

LAUC Research and Professional Development Committee,
Presentation Grant for \$315.00.

This money was used for transportation to the ACRL Annual Conference in Portland, Oregon, March 25-28, 2015.

Electronic Poster Session: **Cataloging is Beautiful**, co-created with Jane Rosario.

About our electronic poster -- We created a PowerPoint presentation, with music, of the exhibit we had mounted in three cases in the Moffitt Library (on display from February 2015 until now), titled: Cataloging is Beautiful.

The poster offered large black and white images of three of UC Berkeley's catalogers (the Head of the Original Cataloging Department, the Rare Books Cataloger, and the Arabic Cataloger), posed with a book in color that they chose to represent the kinds of materials they catalog. Then there were dynamic cataloging quotes (such as, "Well-cataloged materials transmit their power to the students who use them," and "Analysis is comparatively easy – it just involves seeing what's in front of you. Synthesis is the real deal, because it involves seeing what isn't there"), and informative text about the past, present, and future of cataloging, and, as sidebars, a graphic, "How to Make Sense of a Call Number," and the Library of Congress Classification chart. While the images cycled through, Gilbert & Sullivan's "The sun whose rays are all ablaze..." from The Mikado was playing.

The presentation was well-received, although most of our arrival at this conclusion was measured by our observation, not by metrics: when I spoke with the organizers about our poster on the first day of the conference, they recognized it immediately and were pleased about it; also, I noticed that the shared computer area was being used quite a bit over the course of the conference, with people watching the online posters.

Thank you very much again for your generous funding,
Jean Dickinson
Slavic Cataloger
UC Berkeley Library

