



digital exhibitions

CHECKLIST: Things to consider before creating a digital exhibition

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This checklist consists of guiding questions for planning and realising digital exhibitions. The guiding questions may correspond to phases of your project. These five phases – concept, resources planning, outreach and evaluation phase – are marked as headings in order to help to structure the work process. Each of the guiding questions contains a key word that is written in italics and for each question some explanatory statements are provided. Please note: Neither do all questions and statements necessarily apply to your project, nor does their order evoke a step-by-step hierarchy – rather they are intended to serve as aide memoires. References can be found on the digital exhibitions website.



CONCEPT PHASE

Do you have a clearly defined *concept*?

- Define the topic/scope of the exhibition.
- Define the aim (e. g. education, edutainment).
- Define a draft for the structure (e. g. table of content).
- Define a way how to present your topic (e. g. information design)
- Decide if you want to create a digital only exhibition or if it is related to a physical exhibition.
- Define the target group/groups.
- Check for examples exhibitions related to your topic that could serve as inspiration.

Do you have a clear *schedule*?

- Set up milestones for planning.
- Check for critical points and have recovery plans ready in case of need.

RESOURCES PLANNING PHASE

Did you check the availability and the quality of the *material* (e. g. images, films, text, audio, video and 3D files) which you want to use?

- Check if the material you want to use is at your disposal; if not check the conditions how to get it.
- Check if the material is available in a suitable digital format and quality or if you have to create the digital content first.
- Check whether context information (e. g. identification, labels, explanatory texts) is available that fits the need(s) of the target group(s).
- Check for materials from which to create texts for the digital exhibition (e. g. catalogue texts that can be adapted for reading online).

Did you check the *copyright* of the different materials?

- Check which of the materials are protected by copyright.
- Check if material that is under copyright can be made available and under which conditions (e. g. high-resolution images, video, audio).
- Check if you can get the allowance.
- Make clear to the user what they can do with non/copyrighted materials (e. g. relate to explanations such as Creative Commons).

Do you already know which *tools* you need for realizing your digital exhibition?

- Decide whether an already existing technical infrastructure can be used to realize the exhibition or whether ready-made tools (MOVIO, OMEKA) could be an alternative.



- Consider if your project asks for special software adapted to the requirements of the exhibition you want to create.
- Check where to host the exhibition (e. g. technical requirements).
- Check whether an online or an in-house solution is an alternative.

Do you have the *human resources* to best realise the exhibition?

- Check for internal human resources (e. g. curators, webmaster, webdesigners, experts for museum education).
- Check whether external professionals are needed.
- Check whether and how volunteers can be integrated (e. g. crowd-sourcing, expert-sourcing).

What is the state of the *funding* of your digital exhibition?

- Calculate the costs of your project (human resources, tools, realization, maintenance, dissemination, long term preservation).
- Check for funding/resources (e. g. internal resources, grant, sponsorship, crowd-funding).

Do you consider *long-term preservation* of your digital exhibition?

- Check whether a clear strategy and procedure for long-term preservation for the online version of your digital exhibition exists in your institution.
- Check whether there is a tool or a service for the long-term preservation of the digital exhibition available (e. g. from your National Library, from service providers).

OUTREACH PHASE

Did you reflect on the interaction aspect of the digital exhibition?

- Consider the extent of interaction you want to offer. (e. g. download materials, re-use materials, contribute materials, etc.).
- Consider if you have the necessary resources to monitor and moderate feed-back.
- Consider to provide a space for community building or exchange (e. g. add materials, exchange experiences).

Which *services* do you plan to integrate into your digital exhibition?

- Consider to offer additional materials adapted to the needs of your target audience (e. g. downloadable high resolution images, texts, movies, audio)
- Consider to offer teaching material for different levels of education.
- Consider to offer edutainment features (e. g. playing a game, solving a quiz).
- Consider to offer information materials (e. g. electronic newsletter, calendar of events, blog).
- Offer further links to other websites that provide additional information to the topic of your exhibition (exhibition as a portal).

What are your plans to *disseminate* the information about your digital exhibition?

Check which of the dissemination methods you want to use (e. g. print media, electronic)

- diverse media (e. g. press, workshops, conferences, other events your the target group takes part in)

- print media (e. g. flyer at the museum or related places, posters),
- electronic channels (e. g. mailing lists, forums, RSS feeds),
- social media channels (e. g. blogs, Twitter, Facebook).

Check how to make your exhibition visible (e. g. search engine optimisation, adequate channels for the target group).

CONSTRUCTION PHASE

Do you already have a structure and a narrative framework for your exhibition?

- Define a detailed structure for your exhibition.
- Define which material and information will be displayed where and why.
- Define how the objects will be connected with each other (narrative combinations).

EVALUATION PHASE

Do you plan to *evaluate* the digital exhibition?

- Consider the aspects which you want to evaluate (quantitative and qualitative aspects) (e. g. page views, number of individual users, number of downloads, number of likes, user comments, user experience.)
- Decide on the methodology you want to use and make sure you have the tools and resources.
- Check how to document the results of the evaluation.
- Check what lessons can be learned from the evaluation.

Last but not least: check what lessons you learnt from the project!



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Digital Exhibitions Working Group

WWW.DIGITALEXHIBITIONS.ORG / INFO@DIGITALEXHIBITIONS.ORG



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