Digital exhibit planning guide

Exhibit goals, audience, story

1. What are the primary goals (or purpose) of the exhibit?
2. What is the primary audience for the exhibit? How might the audience influence the exhibit design?
3. What is the big idea" (i.e., story or narrative) being told (clearly defined)? a. The first "big idea" is making a documentary film is an intense, creative, and rewarding experience. b. The second "big idea" is that graduate work can be shared/communicated in a variety of ways.

Exhibit type

Item type	Y	N
Display of a collection of artefacts, where each artefact or object is showcased independent of its cultural context		
Display of a collection of artefacts, where each artefact or object is considered within its larger cultural context and connected to the other artefacts in the exhibit. I will be sharing a collection of artefacts that need to be considered in the larger cultural context of making a documentary film and sharing scholarly work.		

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Story/narrative outline

Outline the most important story content of the exhibit, i.e., how are you going to develop your "big idea". Provide some detail about each component:

- Title
- Who [key people or visitors]
- What [objects]
- When [timeline]
- Where [place or space]
- Why [significance]
- How ["look and feel of exhibit"].

Add more topics as needed.

Title
Introduction
Topic 1
Topic 2
Topic 3
Conclusion

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Items

List and describe the item(s) needed to tell your story, including the correct format/form of digitization (e.g., mp4, jpg or png, pdf). The format ensures that an item is properly digitized. **Note:** for an engaging exhibit, it is important to have more than one type of item.

Item type	**Y**	**N**
Visualizations (describe including format)		
Documents (describe including format)		
Audio files (describe including format)		
Video files (describe including format)		
Other (describe including format)		

Copyright/license for items

List items and identify if copyright is necessary to secure or if the items are openly accessible (e.g., have a Creative Commons license). Copyright is data that is necessary to manage and use information resources. It is typically external to informational content of resources.

Copyright is the exclusive legal right, given to an originator or an assignee to print, publish, perform, film, or record literary, artistic, or musical material, and to authorize others to do the same. **Is copyright necessary?**	**Y**	**N**
Visualizations	Y	N
Documents		
Audio files		
Video files		
Other		

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Metadata

Describe your metadata plan. Metadata is the data you will need to describe the items in your exhibit. Answer each question (i.e., yes or no) and include any additional information needed for your plan. Your metadata replaces the traditional item labels that are found in physical exhibits.

Key questions regarding metadata	Y	
Do you need to (re)define the essential Dublin Core fields?		
Do you need additional Dublin Core fields? If so, which ones?		
Do you need a controlled vocabulary (or more than one)? If so, which?		
Do you need a controlled tagging vocabulary?		
Will you be importing any metadata from other repositories? If so, can files be in csv format?		

Collections

List and describe the collections that you will create using the items you upload to your site. **Note:** You do not have to have multiple collections.

Collection 1
Collection 2
Collection 3
Collection 4
Collection 5

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Textual, video, audio components

Your exhibit will include text that will describe items, collections, and the overall exhibit. Some of this text may be written and some be in audio and/or video formats.

Component	Y	
Introductory text: What's your big idea and what can visitors expect to find/experience in the exhibit		
Chat labels (longer than item labels or metadata but shorter than group texts) These labels answer the question "Why do I care about what I am looking at?"		
Group texts (explain why items are shown together/juxtaposed). Can include sub-headings for different sections of the exhibit		
Handouts		
Audio or video files? (Will any of your text be presented/shared in these formats? If so, which ones?)		

Writing for the web

Know your audiences and remember that visitors will have a wide range of literacy levels and attention spans. In addition, we read differently online than we do in print (i.e., we scan text rather than reading line for line). Describe how you will write your content to be **readable** on the web. **Note:** Chunking text is defined as breaking text into smaller chunks to help users process, understand, and remember it better.

Style: What style or genre of writing are you using to engage your visitors?
Descriptive, expository, persuasive, narrative, technical, or poetic?

- For descriptive, expository, persuasive, narrative, and technical genres, use plain language. Plain language can be defined as the simplest, most straightforward way of expressing an idea that focuses on the message and ensures it's easily understood.
- For all genres, read your text aloud for character: voice, tone and style. Pay attention to your word choice/vocabulary.

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Word count (What is your word count? Do you have too much/not enough text for the attention spans and reading levels of your visitors?)
Chunking text: Use of lists (bulleted and numbered)
Chunking text: Use of headings and sub-headings
Voice and tense: Are you writing in the active voice and present tense?
Overall: Making the purpose of the exhibit clear to the visitor.

Visitor experience design

Your digital exhibit is a virtual space through which visitors will navigate. Explain the layout of your exhibit, including your template, customization options with plugins and specialized tools such as maps and/or timelines, and your use of hyperlinks and tags.

Layout: Which template have you chosen and why? Are items displayed in an attractive way? Describe any customization of the template.
How does this template and/or plugin(s) structure your content?
Maps and/or timeline (e.g., how many, where?)
Hyperlinks (e.g., how links per page, items to be hyperlinked)
Tags

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Plugins (additional functionality) needed

A plugin is an additional piece of software that adds an additional feature or functionality to a computer program. Describe any plugins needed and explain how they will be used. Add more plugins as needed.

Plugin 1
Plugin 2
Plugin 3

Accessibility

Accessibility refers to the design of products, devices, services, or environments for people who experience disabilities. The Accessibility for Ontarians Disability Act (AODA) uses the same definition of disability as the Ontario Human Rights Code.

Key components	**Y**	**N**
Web Consortium Accessibility Guidelines (WCAG)		
Font (One of the most accessible and most widely available fonts is **Arial**; others include **Calibri**, Century Gothic, **Helvetica**, **Tahoma** and **Verdana**. All these fonts are "**sans serif**" fonts. A serif is a little decorative line that is found on letters in some fonts like Times New Roman or Georgia.)		
Colours (contrast checker https://webaim.org/resources/contrastchecker/)		
Alt text (included or not) **Alt text** (alternative text) is a word or phrase that can be inserted as an attribute in an HTML (Hypertext Markup Language) document to tell Website viewers the nature or contents of an image. The **alt text** appears in a blank box that would normally contain the image.		

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