

Online Exhibitions: Low cost, Big results

Strategies, tools & training for doing it yourself

Brussels, 16-17 September 2010

FINAL CONFERENCE READER

Online Exhibitions: Low cost, Big results

Strategies, tools & training for doing it yourself

Digital Extra Final Conference
Brussels, 16-17 September 2010

Table of Contents



FORWARD

A word from Digital Extra's project coordinator, Magnus Ericsson from the museum of Jämtland in Sweden. **1**

PART I. ABOUT THE CONFERENCE

Project Presentation: "Digital Extra"	2
Agenda 16.09.2010	4
Conference Program	6
Speaker Biographies	7
Basic and Advanced Workshops 17.09.2010	9

PART II. ARTICLES

Digital Extra Newsletter Articles, Issue 1, September 2009	10
Digital Extra Newsletter Articles, Issue 2, July 2010	13

PART III. DIGITAL EXTRA PARTNERS

Project Partners	17
------------------	-----------

PART IV. PARTICIPATION LIST

Participants	20
--------------	-----------

Forward



Dear friends and colleagues,

Digital Extra's final conference "Online Exhibitions: Low cost, Big results" has been organised for September 16, 2010 in Brussels. Today's event has brought together over 40 participants from over 10 European countries. This event will offer you the opportunity to learn about the project's findings and network with other professionals in the cultural and the ICT/media sectors. Taking place at the Royal Library of Belgium, situated in the heart of Brussels, you find yourself only a few minutes from many of the city's major museums and historical centre.

As more and more cultural institutions are looking for ways to get their heritage material on the Internet, many come to an impasse. What are the alternatives if your institution does not have the financial means, the time or the skills necessary for producing an online exhibition? Are you in search of an inexpensive, quick and professional solution to this dilemma? This conference will focus on showing participants how they may create online exhibitions for their institution without sacrificing time and money and still produce a professional online presentation of their heritage material.

In addition to information about this conference, this reader contains a series of articles about the Digital Extra project. We aim to provide you with pertinent information and examples to facilitate a better understanding of the issues and tools discussed during the conference.

The consortium partners would like to thank ENCATC for their organisational efforts in the preparation and logistics of this international event. Thank you to all the participants who are present today who travelled near and far to learn more about Digital Extra and to participate in our discussions. Our sincerest gratitude goes to Dr Kostas Arvanitis from the Centre of Museology at the University of Manchester who has kindly accepted to join us in Brussels to share his expertise. To all of our speakers, your expert knowledge and experiences will greatly contribute to our debate and discussion.

We hope this reader and the conference outcomes will help all of you to better understand the important challenges and possible solutions available for creating online exhibitions as well as to actively contribute to the flourish of new synergies among the main stakeholders present in Brussels.

Magnus Ericsson
Digital Extra Project Coordinator
Jämtland Museum, Sweden
September 2010

Project Presentation: Digital Extra



LEARN



COMPARE



THE DIGITAL EXHIBITION PROJECT

More and more institutions are seriously considering the importance of getting their heritage content on the internet. The question is, how should this task be accomplished? Institutions have the content, but do they have the skills, time and financial means to create an online exhibition? Traditional exhibitions of this kind often require costly resources and are only available online for a limited time. Moreover, many smaller institutions have hidden treasures in their collections waiting to be seen by a larger audience, but because of financial restrictions may not be able to reach them.

Project Description: "Digital Extra" stands for Digital Exhibition Training. The project, which began in November 2008, aims to develop two online training courses for creating digital cultural heritage exhibition material.

The Digital Extra project has its starting point in the needs of small and medium-sized museums and archives for creating digital exhibitions on the internet. The project addresses the main reasons for a lack of cultural heritage related eContent being produced today and more specifically:

- the lack of sector specific training opportunities for personnel within the ALM (Archives, Libraries and Museums), VET (Vocational, Educational and Training Institutions) and cultural heritage tourism and ICT/media sectors
- the economic barriers for the production of digital material.
- A lack of synergy between the needs of the cultural sectors and the knowledge of the ICT media sector.

