

Creating an Online Exhibition

WORKSHOP HANDOUT

MAY 2018



Creating an Online Exhibition Workshop - Handout

This guide is produced by the presenters of the 'Creating an Online Exhibition' workshop held 24 May 2018. It has been developed to help in the creation of your own online exhibitions. The options provided are not exhaustive nor endorsed by any particular person or organisation, rather they are the result of a collective sharing of knowledge from the diverse presenters (aka your collection sector colleagues).

Some online exhibition platform options

Name / Contact	Summary	Cost
<p>Culture Victoria www.cv.vic.gov.au</p> <p>Georgia Melville Snr Project Manager Victorian Cultural Network Creative Victoria 8683 3174 georgia.melville@ecodev.vic.gov.au</p> <p>Best for: <i>Telling an online story using diverse collection items, text and film</i></p>	<p>Victorian State Government site funded as part of the Victorian Cultural Network, Creative Victoria.</p> <p>Features Victorian stories that draw from diverse collections (stories are any mix of film, audio, collection records, text, and education content).</p> <p>CV accepts proposals year-round (a one page form). Stories may be commissioned (funded) or non-commissioned (non funded).</p> <p>Commissioned stories are developed from scratch and always include a short film. Proposals are usually evaluated around July each year (though currently on hold for 2018/19 financial year).</p> <p>Non-commissioned stories can take a number of forms. They may be recycled physical exhibitions for example. Storytellers provide exhibition content in Word and .TIFF/.JPG format for example, and the CV team uploads to the CV 'Umbraco' Content Management System.</p>	<p>Free</p> <p>(Your individual content may cost anywhere between \$0 and \$20,000 to produce)</p>

<p>Google Cultural Institute https://www.google.com/culturalinstitute/about/</p> <p>Best for: <i>Collections/exhibitions</i></p>	<p>The Google Cultural Institute is a not-for-profit initiative that partners with cultural organisations to bring the world’s cultural heritage online.</p> <p>Among a range of tools and services GLAMs can upload collection objects and data to a global collection management system and use them to construct stories. The stories are then available as interactive online “exhibitions” using image viewers, video, audio and maps.</p> <p>Apply to join the project online at: https://services.google.com/fb/forms/cisignup/</p> <p>Google’s Australian Partner Manager is Anna Kamasz</p>	<p>Free</p>
<p>Medium https://medium.com</p> <p>Best for: <i>Articles/publications</i></p>	<p>Medium is a free, open platform for people to read, write and share posts easily online. It offers simple interface to quickly create new or import content from other platforms.</p> <p>Articles can be combined to form a publication. Readers can easily find, share and comment on articles, and follow authors, topics and publications.</p> <p>Medium has recently added a partner/member tier which allows writers to get paid for their articles by members who join. The basic service remains free for both writers and readers.</p>	<p>Free</p> <p>Paid tier for extra content and features (US \$5/month)</p>

<p>Shorthand https://shorthand.com</p> <p>Best for: <i>Long-form articles/stories</i></p>	<p>A tool to help create engaging, long-form web stories. Generally a single web page, stories can be built from text, images, video and audio using a drag and drop interface. In-story navigation can be used to break up longer pieces into sections or chapters.</p> <p>Stories can be hosted in various ways - download as a zip and self-hosted, integrated into an existing CMS, embedded in an existing page (like a YouTube video), or hosted on the Shorthand servers.</p> <p>Tips & guides available via the Shorthand blog: https://thecraft.shorthand.com</p>	<p>Free to sign up and create stories.</p> <p>Various costs for publishing depending on the choice of hosting. Costs are not listed publicly, more information at https://shorthand.com/plans</p>
<p>Squarespace https://squarespace.com</p> <p>Best for: <i>Websites</i></p>	<p>Squarespace is an all-in-one solution for creating a website. Features include domains, eCommerce, hosting, galleries, analytics, and 24/7 support.</p>	<p>Starting at \$16/month</p> <p>https://squarespace.com/pricing/</p>

