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GLOBAL SUMMIT ON DIAMOND OPEN ACCESS
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IN Visible Culture | A Journal for Visual Culture



An Open Collaboration:

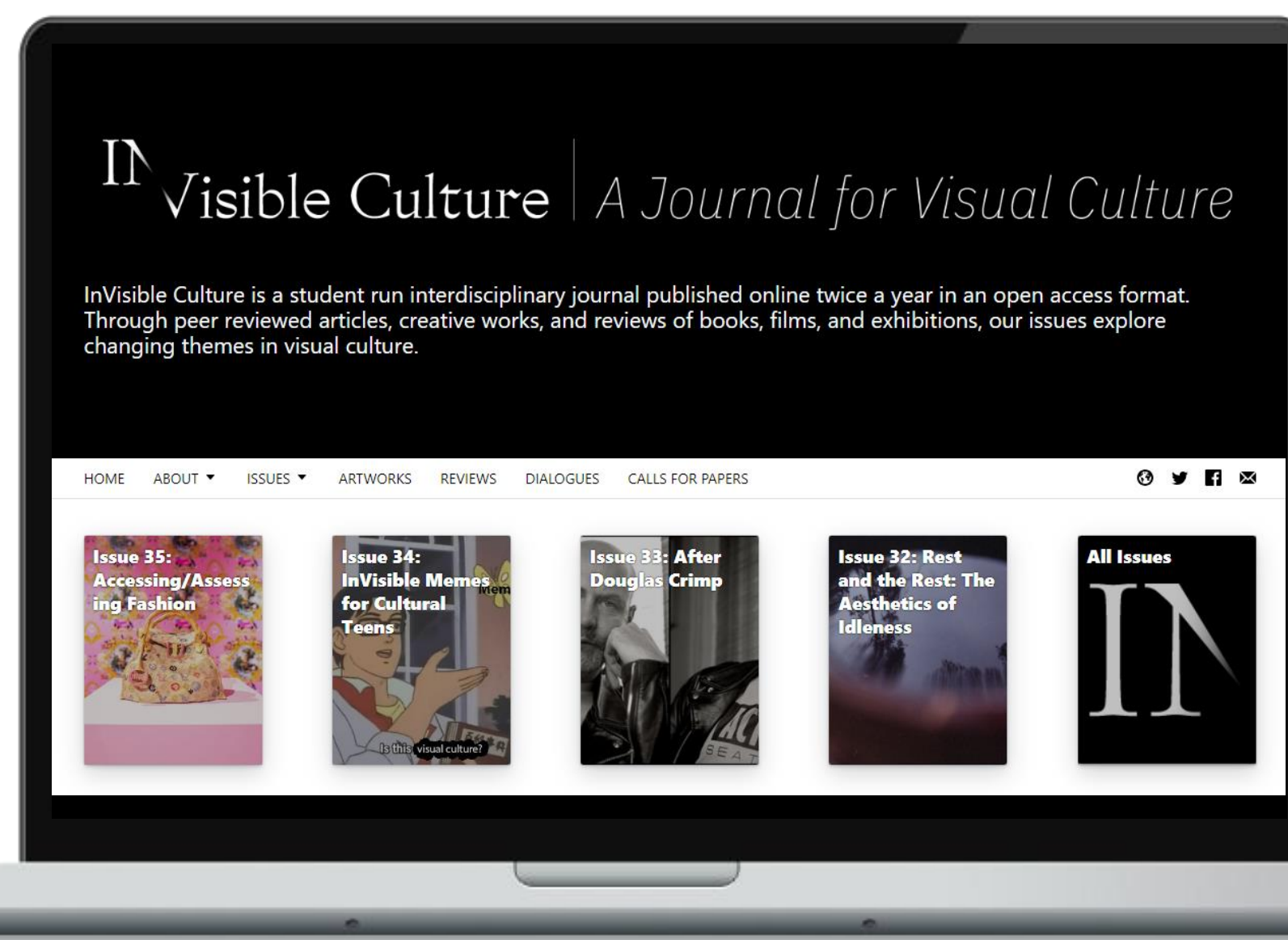
How a graduate student-led Diamond journal, *InVisible Culture*, got a “glow up” with library support

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OUR MISSION

InVisible Culture (IVC) is a graduate student-run, interdisciplinary journal published online twice a year in an open access format. *IVC* investigates the power and limits of vision through peer reviewed articles and original artworks.



OUR PROBLEM

IVC's original platform was rudimentary compared to contemporary expectations of academic publishing. Until recently, *IVC* had no DOIs, no automated PDF creation, and no XML formatting. This limited our visibility and made indexing nearly impossible.



IVC established a partnership with the university library to address our lack of digital infrastructure. This eventually spurred the acquisition of DOI minting capabilities, as well as resources budgeted to *IVC* for our publishing needs.

Academics are trained for research—not web design. We needed help. The library's resources helped identify the appropriate platform and provided financial and technical support. The full process, from the initial research into platforms to completing the migration, took about three years.



PLATFORM

Since its foundation in 1998, *IVC* has changed platforms a few times. In 2012 it moved from its original website to WordPress. With support of the library, in 2022, *IVC* moved to PubPub, a platform designed for open access journals.



DOI (Digital Object identifier)

The new platform required articles with DOIs, so *IVC* collaborated with the library to acquire DOI minting capabilities. The effort resulted on a new CrossRef membership for the university.



INDEXING & METADATA

This year, *IVC* collaborated with the library to update its bibliographic records across several platforms, including the library catalog and its current journal aggregators, EBSCO and ProQuest.



DOAJ APPLICATION

In collaboration with the library's scholarly communication team, *IVC* has started an assessment of its website, documentation and practices with the goal of applying to DOAJ in the future.

IVC has specific needs. We have no paid position for website upkeep or layout work, so the platform must be user friendly. PubPub allows for Word document uploads, simple text editing, and supports images and video. PubPub is accessible while also providing DOI minting, custom URLs, automated PDF creation, and XML metadata.

Our future goals include joining the Directory of Open Access Journals (DOAJ), redesigning the website's theme, and continuing to improve our impact. For example, having traceable DOIs increases our assessment capabilities. Additionally, we hope to continue to formalize our partnership with the university's library.

◆◆ Contact us at invisible.culture@ur.rochester.edu ◆◆