

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, construction and evaluation - 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!