<p>Victorian Collections victoriancollections.net.au</p> <p>Belinda Ensor Development Manager, Victorian Collections Museums Australia (Victoria) 8341 7344 bensor@mavic.asn.au</p> <p>Best for: <i>Telling an online story using Victorian Collections collection items and text</i></p>	<p>Victorian Collections is a free and easy to use collections management system and online publishing tool. It also supports community curated stories, or online exhibitions.</p> <p>The program is a partnership program between Museums Australia (Victoria) and Museums Victoria. Core program funding is provided by Creative Victoria through the Victorian Cultural Network. Additional funding is provided by Veterans Branch, Victorian Government, for the Veterans Heritage Project.</p> <p>We encourage professional curators and collection managers, postgraduate students, community custodians and anyone who is interested in storytelling to develop curated content for VC.</p> <p>VC Stories provides a platform for professional curators, community curators, students and researchers to delve into a topic or theme and tell a story using 12-15 objects.</p> <p>The objects must be catalogued on VC for them to be included in a story, and we encourage potential curators to select items from a range of organisations, but this is not a requirement.</p> <p>We see VC Stories as a real opportunity to demonstrate the width and breath of Victoria's distributed collections. There are many items on VC that, until their recent digitisation, were not widely accessible, so showcasing them in a curated story is a wonderful opportunity for the promotion of smaller collecting organisations and their collections, but also in filling in the gaps of our shared history and adding alternative voices and interpretations to our collective narrative.</p> <p>Pitch a story to the VC Team anytime and you will be supported throughout the process.</p>	<p>Free</p>
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<p>Wix https://wix.com</p> <p>Best for: <i>Websites</i></p>	<p>Another all-in one website builder. Wix offers a similar service to Squarespace and Wordpress.com</p> <p>A new feature (Artificial Design Intelligence) lets you kick off a website build by answering a series of questions. A new site is constructed based on choices and input</p>	<p>Basic plan is Free</p> <p>A range of upgrade plans is available starting at US \$4/month</p> <p>https://wix.com/upgrade/website</p>
<p>Wordpress https://wordpress.com https://wordpress.org</p> <p>Best for: <i>Websites</i></p>	<p>Wordpress is the most popular content management system on the Web.</p> <p>Wordpress can be used as a packaged service (wordpress.com). or downloaded and run on your own server (wordpress.org).</p> <p>Because it's so popular, there are many resources available: Themes (design), plugins, (features), tutorials and support. Many are free, but paid-for services are readily available for custom needs.</p>	<p>A basic wordpress.com hosted website is free.</p> <p>There are a range of paid plans which offer various features. a US \$5/month plan provides a pretty good range of options including a custom domain (e.g. mymuseum.com.au rather than mymuseum.wordpress.com and no ads)</p> <p>https://wordpress.com/pricing/</p> <p>A self-hosted Wordpress site can be set up on most hosting services. Many services offer it as an option.</p>

Some external funding options

These are in addition to the grants listed on the Museums Australia (Victoria) website <https://mavic.asn.au/services/advice#grants>

Name	Contact	Description	Amount
Anzac Commemoration Funding for Exhibitions/ Education Programs	<p>https://www.communitygrants.gov.au/grants/saluting-their-service-commemorations-program-major-commemorativ (Commonwealth)</p> <p>https://www.dpc.vic.gov.au/index.php/veterans/veterans-grants/victoria-remembers-major-grant-program (Victoria)</p>	The WW1 Centenary funding is still going strong with funding rounds currently open at both state and federal levels.	Vic: \$30,000 - \$80,000 Commonwealth: top limit not specified
Corporate local sponsors: local businesses which value the culture and heritage of region or specific related story	Variable and targeted according to the story and your organisation but ensure the sponsor is approved by your organisation and is compatible with your objectives. (Corporate)	Consider a local sponsor to underwrite the digital storytelling project. Sponsor gets presence and acknowledgement for a series, say 2+ stories per year	Possibly up to \$5,000 over a year, offer naming rights with URL at the end of the story/video story e.g. proudly presented by X.
Culture Victoria Commissioned Stories	https://cv.vic.gov.au/footer/contact/?refpage=http://www.cv.vic.gov.au/	Provides funding to create complete content for a Culture Victoria story. Apply year-round using a one-page application form. Contact Culture Victoria for details.	Typically three to four stories are commissioned annually for \$10-20,000 per story.

Some external contractors

These are in addition to contractors listed in the Museums Australia (Victoria) external contractor database. Call for details (03) 8341 7344.

Name / Summary of Services	Contact	Examples
Dimity Mapstone, Online website & exhibition developer	0411 165584 emailme@dimity.org or dimity@gmail.com	www.geoffreykayemuseum.org.au/rareprivilege/ www.cis.unimelb.edu.au/about/history/ www.victorianmuseums.com.au/ www.eject.com.au/mpheritage/
Jean-Pierre Chabrol, Producer and filmmaker	0408 371 870 jpchabrol@fullscreen.com.au	www.fullscreen.com.au
Joel Checkley, Film maker Belinda Ensor, Producer Tiny Empire Collective Specialises in GLAM projects	Joel Checkley 0409 050 282 Joel@tinyempirecollective.com Belinda Ensor 0400 231 772 belinda@tinyempirecollective.com	www.tinyempirecollective.com
John Sones & Tamsin Sharp, Producers and filmmakers Singingbowl Media	John Sones 0414 697274 Tasmin Sharp 0413 504911 Info@singingbowl.com.au	www.singbowl.com.au