The aim of the Digital Extra consortium therefore is to create a sector specific training course with associated eLearning resource material for professional personnel in the cultural sector and vocational trainees.

The project is financed by the European Commission's Life Long Learning programme. "Digital Extra" is based upon research carried out within the eTEN-funded EU project ECMADE (www.ecmade.net), which examined the reasons for gaps in the production of cultural heritage related eContent.

UNDERSTAND



Working Method: The consortium came together for scientific committee meetings, workshops and testing sessions to develop two online training courses to teach users how to create their own digital exhibitions. Partners also wrote articles that were published in the “Digital Extra Newsletter” in September 2009 and July 2010.

Outputs: The first is a basic course for the ALM and VET sectors as well as for tourist agencies specialised in cultural heritage. The second is an advanced course intended for experts in cultural institutions and the ICT/media sector. How these courses will be made available to the public will be discussed during the final conference. These courses give users a broad understanding of web design, communication and navigation, eLearning from a museum perspective, digital rights management – legal and copyright implications of web publishing, digital image processing, digitally preserving historical material, creating barrier-free access for minority groups, front end and back end technical solutions, and opening archives to a broader public.

Activities: Project partners came together six times over the life of the project, meeting in different European cities from 2008-2010:

Östersund, Sweden (December 2008)

Dornbrin, Austria (March 2009)

Pamukkale, Turkey (June 2009)

London, United Kingdom (November 2009)

Madrid, Spain (March 2010)

Brussels, Belgium (September 2010)



Partnership: The “Digital Extra” partnership is composed of an interesting mix of SMEs, academic institutions and technical institutions. All have experience in EU projects, and all are committed to the highest standards in their respective fields of expertise. The project partners are: the Jamtli Museum in Östersund (Sweden), who is also the project leader, the University of Applied Science Vorarlberg (Austria), the Dornbirn City Archive (Austria), Luerzer Graphics Dornbirn (Austria), the University of Applied Science Madrid (Spain), Power Lake AB (Sweden), Tinta Utbildning (Sweden), Middlesex University (UK), Montserrat National Trust Museum (UK), Pamukkale University (Turkey), and ENCATC, the European Network of Cultural Administration Training Centres (Belgium).

CREATE

Agenda:

September 16, 2010

DIGITAL EXTRA

09:15 - 09:55	Registration and Welcome Coffee
PART I	
10:00 - 10:15	Welcome and Introduction to the conference Magnus Ericsson, the Jämtland Museum, Sweden Project Coordinator
10:15 - 11:00	Round 1 - The Digital Extra Experience: <i>What is "Digital Extra"? Why should we be considering online exhibitions? What are the different reasons and possibilities available to us?</i> Speakers: Magnus Ericsson, Jämtland Museum, Sweden Werner Matt, Director of Stadtarchive Dornbirn, Austria
11:00 - 11:10	Questions and discussion for Round 1 Moderator: David Powell, Tinta Education, Sweden
11:15 - 11:45	Coffee Break
11:45 - 12:25	Round 2 - Design, Structure and Techniques: <i>How has design, structure and technique developed on the Internet? How do they influence online exhibitions? What are the best design methods, structure and techniques?</i> Speaker: Klaus Lürzer, Lürzer Graphic, Austria
12:25 - 12:45	Questions and discussion for Round 2 Moderator: David Powell, Tinta Education, Sweden
12:45 - 14:00	Complimentary buffet lunch for conference participants
PART II	
14:00 - 14:30	Round 3 - 'Museum Avatars: The Digital Lives of Objects' <i>Do museum objects have digital lives? What might these be? What impact do multi-media and multi-user communication have on museum object interpretation?</i> Keynote speaker: Dr Kostas Arvanitis, the Centre of Museology at the University of Manchester, UK

