

Manual of good practices
for creative applications
allowing reuse of cultural resources

School Trip



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Table of Contents

1.	Executive Summary.....	3
2.	The AthenaPlus creative applications - School Trip	4
3.	The use of creative applications: a step by step manual.....	4
a.	Software and hardware requirements	4
b.	Creating your project step by step	4
4.	Help-desk	11
5.	Fair use and beneficiary obligations	11
6.	Acknowledgments	12
	Appendix 1. Guidelines for involving users in the design of your pilot	13
	Appendix 2. Recommended literature	17

1. EXECUTIVE SUMMARY

This manual is a result of the AthenaPlus (Access to cultural heritage networks for Europeana) project funded under the European Commission ICT Policy Support Programme part of the Competitiveness and Innovation Framework Programme.

Five creative applications have been developed in the framework of the AthenaPlus project. Among them are:

- **MOVIO** – the software for virtual exhibitions creation;
- **City Quest** – the software that supports tourists in discovering city attractions but not only.
- **School Trip** has been created to support teachers and students in planning visits to a number of places.
- **GIS in eCultureMap** become the more and more used software which helps to locate quickly the places on a map.
- **Urban Explore** is a tool which gives opportunities to present stories related to a number of places users wish to discover.

All of the applications have been tested by the project partners, who also conducted a number of workshops involving vary communities in order to help the developers to find the bugs, improve functionality and to customize the applications according to the needs.

Each application has been translated to the partners languages to avoid problems with understanding English version of the software during the testing phase.

In this part we present **School Trip** as an application created to support teachers and students in planning visits to a number of places.

The main goal of this manual is to present and promote creative applications and support the users with an instruction how to implement the software in the cultural domains.

In this manual also additional literature, and addresses of help-desks are listed.

Finally there is attached an instruction of fair use of the applications offered to the communities for free.

2. THE ATHENAPLUS CREATIVE APPLICATIONS - SCHOOL TRIP



School trip is a tool prepared also by AthenaPlus partner PACKED vzw, Belgium. It allows teachers and students to create their own school journey. Through an online interface the teacher can set a couple of parameters defining the skeleton of the trip. Students fill the template with information on practicalities, cultural heritage sites to visit, historical information, and so on. They learn how to plan a travel in details. At the end, a journal-like document is generated which can be used as itinerary guidebook.

3. THE USE OF CREATIVE APPLICATIONS: A STEP BY STEP MANUAL

In this part of the Manual the user can find a condense instruction of how to proceed with the applications to get success. Those interested in using any of the creative applications should start with making decision about hardware and software selection. When this choice has been made one can follow with an implementation guidance. In this part each application is described in a special paragraph where detailed, step by step instructions are given

a. Software and hardware requirements

In order to be able to create your school trips you have to either use the server provided by PACKED (<http://schooltrip.eu>) or set up your own server, which requires Internet-connected computer able to use the following software:

- PHP capable web server (ie. Apache, Nginx)
- PHP 5.3.3
- SYMFONY 2.5 framework or newer with the latest Composer
- MySQL database

After successful server deployment trips can be created/followed on any device capable of displaying HTTP web pages.

b. Creating your project step by step

In this paragraph we present instructions on implementation of SchoolTrip.

Instruction begins with information on how to start. Then the particular functions of each application are presented, and finally an advice where to find further information and support are given.

School Trip Getting started

Detailed instruction to the School Trip application is available on the website at the address http://wiki.athenaplus.eu/index.php/SchoolTrip_Getting_started.

Installation instructions

School Trip prepared in the framework of the AthenaPlus project by Packed vzw is released under the MIT License and is available for free download on GitHub at <https://github.com/PACKED-vzw/schooltrip>. For support or information, contact it@packed.be.

About School Trip

School Trip is a tool that allows students to create their own school journey. Through the interface, the teacher can set a couple of parameters defining the skeleton of the trip. Students fill the template with information on practicalities, cultural heritage sites to visit, historical information, and so on. They **learn to plan a travel from a to z**, while incorporating our cultural heritage. At the end, a journal-like document is generated which can be used as itinerary guidebook.

