

# Cataloging is Beautiful

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## **Description:**

Our poster was created out of a desire to educate the University of California, Berkeley campus and library populations about what cataloging is and why it is important. The impetus for this was (partly) that our department, Catalog & Metadata Services, was completely left out of a draft of The Library's 2014 strategic plan. This rather conspicuous oversight became a bracing wake-up call for us. We hit on the happy idea of showing the concepts, skills, and people in cataloging in a visually arresting exhibit. Our scope was twofold: 1.) to give a brief history of cataloging in libraries, demonstrating its usefulness in the past and in the new digital environment, and 2.) to show how cataloging is imperative to access to materials, especially at present in our increasingly information-driven world.

## **We posed the following questions to our library community:**

Have you ever wondered just what it is that catalogers do all day? Do the rigors and mysteries of classification intrigue you? Does the precision and minute level of detail in catalog records frighten you? If you answered "yes" to any (or all, or none) of the questions above, we have the perfect exhibit for you: "Cataloging Is Beautiful."

For the poster, we included a historical timeline, images that we felt were evocative of the world of cataloging and the knowledge synthesis that we do, and beautiful images of our UCB cataloging colleagues. And we included a small sidebar delineating "How to Make Sense of a Call Number," which many of the undergraduates here struggle with. We wanted to bring forth the hidden people and concepts in cataloging in a graphically appealing – indeed "beautiful" -- way.

Fiat lux!, we thought.