14:30-14:45	<p>Questions for Round 3</p> <p>Moderator: David Powell, Tinta Education, Sweden</p>
14:50 - 15:20	<p>Round 4 - Testing and evaluating Digital Extra</p> <p><i>How future users of Digital Extra have been involved in developing the service. Lessons to be learned.</i></p> <p>Speakers:</p> <p>Barbro Fransson, Power Lake AB, Sweden</p> <p>Gavin Baldwin, Middlesex University, UK</p>
15:20 - 15:50	<p>Round 5 - Extend and Connect. Web 2.0 & Social Media:</p> <p><i>User Centered Technologies Research (A) presents how to practically use free web 2.0 tools and services to build or extend e-exhibitions. The speakers share their recent experiences on connecting to the audience and enabling it to actively participate.</i></p> <p>Speakers:</p> <p>Philipp von Hellberg, University of Applied Sciences Vorarlberg, Austria</p> <p>Andreas Künz, University of Applied Sciences Vorarlberg, Austria</p>
15:55 - 16:10	<p>Questions and discussion for Round 4 and 5</p> <p>Moderator: David Powell, Tinta Education, Sweden</p>
16:10 - 16:30	Coffee break
16:30 - 17:00	<p>Final remarks and Round Table discussion</p> <p><i>Best Practices in Digital Exhibitions</i></p> <p><i>Keynote speaker, Dr Kostas Arvanitis from the Centre of Museology at the University of Manchester, UK will join Digital Extra's project partners in a discussion on the best practices for creating online exhibitions and the challenges facing institutions wanting to develop their online heritage material.</i></p>
17:00 - 17:30	Complimentary cocktail

Conference Programme



“Online Exhibitions: Low Cost, Big Results” Strategies, tools & training for doing it yourself

DATES

The event will take place during the following days: 16 & 17 September 2010.

16 September: Final conference

**“Online Exhibitions:
Low cost, Big results”**

**Strategies, tools & training for
doing it yourself**

17 September: Basic and Advance Workshops

If you are interested in participating in the free workshops, we do have a few spaces still open. Please contact Elizabeth Darley for more information.

VENUE

16 September: Royal Library of Belgium

17 September: Erasmushogeschool, Campus Dansaert, Brussels

FIELD

New Media & Cultural Heritage, Museums, Archives and Libraries

TYPE OF EVENT

This conference is the closing event for the European project, “Digital Extra”. It is open to the public.

TARGET AUDIENCE

Do you have a budget for creating five new online exhibitions this year? Do you feel you don't have the time or the skills required to create an online exhibition? If your answer is no, then you are our intended audience!

WORKING LANGUAGE

Final conference: English & French

Workshops: English

EVENT FEES

This event is **FREE OF CHARGE**. A complimentary buffet lunch is offered to participants attending the final conference on September 16th. Travel costs, hotel accommodations and other lunches and dinners and at your own expense.

ORGANISATION

This event is being organised by EN-CATC, “Digital Extra”'s partner based in Brussels.

MORE INFORMATION?

For further information about this event, please contact:

Elizabeth Darley
Projects Officer, ENCATC

Tel: 0032 (0) 2 201 29 12
projects@encatc.org
www.encatc.org

Speaker Biographies



Dr Kostas Arvanitis



Dr Kostas Arvanitis is a Lecturer at the Centre for Museology at the University of Manchester (UK). He has a MA and PhD in Museum Studies from the University of Leicester and a first degree in History and Archaeology from the Aristotle University of Thessaloniki, Greece. Before joining the Centre, he worked as Research Associate in Digital Heritage at the Department of Museum Studies in Leicester. He has also participated in other research projects that include the preparation of a University History Museum (Thessaloniki, Greece) and a NESTA-funded evaluation of a hand-held computer (National Space Centre, Leicester). Dr Arvanitis has also done consultancy work for the multimedia companies mwr (UK) and Logismos (Greece).