The travel journal, which is the end product of the School Trip trajectory, requires:

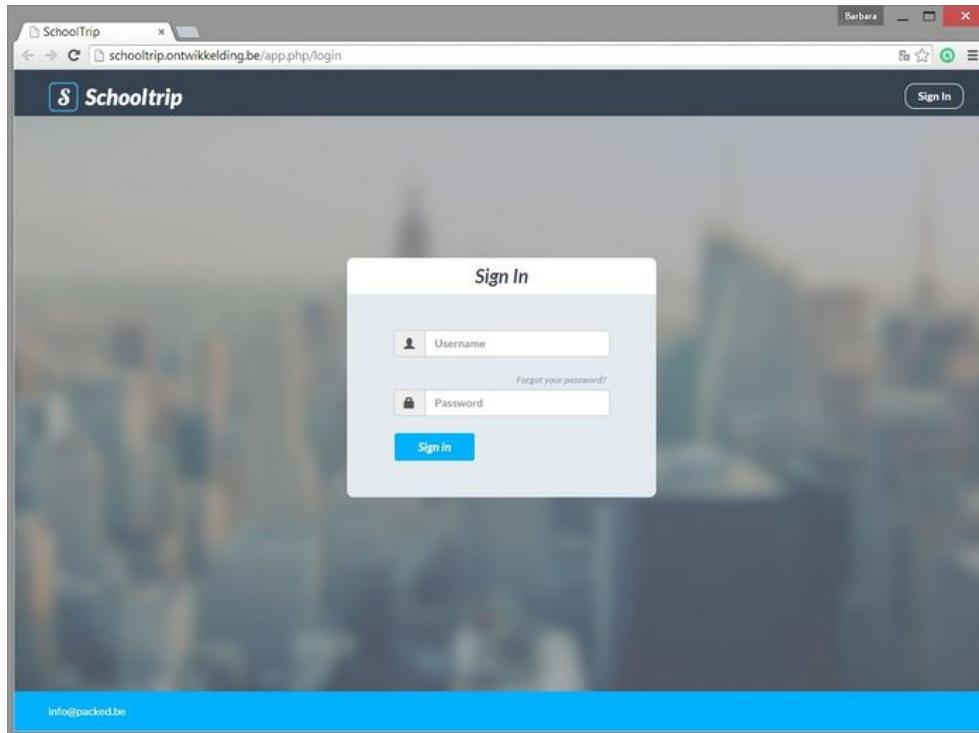
- preparatory work by the teacher/administrator
- searching content (texts, images, links, etc.) by the students

School Trip also features a function to search for additional materials on [Europeana](#). The teacher does not only create the general framework for the trip - where to go, when to leave, what the must-sees are, but also explains to the students how to **work with the application**. By working with an application like School Trip, the students also become more media and technology aware. There is no one-way process of knowledge transfer, but they're looking up their own information and work with a tool that is new to their experience.

School Trip can be used in a one-to-one relation (one teacher, one student completing the full trip), or one-to-many (one teacher, multiple students working in a group to complete the full trip).

School Trip registration and login

Access to the School Trip login interface can be obtained via the link of your own installation. For showcase in the AthenaPlus project, an instance has for example been installed on <http://schooltrip.eu/login>



Trip List

Trip list

	Title ▼	Location ▼	Date ▼	Group ▼				
2	MOLENBEEK	Antwerpen - Molenbeek	10/03/2015 - 25/03/2015	group	Edit	Manage sections	Journal	Student
3	TEST TRIP	ghent - antwerpen	13/02/2015 - 13/02/2015	klas A5	Edit	Manage sections	Journal	Student

