Animal Crossing Art Generator
Reaching a Broader Audience Using IIIF

experiments.getty.edu/ac-art-generator
What is Animal Crossing?

Welcome to Animal Crossing

Official home of
Make friends with adorable animal villagers and have fun creating a world of your own in the Animal Crossing series.

Today is Peixdra's Birthday.
Animal Crossing Pattern Tool

acpatterns.com
Add art to your game using the Animal Crossing Art Generator

With this tool you can fill your island with art and transform your home into a world-class art gallery. Create your own custom patterns featuring artwork from famous art collections around the world.

Patterns can be used in Animal Crossing to make shirts, cover walls and floors, make paintings for an easel or canvas, and for display on mannequins. Delightful! Let's get started.

experiments.getty.edu/ac-art-generator
Why did we create this?

- Increase our online presence
- Utilize the technology we’ve built and the resources we provide (experiments.getty.edu)
- Showcase IIIF to the general public
- Create a tool other institutions can also use to engage online audiences
Application Parts

- Vue.js frontend
- Simple search using a text file
  - (Our Python/Flask API to search our Elasticsearch index wasn't available for a public project yet)
- Animal Crossing Pattern Tool's vue-advanced-cropper and export process
- IIIF api
- Google analytics
- Deployed on netlify
How we used IIIF

Use the art generator with other open-access IIIF images

Here comes the nerdy part! (Okay, the even nerdier part.) To use an image from another museum, you’ll need the image’s IIIF manifest. Manifest is software-talk for “web address.”

Paste IIIF Url Here

- Used the IIIF Image API for all images
- Imported works from other institutions using IIIF manifests
- Used the IIIF Content State (“iiif-content” url parameter) for imported manifests

Getty
How we explained IIIF

What is IIIF?

So glad you asked! IIIF stands for International Image Interoperability Framework, and it’s a technology for showing art online—and creating image tools like this one. More and more museums, libraries, and archives are making their images available using IIIF. At Getty, we’re big on IIIF and hope you will be too. More about why it’s great.

See this handy list of collections using IIIF (scroll down to see them all): you’ll find friends like the National Gallery of Art, the Frick Collection, Yale University, and the Smithsonian National Portrait Gallery, to name just a few. Search their collections to find a favorite. Then, dive deep with this how-to on finding a IIIF manifest.

Tip: Before you use a IIIF manifest, be sure to check the institution’s terms of use and any relevant information in the manifest itself to make sure you’re following their rules about important stuff like copyright and image reuse. Remember that you can only put other people’s content into Animal Crossing if you have their permission.
What went into this?

Timeframe: 1 week

Team:

● 3 devs (1 full time, 2 splitting time)
● 1 UX lead
● 1 social media liaison
Hey #AnimalCrossing fans! Hang Van Gogh's “Iris” on your wall, wear Manet’s “Spring” on your shirt, or decorate your island with ancient sculpture.

Add art to your game using Getty’s new custom pattern-making tool: experiments.getty.edu/ac-art-generator...
Your ‘Animal Crossing’ obsession is about to get worse. Blame the Getty Art Generator

“One of the things that I’ve been working on for years is how we can quickly use our collections to do things digitally,” Newbury said, explaining why this project was an ideal test.

A bonus is something called the IIIF manifest converter, which allows players to nab and upload open-access artworks from other museums as well. This tool (full name International Image Interoperability Framework) builds on online image-sharing technology the Getty and other institutions have been working on for nearly eight years, Newbury said.
Make the Getty’s Collection Your Own in Animal Crossing

The Getty’s art generator is the latest tool to help players of the popular social simulation game create their own galleries and installations.

The Getty’s Animal Crossing Art Generator lets you pick any piece in the collection and then turn it into a usable pattern, complete with a QR code. You can scan the code using the Nintendo Switch app, and then upload patterns from the app to your game. The process is super quick and intuitive; the biggest obstacle is your own knowledge of what the Getty does and doesn’t have in its collection. (The web page helpfully provides a list of favorites from curators, featuring some of the more popular and/or AC-friendly works.) You can also select items from other institutions through the generator, as long as they’re part of the International Image Interoperability Framework.

The wildly popular Nintendo Switch game Animal Crossing: New
Museum opens up art collection to Animal Crossing fans

Getty Museum makes it easy to import more than 70,000 pieces of artwork

By Michael McWherter | @MikeMcWherter | Apr 16, 2020, 6:34pm EDT

But if you’d like to do a deeper dive, expanding your search beyond the Getty’s own collection, the museum’s Animal Crossing Art Generator will also let you import artwork from other participating museums. All you need is to hunt down an IIIF (International Image Interoperability Framework)-compatible artwork from one of the institutions that participate in the program. For example, the Smithsonian National Portrait Gallery makes an IIIF manifest (a URL) easy to find, and I imported Kehinde Wiley’s 2018 portrait of President Barack Obama into the Animal Crossing Art Generator with a few clicks. You can find a list of participating museums at the IIIF website.
The Getty Museum Is Helping ‘Animal Crossing’ Players Decorate With Famous Artwork

The museum has an open access collection online, which has over 100,000 images available to view and download without charge. Getty has utilised this tool to create the Animal Crossing Art Generator, which helps players add the artwork featured in the museum’s collection to their game in a variety of ways.

You can also use artwork from other museums using the IIIF (International Image Interoperability Framework) which provides access to digital images — in this case paintings. So if your favourite piece of artwork isn’t available through the Getty, you’ll more than likely find it in other museums.
How to add artwork to Animal Crossing: New Horizons from the Getty, LACMA

You can create custom patterns using art from famous collections.

You can now add art to your island in Animal Crossing: New Horizons, thanks to a new art generator from the Getty. The generator lets you make custom patterns with artwork from famous collections. Those patterns can be used to make shirts, decorate walls or display on mannequins. You can also download and display artwork from the Los Angeles County Museum of Art (LACMA).

To use the feature from the Getty, first select an artwork by either searching the Getty Museum’s open-access collection or by choosing from a gallery of favorites. You can also import artwork from another museum by using IIIF.
### Analytics

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</table>

TW@ @NoirLuminary · 2h
Replying to @GettyMuseum @animalcrossing and @acpatterns
The link isn’t working anymore. Any idea when it’ll be back up?

Ivan Perez @IvanChefStyle · 58m
Replying to @GettyMuseum @animalcrossing and @acpatterns
@GettyMuseum It doesn’t work anymore 😞 😞

Percy the Prinplup @PPrinplup · 46m
Replying to @GettyMuseum @animalcrossing and @acpatterns
It just leads to a 404

Leigh Turner @leighleigleilel · 20m
Replying to @GettyMuseum @animalcrossing and @acpatterns
No I missed it! Will it be back?
Benefits from the project

● Highlighted the fact that many museums have their collections available to the public
● Encouraged new interaction with collections, which resulted in user generated and shared content
● A fun, alternative way for institutions to share images from collections
What we learned...

...from working with IIIF from multiple institutions at once

- The list of participating institutions is a good resource
  - iiif.io/community/#participating-institutions
- It’s tricky for users to figure out how to get a manifest
- The label of a manifest is really important
- The thumbnail property for canvases is useful
- Enable cross-origin resource sharing (CORS) for manifest logos
- Rights/attribution should allow users to understand what they can do
What we learned...

...from working quickly

- Easier to be relevant
  - (beat AC’s art museum announcement by 1 week)
- Testing (early) is still important (user or otherwise)
- Provide a clear way for users to give feedback
Thank You

https://experiments.getty.edu/ac-art-generator


https://github.com/thegetty/ACNLPatternTool

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