Gavin Baldwin



Gavin Baldwin has worked in Teacher Education at Middlesex University for the past 20 years and is responsible for Primary History and Music education and for Secondary Citizenship Education. Throughout this time he has been involved in a number of European projects related to History, Museums and Identity. He has published 'Living the Past: reconstruction, recreation, re-enactment and education at museums and historical sites' with Elizabeth Goodacre (Middlesex University Press 2002). In Digital Extra he has been responsible for the internal and pedagogic evaluations.

Magnus Ericsson



Magnus Ericsson is representing Jamtli, the county museum of Jämtland in the north of Sweden and he is the project leader of Digital Extra. At Jamtli he is a learning officer in the department of Learning and Exhibition working with programs for school groups and play and learn displays. He has a background as a teacher in mathematics and science."

Barbro Fransson



Barbro Fransson is Managing Director for PLAB and also a researcher at Luleå University of Technology. In the Digital Extra project, she is the work package leader for WP Tests. Power Lake AB (PLAB) is a SME conducting research and consultant work in ICT. Presently PLAB is engaged in a FP7 project where the assignment includes research in business/deployment modelling of DTN based internet access and two test beds.

Andreas Künz



Andreas Künz is a research assistant at the UCT Research, University of Applied Sciences Vorarlberg in Austria. He studied media design at the same institution and graduated in 2003 with a Master of media design and communication. His main focus at work is Virtual Reality, especially Motion Capture, 3D Animation, Real-time character animation as well as alternative interfaces in e-learning environments. In 2005 he was member of the scientific committee and session chair at the CSICE 05 in Sofia, Bulgaria (20-22 October).

Klaus Luerzer



Klaus Luerzer is a graphic designer and head of Lürzer Graphic Design based in Götzis, Austria. The main tasks of the office concentrate on communication design, identity and new media. Lürzer Graphic focuses on the development of corporate identity, corporate design and branding for various companies in Austria, Germany, Switzerland, Liechtenstein and Hungary. The office also networks with different partners across Europe such as copywriters, photographers, software engineers and marketing experts. Klaus Luerzer is a member of "Design Austria" and the "International Institute of Information Design."

Werner Matt



Werner Matt is Director of the city archives in Dornbirn, Austria. He is a board member of the Austrian Institute of the History from Cities and Vice Director of the Austrian Towns Archives Association. He is a personal member of the International Archive Council (ICA) and the International Council of Museums (ICOM). He has participated and developed various exhibition trainings for archivists and has worked on PR-management for archives in Austria, Switzerland, Germany and Italy.

David Powell



David Powell MA, M.Des, B.Ed undertakes development and strategic studies, authoring, testing, editing and publishing within youth, adult, teacher and cultural education with socio-cultural and urban implications. David Powell has worked in senior positions within the cultural sphere, lately as Senior Curator for the Swedish Museum of Architecture. He is experienced with traditional methods for educational training as with eLearning and eCulture.

Philipp von Hellberg



Philipp von Hellberg studied Communication-Science and Interactive Media Design. Since 2003 he has been part of a multidisciplinary research team at the user centred technologies research centre at Vorarlberg University of Applied Sciences. The research is based on a human centred design perspective. He is heading projects in the area of interface-and-interaction-design as well as usability and user-experience oriented ventures; with special focus on the (social) web.

Basic and Advanced Workshops

17 September 2010



In the frame work of its final conference “Online Exhibitions: Low cost, Big Results”, taking place on 16 September 2010, the Digital Extra consortium is offering two free workshops in Brussels. This is an opportunity for participants to have hands-on experience and learn how they can create their own online material.

BASIC WORKSHOP

Time: 10:00 - 12:30
City: Brussels
Venue: Erasmushogeschool
Number of Participants: 8
Inscription: OPEN

The basic workshop will include working with the Digital Extra-publishing tool (CMS) and will give you the opportunity to work with text, pictures, audio and video material in order to create a digital exhibition on a given topic. This workshop is free and open to the first 15 people to register. Come prepared to use your creativity, to learn more about digital exhibitions and leave with the basic knowledge and tools needed to create your own online material!