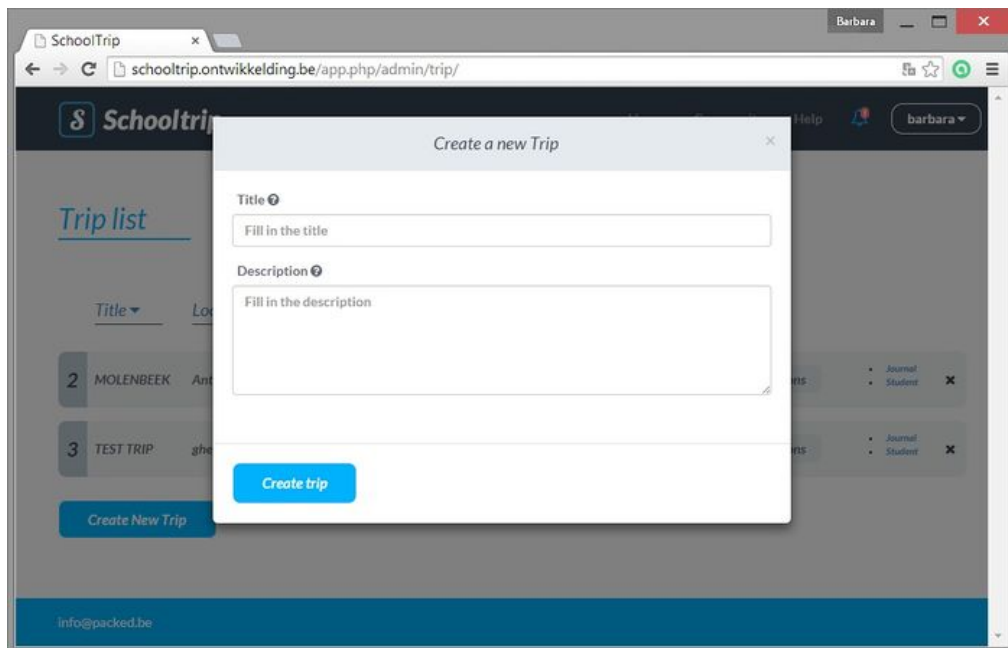
Create New Trip

On the Trip List there are the following information per trip:

- Title: a descriptive title of the trip.
- Location: the location of the planned trip.
- Date: the dates of travel (from - until)
- Group: the group of students who will participate in the trip and its creation
- Edit: the button to add more general information to this particular trip
- Manage sections: the button to add the different subjects on which students need to find information
- Choice between Journal and student: a teacher can also enter the student mode of this trip, or directly view the Journal they've created (if already available).
- x-button: click to delete this trip from the Trip list (and the account).

New Trip Creation

After clicking the button 'Create new trip', the following popup window will appear:



The following information has to be added:

- Title: as an example can serve a trip to Brussels - also known as the capital of Europe. The title thus becomes 'The capital of Europe'.
- Description: a brief description of the outline of the trip. Example: *Brussels is the capital of Belgium. Centrally located in Europe, it is often referred to as 'the capital of Europe'. This name is enforced by the European presence in the city. The European Parliament, European Commission and several other policy bodies have their office in Brussels. During this trip we will discover the city, its history and cultural sites, and the European presence.*

Edit new Trip

You will be redirected to the Trip overview screen, where now also the newly created School Trip will appear. After clicking the 'Edit' button to the right it's possible to add more information about this trip.

A new popup window will open with the following information:

- Title (already completed, filled in the previous screen)
- Description ((already completed, filled in the previous screen)
- Message about Groups
- Age group: please visit the [section on the management of groups and users](#) for instructions on how to create a new Group.
- Date from: the date of departure of the trip. A calendar will open:
- Date to: the final day of the trip
- Departure: the city of departure
- Destination: destination city

After filling these fields, click the blue 'Update' button below to save the information about the trip.

Assigning group

After [creation of a new group](#), it is possible to enter the Edit Trip screen again and choose the newly created group, to be assigned to this trip.

Creating a section

The general information about the Trip has now been established, so it's possible to start creating Sections. Check the [Schooltrip Getting started pages](#) to read about the role of these Sections in the construction of the Trip. After the click on the 'Manage sections' button in the overview of the Trip list, a popup will appear

After click on 'Create new section' to get started a message displaying that section is being created:

A new popup appears, containing the first section. It does not display much information yet. In order to add more to this section, click the grey 'Edit' button.

The window expands and shows the following fields.

- Title: provide a title for your Section
- Genre: choose a genre for your Section, from a preset drop down menu
- Description: describe your Section

In order to save these changes click 'Save' (above the Description field).

