broadsheet

A standard full-page newspaper size with an image area of 11.5 inches wide by 21.5 inches deep.

Camera-ready ad

A complete ad, on high-resolution paper, ready to be placed in position on the page.

COMMONLY USED NEWSPAPER TERMS

CMYK (cyan, magenta, yellow, black)

The subtractive primaries, or process colors, used in color printing. Black is usually added to enhance color and to print a true black.

Color balance

The amount of cyan, magenta and yellow needed to produce a good reproduction with gray balance and satisfactory overprint colors.

Digital ad

Ad produced on a computer desktop. If you are submitting a digital ad, make sure to follow the directions of the specific newspaper that you are submitting to.

Double-truck ad

Consists of two full-page ads that are on facing pages.

Dots per inch

The actual number of dots of ink generated by the halftone process contained in our inch of an image. Digital images measure pixels per inch or centimeter. The recommended pixels per inch is two times the accepted dots per inch to achieve the desired resolution.

DPI (dots per inch)

A standard printing term referring to the number of rows of dots per inch. Also called LPI or lines per inch. For ads running on newsprint, use 85-100 dpi; for glossy inserts, use 133 dpi.

Dot gain

In the printing process, each dot in a screened area (such as a halftone) increases in size by 30 percent due to the way ink is absorbed by newsprint. See mechanical requirements.

Duotone

Art rendered in two colors, ie. black plus one color, with midtones of varying densities of the combined colors.

Dummy layout

A detailed layout showing how the various typeset elements, illustrations, etc., will be arranged.

EPS (Encapsulated PostScript)

A file format used to transfer PostScript image information from one program to another.

Film negative

A piece of film with a reversed image, in which dark areas appear white, and vice versa.

Font

Refers to the style of type used. Fonts come in three basic families: serif, sans serif and script.

Four-color process

The process of reproducing a color image using four inks (cyan, magenta, yellow and black). See mechanical requirements.

Frequency

The number of times an ad runs in the newspaper (or other media) in a given amount of time.

Gradation

A smooth transition between black and white, one color and another, or color and the lack of it.

Gray balance

The proper amount of cyan, magenta and yellow to produce a gray scale with no apparent dominant hue.

Halftone

A photograph or art converted to dots so it can be printed on a press in one color, generally black, with midtones of varying densities.

Inserts

Separate advertising that is inserted into the newspaper. Full-run or ZIP code distribution can be available, depending on the newspaper.

JPEG (Joint Photographic Experts Group)

A group that has established a standard for the compression of bitmapped, scanned and rendered color images.

Kerning

The individual spaces between letters. Large type often requires manual kerning to keep the spacing equal.

Kilobyte

A unit of measure (K) of digital information corresponding to 1,024 bytes.

Line art

Black and white art with no midtones (grays). Generally refers to logos and pen and ink illustrations.

Megabyte (mb)

A unit of measure of stored data core-

sponding to 1,024 kilobytes or 1,048,576 bytes.

Moire

In printing, the undesirable screen pattern caused by incorrect screen angles of overprinting halftones.

Pixel

The smallest proportion of a picture for which information is stored. Pixels are made up of bits. The smallest distinct unit of a bitmapped image displayed on a screen.

Pixels per inch / pixels per centimeter

Resolution standard for digital images. In many newspapers, files may contain no fewer than 170 pixels per inch to achieve the highest resolution desired for printing.

PPI (pixels per inch)

Refers to computer image file size. Also known as "resolution." Literally, PPI is the number of pixels per inch. The PPI resolution for images to be printed in the newspaper should be at least 170. See digital output guidelines.

Registration

The alignment of different (color) films and printing plates to produce one printed image.

RGB (red, green and blue)

These are the additive colors.

Run of press (ROP)

Run of press refers to an advertisement that is included in every edition and every market of the newspaper.

Screen angles

The angles at which halftone line screens used for four-color, three-color and two-color reproduction intersect, measured in degrees. If these screens are not placed at specified angles, a moire pattern can result.

SAU (Standard Advertising Units)

A newspaper industry standard of display-ad sizes using standard column widths. See mechanical requirements.

Spot color

The adding of a color (other than black) to ads for the purpose of creating greater readership of that ad. Ads containing spot color may use one or two colors plus black.

Tabloid

A section with a page size that is half of a broadsheet. Note: Due to our press configuration, tabloid layout size differs slightly from tabloid print size. See tabloid mechanical requirements.

TIFF (tagged image file format)

A file format for exchanging bitmapped images (usually scanned images) between applications.

TMC (total market coverage)

Usually consists of placement of an ad in a combination of a paid circulation newspaper and a free distribution product (which usually contains certain generic parts of the newspaper and advertising) sent to non-subscribers.

Velox

A term derived from the trademark "Velox Print" for a high-quality screened photographic print used in the preparation of "line-art" mechanicals.