During the workshop you will be:

- ✓ Using a Content Management System to create digital exhibition.
- ✓ Considering the best combinations of texts, audio and visual material for a digital exhibition.
- ✓ Considering layouts and colour schemes.
- ✓ Learning how to convert your own media skills to a digital presentation.

ADVANCED WORKSHOP

Time: 13:00 - 16:00
City: Brussels
Venue: Erasmushogeschool
Number of Participants: 5
Inscription: OPEN

During the advanced workshop, participants will view a number of presentations within a fixed period of time, also known as “speed geeking.” Moving from station to station, participants will have 7 minutes for each of the 8 topics/projects prepared by the project partners. This very interactive and intense session will be mixed with discussion among participants and project leaders to reflect on the topics presented as well as the overall experience. Please note that the advanced workshop is for participants with more ICT knowledge and skills.

The topics in the advanced workshop range from:

- ✓ Museums using web 2.0
- ✓ 3D presentation technology in virtual worlds
- ✓ Media sharing services
- ✓ and much more...

Digital Extra Newsletter

Articles from Issue 1, Sept 2009



More visibility for Europe's cultural heritage

DigitalExtra offers in particular small-and-medium sized museums, archives and libraries eTools to develop their own on-line exhibitions. Our longer-term objective: Providing professionals and trainees within the ALM and VET sectors as well as the tourism industry with competence to create cultural heritage related eContent for many users.

There are considerable gaps in the production of eContent cultural heritage material, thus inhibiting the potential of further opening up Europe's cultural heritage to the general public, including people living at a distance from the source material or special target groups such as students. Among the reasons for this is the lack of sector-specific training opportunities for staff within the ALM (Archives, Libraries and Museums) and VET (Vocational, Educational and Training institutions), as well as in the cultural heritage tourism and ICT/media sectors. Economic barriers to the production of digital material is another factor, as is the general lack of synergy between the needs of the cultural sector on the one hand, and the knowledge of the ICT/media sector on the other.

The DigitalExtra consortium, composed of partners from 6 European countries, aims to create sector-specific training courses with associated eLearning resource material for professionals and vocational trainees within:

- Public and private organisations and institutions dealing with cultural heritage such as archives, libraries and museums (ALM);
- Vocational, educational and training

institutions (VET), universities and colleges, and similar organisations offering digital media studies;

- Tourism authorities and the tourism industry

The training package currently being developed by the DigitalExtra project partners is broad, covering web design, communication and navigation, eLearning from a museum educational perspective, digital rights management, i.e. the legal implications of web publishing, and digital image processing, such as digitally preserving historic material.

Throughout the duration of the project – from November 2008 to October 2010 – the prototype training programme to create digital exhibitions will be tested by the three main end-user groups: the ALM and VET sectors, and tourism organisations and authorities. The project partners will organise and host these training courses in workshops held in the context of DigitalExtra Scientific Committee meetings.

By the end of the project, we will provide an eLearning course at two levels: First, a basic course for the ALM sector, VET institutions and tourist organisations or agencies; second, an advanced

course for experts in cultural institutions and from the ICT/media sector. Our personal ambition is to provide a platform for creative, dynamic professionals and trainees within the ALM and VET sectors and the tourism industry competent to produce digital exhibitions. The ex-

tended production of cultural heritage related eContent, leading to an exponential increase of cultural heritage material made available to the general public, feeds into EU strategies on eCulture.

Transferring knowledge into mainstream practice: The Digital Extra communication and dissemination plan

Valorisation is among the priorities of the EU Leonardo da Vinci funding programme. It reflects the European Commission's request that project outcomes and new knowledge gained should be transferred into mainstream practice and policy development.