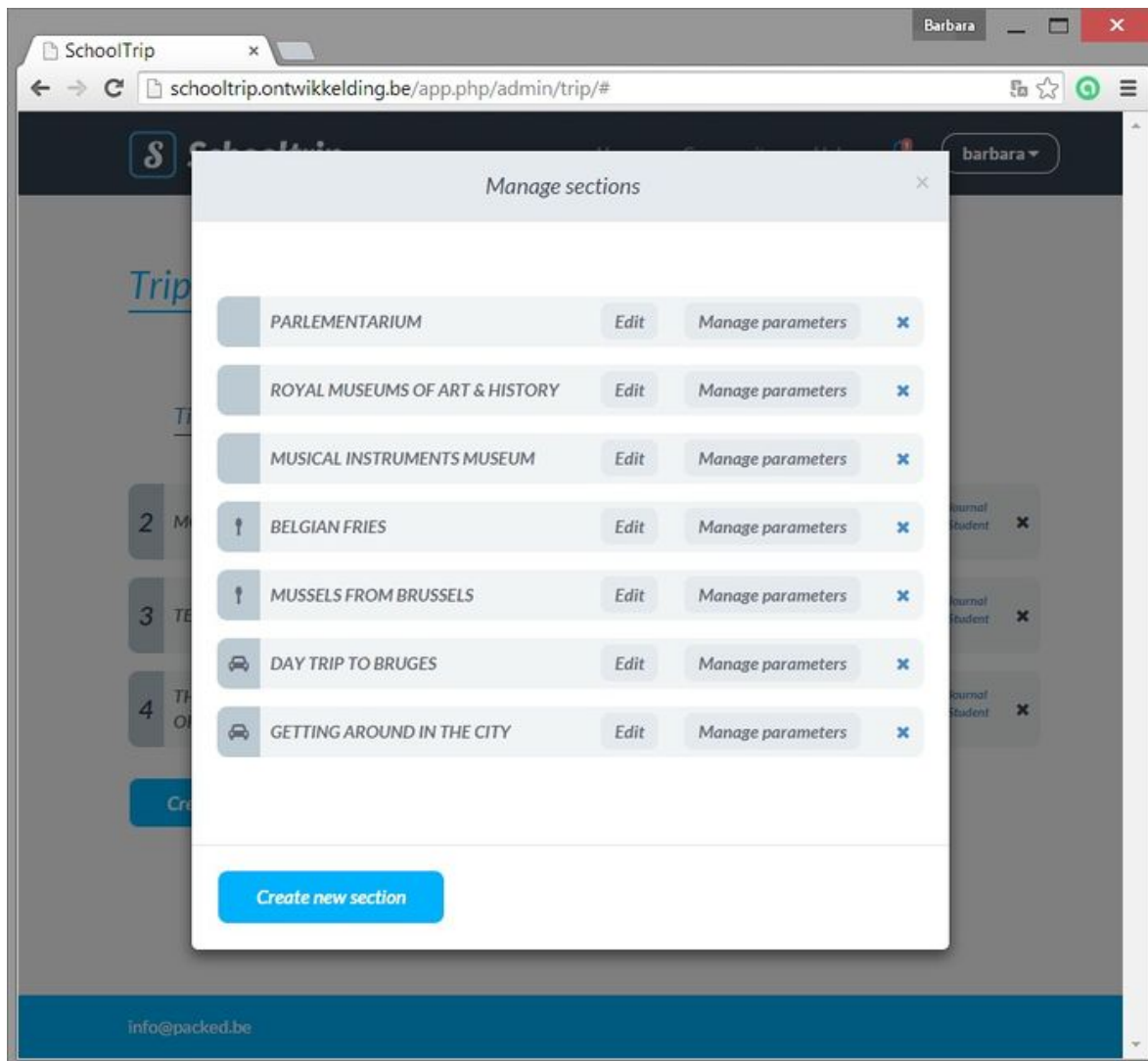
Manage parameters

The next step in completing the section, is to add new parameters to it. These parameters set some additional challenges for the assignment. Click the button 'Manage parameters' to start. Among them are:

- Challenge: the task the students need to do, or the specific information they need to collect here
- Media: possibility to add illustrative media
- Link: place to put a URL, linked to the Section or directly to the specific challenge

After clicking the Edit button to the right, the window expands and you can insert more information.