<p>Katrina Raymond Content creation and video production MediaLink Productions</p> <p>Communications consultant, specialises in museums and arts projects</p>	<p>0417 303158 katrina@medialinkproductions.com</p> <p>Cultural Communications Consultants http://www.medialinkproductions.com/cultural-public-relations.html</p>	<p>www.medialinkproductions.com/video-production.html</p>
<p>Kimba Thompson, Producer and filmmaker Sistagirl Productions</p> <p>Specialises in working with Aboriginal communities</p>	<p>(03) 9384 6820 info@sistagirl.com.au</p>	<p>www.sistagirl.com.au/group/film-video</p>
<p>Lucinda Horrocks, Producer Jary Nemo, Filmmaker Wind and Sky Productions</p> <p>Specialises in short documentaries</p>	<p>0423 126 697 lucinda@windsy.com.au</p>	<p>www.windsy.com.au</p>
<p>Louis Video production InFlog</p> <p>Specialises in professionally producing and editing footage you take (e.g. using your iPhone).</p>	<p>0448808811 louis@inflog.com</p>	<p>www.inflog.com</p>

<p>Malcolm McKinnon Artist/filmmaker</p> <p>Experienced in working with communities</p>	<p>0427 462 946 malcolm@recklesseye.com</p>	<p>www.recklesseye.com</p>
<p>Sarah Rood Professional historian and content producer Way Back When</p>	<p>03 9539 3636 info@waybackwhen.com.au</p>	<p>www.waybackwhen.com.au/our-work</p>
<p>Takeshi Kondo Videographer, Filmmaker/artist</p> <p>Specialises in working with multicultural communities</p>	<p>0431 478 094 info@manofthetree.com</p>	<p>www.manofthetree.com</p>
<p>Wayne Tyndall Filmmaker Change the World</p>	<p>www.changetheworld.com.au/contact-us</p>	<p>www.changetheworld.com.au/what-we-do</p>

Tips for Online Story Design

The basic building blocks of an online exhibition are (and no, you don't have to use all of them!): Film/Moving Image, Audio/Sound, Images and Text

When designing your story think:

Identify your Story and your Audience: What is your story, and who are you speaking to? What do they want to hear? How can you best deliver your key messages? Keep this in mind throughout the story development.

Plan develop key themes, gather all your material, script and storyboard your story.

Story items (media building blocks): Think about the media components you have to tell your story - film/audio/image/text for example. Which will you choose? Do you need to create others? Is the media chosen suited for the platform and audience you have in mind?

Content: Make sure what you choose is useful, entertaining, interesting, original, compelling, impactful and emotionally engaging. Ask yourself what each building block adds to the story. Does it add value? If not, leave it out.

Structure and Narrative: How do all your exhibition items fit together? Which type of item takes precedence (e.g. does film provide the overview)? How do you best order items into a narrative sequence, containing stories within stories to allow for random drop ins? When writing think pyramid structure of storytelling to enable shallow and deep readers.

User Experience: Users might not arrive via the intended entrance way (e.g. they may not start from your 'home page') - they might not even realise they are looking at an exhibition! - how do you give them context and invite them to explore from each page? Think about catering to the different needs of your audience and how they might be accessing your story: are they skimming, returning, teaching, learning, looking for shallow engagement, deep engagement?

Find an Angle: e.g. world-first, biggest+brightest, human interest [emotive], bizarre, quantum \$ etc. Much material fails because it does not have an angle. Think about how the significance of your story or your collection and how it can be best communicated.

Creative Production: Who are the most appropriate producers to develop and provide insight to the different multimedia building blocks in your story? (e.g. writers, visual artists, film makers, animators, sound artists, composers)?

Right Voice: Who are the right people to provide voice to your message (e.g. spokespeople, curators, local expert or historian)?

Real Connections: This might be an online experience, but think about how you can use it to connect your audience to the real collections, places and people you are presenting? If your exhibition is a 'call to action', is this message clearly conveyed to your audience? (e.g. do you want users to visit your organisation in-person? know more about a subject?... think about how you are facilitating this connection).

If Shooting a Video: Shoot plenty of overlay [the vision of what you are talking about in a video] and have plenty of relevant footage to accompany your key messages. Ensure the lighting is good and the sound is clear.

Include Contacts and Credits: Logos, phone number, website url, social media handles, physical address, map details and acknowledgements to supporters

Review: Think like a start-up so start small, create a test and learn strategy, be prepared to amend after feedback to better hone the content.

Tips Publicity and Promotion

Use traditional methods like press releases but know what each media is after in a story - get your pitch right for that media.

Use social media announcements but also try and innovate to get eyeballs on the story. Persuade people to share and show and celebrate the story on social media.

Compile a mailing list of interested parties and email them the story hyperlink.

Write articles for e-newsletters. Mobilise your partners to share the hyperlinks to their networks.

Use events like launches, talks and symposia to show films or elements from your exhibition. If you have any marketing funds create postcards and posters.

Take the film/digital story on the road with key speakers and encourage third-party endorsement for your story. You can quote or refer to other parties' comments to your story in ongoing marketing.

Review your PR and promotion material and be prepared to adjust if necessary.