The European Commission's thinking is that Leonardo da Vinci projects should contribute to sustainable innovations in vocational education and training practice. They have identified three main levels of action and influence for project results:

The micro level: individual organisations, students, companies, other educational institutions, research institutions, other Leonardo projects, employed and self-employed people, unemployed people).

Project initiators and partners know: their best allies in the valorisation process come from within their own inner circle network, i.e. colleagues, students and researchers, arts managers in the voluntary and community arts sectors, local governments officials etc. For this reason, the DigitalExtra partners are active at their respective local/regional/national level, informing decision-makers, the ALM and VET sector and the media about the project by using

their usual conduits: their websites, newsletters, and other information channels.

The meso level: (regional training bodies, chambers of commerce, national training bodies, employment agencies, quality assurance agencies, national professional associations, sectoral/branch organisations, regional employers organisations)

The key concepts at this level are training needs and employability. A fluid contact with organisations at the meso level will help to prevent project partners from 'reinventing the wheel' in terms of trends and needs in their respective national labour markets. It is vital for project partners to be informed about the situation in their own countries, and to be in contact with relevant information sources. In discussions with other project partners, they will be representing their own national position on specific issues within the project as a whole.

The macro level: The EU institutions, European sectoral/branch organisations, the European social partners, European professional associations, Cedefop, national policy-makers, national social partners, etc.

A major aim at this level is to allow project results to feed into, and influence national and international policy developments. The strategic role of European networks is significant here. They represent many countries and regions and can voice the interests of network members seeking dialogue with policy-makers and stakeholders at their respective levels.

DigitalExtra project partner ENCATC has a major role to play here. With 136 members, training institutions, in 36 countries, with close work relationships with European cultural and training or-

ganisations, and as a key partner of the EU institutions, UNESCO, the Council of Europe, and member states and regions, ENCATC acts as a major conduit to disseminate the project's results at the macro level.

DigitalExtra communication tools developed jointly by the project partners include print/electronic material (information leaflet, eReleases) and the DigitalExtra newsletter (two issues). But it is the DigitalExtra website (www.digital-extra.eu) that is at the heart of the project's dissemination activity. The website is being used as a clearing house for intelligence gathering and reports. Its main function is to make the modules developed by the project partners to create digital exhibitions available to potential users and media-tors.

Pictures of a city - Bilder einer Stadt

A digital exhibition of the Dornbirn city archive

"Pictures of a city" is a digital "model" exhibition developed by the Digital Extra project partners Dornbirn city archive (Werner Matt), Lürzer Graphics (Thomas Klocker) and the Fachhochschule Vorarlberg (Philipp von Herlberg). The idea was to present photographs illustrating decades of the city's history using material available in the city's vast archives. Pictures from different photographs and from different times can be combined, and provide different effects depending on their combination. The system is easy for the creator of the digital exhibition: it operates like a "slot machine", providing a large

number of possible combinations of photographs. The additional use of sound, videos, and complementary links to further information provide the "visitor" of the exhibition with the opportunity of in-depth analysis of the material viewed. The benefits are twofold: first, bringing together two very different media (the internet and the active participation of the "visitor"); second, making public the unique archives of the city of Dornbirn.



Iceland's ash cloud threatens Madrid meeting

In April 2010, Iceland's Eyjafjallajökull volcano began spewing ash into the sky resulting in a large cloud making its way over Europe. With the subsequent cancellation of more than 5000 flights and many of Europe's major airports closing, the world could only watch and wait. As European travel came to a halt, would partners be able to attend Digital Extra's meeting in Madrid?

Partners of Digital Extra's consortium were scheduled to meet in Madrid from 19-21 April to carry out an additional testing session of the Digital Extra Tool and the CMS elaborated thus far by the consortium. It was also to be an opportunity for partners to evaluate the project's objectives and prepare for the next tasks. The volcanic eruption in Iceland caused not only a headache for stranded travellers, but also for the organisers in Madrid who were faced with the possibility of having zero or almost no participants or partners attend the event. With travel uncertain, project partners had to make a decision whether to reschedule the meeting and testing session or proceed as planned.