When more sections and their parameters have been established, the Section overview might look like this:



Manage groups and users

The creation of Groups is important in two ways:

- Granting students access to the School Trip interface
- Determining the groups who 'belong' to the Trip.

In order to manage the groups, go to the button containing the Username in the top black bar of the screen. After the click on it, a drop down menu appears. The second title in the menu reads 'Groups'. Click the button to be directed to the management section.

A popup screen will appear, displaying the current groups (if already created), and the possibility to 'Add group' on the top of the popup. After clicking 'Add group', a new group will be created, and an additional group icon is displayed. The new group is called simply 'group' (it's possible to change the group name later on). After the click on this newly added group, a new window opens in which it is possible to compose and manage the members of the group and also the group name.

Once all users have been added to the group, click 'Save group' to be directed to the updated overview screen of existing groups. See chapter on [Assigning a Group](#) to learn how to link a particular Group of Students to your Trip.

School Trip for students

Schooltrip is a tool that allows students to create their own school journey. Through an online interface the teacher can set a couple of parameters defining the skeleton of the trip. Students fill the template with information on practicalities, cultural heritage sites to visit, historical information, and so on. They learn to plan a travel from a to z, while incorporating our cultural heritage. At the end, a journal-like document is generated which can be used as itinerary guidebook. Tutorial for students available at http://wiki.athenaplus.eu/index.php/SchoolTrip#You_are_a_student

How to create a Journal

One of the interesting features, the actual end product is a travel journal. To get it as a result of School Trip it requires the following steps:

By a teacher

1. Login to the School Trip programme
2. Creation of new trip
3. Defining basic info on trip (e.g. destination, dates, short description)
4. Assigning a group of students (class group) as participants to the trip
5. Defining the topics to be researched by the students. These are called 'Sections' in the School Trip programme.
6. Setting Challenges for these Sections. These are small tasks or requisites that relate to the topic of the Section. It is possible to add more than one challenge per Section.
7. Communication about the student's tasks to the group assigned to this trip

Examples of Sections:

- 'The Musical Instruments Museum', in genre 'Cultural heritage'
- 'Getting around in the city', in genre 'Transport'
- 'Film screening at Cinematek' in genre 'Entertainment'

Examples of Challenges:

- Enquire what possibilities (tours, interaction) are offered for (school) groups (Musical Instruments Museum)
- Can we rent bikes for one day? What are prices? (Getting around in the city)
- Find appropriate screenings of silent movies after 6 p.m. on weekdays (Cinematek)

By student.

1. Login to the School Trip programme
2. Process the skeleton of the trip: the different Sections that need to be filled with information ('Records') based on the Challenges that the teacher has set out.
3. Add snippets of information ('Records') to the various Sections, until you feel all needed information is present. A Record may contain text, URL and media*.
4. Order your Records chronologically and assign hours/times to them. You are constructing the itinerary of your travel.
5. Present the ordered information to the teacher for approval (check for completeness) before editing the Journal.

6. Start editing the Journal: you may alter and add texts in chronologically ordered information. Upon 'finalising', the Journal is created.
7. Print the Journal and take it with you on the school trip.

Teacher - student interaction

School Trip allows for cooperation and interaction. Students can use the message board to discuss their progress or obstacles in finding information (adding the records). The message board is also accessible to the teacher, who can keep an eye on what's going on or may even be asked for advice through the board. When the students have finished the chronological ordering of the selected information, the teacher is notified that a structure has been created. He/she should approve the contents of the ordered Journal before the students start the final editing. This way, students can return to add more records to their journal if certain parts are felt to be incomplete, before spending effort on editing.

Detailed instructions of interaction is presented at:

For teacher - http://wiki.athenaplus.eu/index.php?title=SchoolTrip_interaction_teacher

For students - http://wiki.athenaplus.eu/index.php?title=SchoolTrip_interaction_student

4. HELP-DESK

If you would like to make a suggestion, report any problem or obtain additional information, you can address your questions to the developers with the following forms:

Schooltrip	https://docs.google.com/a/i2cat.net/forms/d/15XCy6KwzQUuu4EqkmVsF_-Lr20b4OWz8Rbtq23xq7E/viewform
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Don't forget to add a contact email to your comment so that we can reach you!

5. FAIR USE AND BENEFICIARY OBLIGATIONS

Several of the creative applications prepared in the framework of the AthenaPlus project are available for free use as based on the open source. Therefore the interested institutions are welcome to use the created software just for a simply use for their needs or also for further development. In the case of development and improvement of the software they are obliged to offer access to this new release on the same conditions i.e. for free.

Each institution interested in the software use is expected to sign a short form of cooperation to let the developers know how good and popular their product has been. In a case of any bugs or disfunction such partnership agreement can also be used for communication and possible improvement.

6. ACKNOWLEDGMENTS

This manual is based on the creative applications developers instructions, and include materials from printed articles, leaflets, and the project blog. Apart Barbara Dierickx, the main authors of instruction to this creative application, we thank to the project coordinators Maria Teresa Natale, Rosella Caffo and Simonetta Buttò who inspired and managed the entire process.

APPENDIX 1. GUIDELINES FOR INVOLVING USERS IN THE DESIGN OF YOUR PILOT

Innovation is a very important asset for organisations. However, innovation driven only by technological push has a market risk. Companies may find themselves in a situation where they have a promising engineered innovation in their hands while users will ignore it, because it was designed and marketed out of the user experience. Hence, it is essential to reach out to external stakeholders, and organise actions in which we can hear their opinions and suggestions.

One proven and tested way to solve the gap between technology and society is to involve the prospective users into the process of developing these innovations. The involvement of users on innovation research ensures that the products and services have not only a “user touch” but also a user point of view and the user experiences included. Including users as participants, co-creators, co-designers, first usability evaluators and other roles on the innovation projects diminishes the risk of project failure and increases the probabilities of a successful technology.

To this end, the purpose of this document is to provide pilot partners with a set of recommendations to assist them in organizing sessions in which the external users’ feedback, both professionals and prospective visitors, can be generated and collected.

Before the session...

Strategies to launch sessions with users

The main point for you to consider is to seek synergies with your own activities, so that you can add a “Get to know our project” session at some convenient point. Here’s a set of things you can do:

End users

- Schools and high schools visiting your institution are a great opportunity. Before the visit, discuss with the teacher the possibility of using some time to present your project to the students and the teachers, and have them fill a feedback questionnaire afterwards.
- Organise a session to present your project at a local library or community center.
- If you have an open museum day (i.e. in Barcelona many museums have free entrance every Sunday after 3pm), you can consider setting up a small stand in a corner. This stand would have some promotional posters, a few computers in which the interested visitors can check out your creative project, and a staff member answering questions and making sure that each visitor who has accessed the creative project fills in a questionnaire.

Professionals

- For large institutions, you can organise a training session with the creative tools with participants from other departments.
- Organisations which have a budget to organise training workshops are strongly encouraged to administer the questionnaires and/or the interview guide to the workshop's participants, either as a paper form at the end of the session or via an online form a few days after.
- You can also organise a dedicated creative tools training session for the local professional associations (this is especially indicated for those organisations interested in the education and tourism sectors).

Tips for recruiting users

Here are a few tips to recruit users:

- Communicate with the prospective participants through your usual channels. If you have a monthly newsletter, announce that you will be holding a session to present your project. If you have a website or presence in social media, run a short newspiece on it.
- If you'll be offering some refreshments, do not fail to mention this fact in the recruitment communication: believe it or not, it does make a difference ;)
- To manage the registration of participants, you can use a free event planning tool such as www.eventbrite.com
- In cases in which you recruit the participants individually (that is, not as part of an organisation such as a school or a professional association), you may expect as many as half of the registered participants to not show up.

During the session...

The realisation of a user involvement action integrates, generally, a six-step process:

1. Welcoming
2. Presenting the activity
3. Preparation for the activity
4. Core activity
5. Feedback collection
6. Thanking, rewarding and closing

The core activity of the session may be different depending on whether the participants are end users or professional users:

- In the case of sessions with professionals, the core activity will be a short training session, in which the workshop leader shows the promotional material available on the creative tool, goes over some examples of projects created with the tool (so that attendees learn about the possibilities of the tool), and gives some basic ideas on how to work with the backend.
- In sessions with end users, the core activity will be promotion and dissemination, in which the staff member running the event tries to get visitors to access the creative project and provide their feedback afterwards.

General principles for user involvement

During the preparation and coordination of user involvement actions, the project partners will keep in mind general principles such as:

- Users are helping you. They have no obligation to you or your research in spite of their potential interest in your technologies.
- Ask them if they would like to be involved in this research and commit them to give insights.
- Remember them that the research takes some time and effort both for them and you as a researcher.
- Remember that they are very generous to assist to your activities and to give you their time.
- Treat them very respectfully.
- Be patient with their ignorance of the technology that they are exploring.
- Facilitate their participation.
- Make the event a good experience to them.
- Thank them for everything.
- Share some photos with them as a souvenir of the activity to share with others (and the odds to come back next time will increase)

Tips for running sessions with users

- The main gold rules to be considered when preparing user involvement activities are:
- Activities have to be prepared in a positive and non-stressful mood for everybody, including the researchers.
- First at all, be sure that technology is really working and ready to be used for the users. Don't make users wait for technical preparations. When they arrive, everything should be ready to be tested or displayed. Respect their time.
- Don't forget items for registering data on the event (photo camera, notebooks, etc).
- Don't forget any printed questionnaire you consider necessary to use and enough copies and pen/pencils for each user.
- Foresee any additional material you'll need such as promotional material, markers, etc.
- It is much recommended to have an assistant researcher to help you making pictures; observing and interviewing the users as you'll do run the workshop.

After the session...

After the session, it's time to collect the feedback and report the event. Generating feedback on the participants' experience is what gives you the ability to adapt to their recommendations and make use of their suggestions.

Collecting the feedback

Several feedback collection tools, ready to use, were included in D6.1 of the AthenaPlus project, which you can access [here](#). These comprise end user questionnaires, professional questionnaires, interview guides, etc.

Pilots are encouraged to adapt these to their contexts, for example by:

- Translating the questionnaires to their local language
- Adding, removing or rewording questions if needed
- Changing graphical elements (i.e. adding the pilot institution's logo)

An online version of the questionnaires can also be easily created with Google Forms, which sometimes helps in administering the questionnaire after the event and analysing the results.

APPENDIX 2. RECOMMENDED LITERATURE

Ciurea Cristian, Dumitrescu Gabriela, *Developing Virtual Exhibitions on Mobile Devices for the Educational Sector*, Uncommon Culture: Virtual Exhibitions, 2015 vol. 6 no 1 p. 144-149

Ciurea Cristian, Filip Florin Gheorghe, *Multi-Criteria Analysis in Choosing IT&C Platforms for Creative Digital Works*, Uncommon Culture: Creative Digital 2015, vol. 6, no. 2 p.21-27

Dierickx Barbara, Julien Brouillard, Claire Loucopoulos (2013). *Report on existing tools and devices related to narrative approaches and requirement functionalities*. <http://athenaplus.eu/getFile.php?id=178>

Digital storytelling and cultural heritage: stakes and opportunities, edited by AthenaPlus WP5 "Creative applications for the reuse of cultural resources"; texts by Julien Brouillard & Claire Loucopoulos, Dédale (France), Barbara Dierickx, Packed available for free download at <http://athenaplus.eu/index.php/en/169/publications>

Dziekian Vince (2012). *Virtuality and the Art of Exhibition. Curatorial Design for the Multimedial Museum*. Chicago, 207 p.

Habibi Minelli Sam, Natale Maria Teresa, Dierickx Barbara, Ongaro Paolo, Ugoletti Daniele, Saccoccio Rubino, Aguilar Santiago Marc, "MOVIO: A semantic content management and valorization approach for archives and cultural institutions," *Girona 2014: Arxius i Indústries Culturals*, 2014, Available at: <http://www.girona.cat/web/ica2014/ponents/textos/id234.pdf>

Hagedorn-Saupe Monika, Peukert Arlene, [New Ways of Presenting the Past | Work, Research, and Findings of the International Digital Exhibitions Working Group](#), Uncommon Culture: Virtual Exhibitions, 2015 vol. 6 no 1 p. 37-42

Handbook on virtual exhibitions and virtual performances – version 1.0, August 2012, MIBAC and INDICATE.

Hearn Gregory, Bridgstock Ruth, Goldsmith Ben, Rodgers Jess, *Creative Work Beyond the Creative Industries: Innovation, Employment and Education Creative Digital*, Edward Elgar Publishing, London, 2014.

Katona Júlia, *Structuring and Visualising Information in Digital Story-Telling Applications. Use of Two ICT Tools in Hungarian Museums: MOVIO and HOMM*, Uncommon Culture: Virtual Exhibitions, 2015 vol. 6 no 1 p. 132-137

Meštrović Iva, *Digital and Virtual Exhibitions – A Glance at the Situation in Croatia*, Uncommon Culture: Virtual Exhibitions, 2015 vol. 6 no 1 p.114 - 119

Metadata for the description of digital exhibitions: the DEMES Element Set Version 0.9 (August 2015) available for free download at <http://athenaplus.eu/index.php/en/169/publications>

Mukienė Danutė, *Virtual Exhibitions of Lithuanian Museums*, *Uncommon Culture: Virtual Exhibitions*, 2015 vol. 6 no 1 p. 138-143

[Museums' Experiences in Creating Cultural Narrations Using the AthenaPlus Tool Called MOVIO](#), Authors: Sam Habibi Minelli, Iva Meštrović, Petra Milovac, Orsolya Veress, Donatas Snarskis, Jovita Vilimaitiene, Linnéa Karlberg Lundin, Karin Glasemann, Piot Kožurno, Marek Wieczorek, *Uncommon Culture: Virtual Exhibitions*, 2015 vol. 6 no 1 p. 67-87

Natale Maria Teresa, Habibi Minelli Sam, Dierickx Barbara, Aguilar Santiago Marc, *Innovative approaches for narrating tangible and intangible cultural heritage: the AthenaPlus creative tools*. *Uncommon Culture: Virtual Exhibitions*, 2015 vol. 6 no 1 p.20 - 36

Natale Maria Teresa, Habibi Minelli Sam, Dierickx Barbara, Ongaro Paolo, Piccininno Marzia, Ugoletti Daniele, Saccoccio Rubino, Raggioli Alberto, *Exhibiting Intangible Cultural Heritage using MOVIO: a multilingual toolkit for creating curated digital exhibitions, made available by the AthenaPlus project*, ICOM 2014 - Access and Understanding – Networking in the Digital Era: Intangible Cultural Heritage, 2014, available at: www.cidoc2014.de/images/sampleddata/cidoc/papers/H-2_Natale_Minelli_et-al_paper.pdf

Schweibenz Werner (2012). *How to create the worst online exhibition possible - in the best of intention*. <http://swop.bsz-bw.de/volltexte/2012/1064/>

Towse Ruth, Handke Christina, (Eds.). *Handbook on the Digital Creative Economy*. Edward Elgar Publishing, USA, 2013

Uncommon Culture: Virtual Exhibitions, 2015 vol. 6 no 1 available at: <http://uncommonculture.org/ojs/index.php/UC/issue/view/459/showToc>

Van Eyck Griet, *Leonardo da Vinci's Last Supper in Belgium: Traces of Humanism Preserved in a Once Flourishing Abbey*, *Uncommon Culture: Virtual Exhibitions*, 2015 vol. 6 no 1, p. 98 - 105

Vassallo Valentina, Hermon Sorin, *Creative Re-use of Data: a GIS Tool to Trace the Provenance of Cypriot Cultural Heritage*, *Uncommon Culture: Creative Digital* 2015, vol. 6, no. 2 p.110-115

Wouters Peter, *Virtual Exhibition from the Flemish Art Collection*, *Uncommon Culture: Virtual Exhibitions*, 2015 vol. 6 no 1 p. 90 - 96

Zakrajsek Franc J., Vodeb Vlasta, [Geocoded Digital Cultural Content. Available from the AthenaPlus website: http://athenaplus.eu/index.php?en/169/publications](http://athenaplus.eu/index.php?en/169/publications)

Zakrajsek Franc J., Vodeb Vlasta, [Guidelines for Geographic Information, AthenaPlus website: http://athenaplus.eu/index.php?en/169/publications](http://athenaplus.eu/index.php?en/169/publications)