Even though many project partners were unable to attend, it was decided that the testing session should go ahead as planned. Many of the tester participants were already in Madrid or near enough not to be affected by the travel disruption. Ana M. Martín Castillejos, from the Applied Linguistic Department at the Technical University of Madrid was joined by Barbro Fransson

from Power Lake AB (Sweden) and Gavin Baldwin from Middlesex University (UK) who had the good fortune to leave for Madrid before the travel interruption.

For the testing session, ten out of the twelve people invited were able to attend. The three project partners explained the project's overall structure, objectives and goals, followed by a presentation of the digital tool. Testers were guided through some of the more important modules before they were asked to make their own digital exhibition. Many participants were already familiar with digitalization tools and, in some cases, even responsible for such operations in their own institutions. Testers were advised to bring their own material such as texts and pictures so they could elaborate and personalise their digital exhibition. Reactions to the training session were very positive. When asked questions such as, "Did you like this style of presentation?" 70% of testers responded positively. 80% found the Digital Extra course "Immediately applicable for use in VET

sectors. 100% of the testers found that the course helped them to increase their knowledge needed for creating digital exhibitions.

Despite the uncertainty that plagued the days preceding the session, it was an overall success thanks to the project members in Madrid whose ability to improvise and adapt allowed for an efficient and favourable session. The testing participants' familiarity with digital

tools and their high level of English, made explaining the guidelines and instructions easier and greatly attributed to the session's success as well. Even though many partners and technical experts were unable to travel to the Spanish capital, the partners in Spain seized the opportunity to make the best of their situation and did so with much success.

Realising an exhibition on the Internet - very easy thanks to “Digital Extra”

“Digital Extra”’s partner, Werner Matt from Stadtarchiv Dornbirn in Austria, attended the 8th European Conference on Digital Archiving in Geneva, Switzerland from 28-30 April 2010. It was an opportunity to promote the “Digital Extra” project and discuss challenges faced by archiving professionals in today’s digital world.

The headline mentioned above was from the ICA Flying Reporters@ECA 2010. The 8th European Conference on Digital Archiving took place in Geneva from 28-30 April 2010. Designed to define the current and future challenges of the profession, the conference was organized by the European Regional Branch (EURBICA), the Section on Professional Associations (SPA) of the International Council on Archives (ICA) and by the Swiss Federal Archives. The International Scientific Committee decided to focus on “digital archiving” as the central issue for this 8th annual meeting.

This conference was an ideal platform to present the “Digital Extra” – Digital Exhibition Training – project to more

than 700 professionals from all over the world. A presentation of the project's structure and examples of digital exhibitions created with the Digital Extra's tools introduced the audience to the project. An intense discussion followed about the actual situation many archiving professionals face today. Many professionals have experience in electronic archiving or in digitizing documents and photographs, but there still remains a lack of competences in the fields of Web design and popular Internet culture (like YouTube, MyVideo, Flickr, Clipfish) which can be used and implemented in exhibitions without cost.

Big and small institutions have a vital interest in raising their visibility on the World Wide Web. All of the institutions

attending the conference were seeking to boost their web presence and give a wider virtual audience the chance to discover their archive's "hidden treasures." Many questions brought up the issue of copyright and mainly those of photographs. Digital Extra's partners have comprehensive knowledge in such matters. In response to these kinds of questions, they suggest the use of the "Flexible Copyright System" that is free of charge and achieves maximum publicity. Since this is such an important issue in our digital age, Digital Extra's courses include a special module specifically dealing with questions of copyright.

It is not just small and medium sized institutions who are looking for less expensive alternatives to getting their material on the internet. It was an archivist from a German car company who pointed out that even large institutions are on the look out for smart solutions that don't require sacrificing time and money. Digital Extra responds to this need by providing the knowledge and skills professionals need to get their content online, on time, and at a reasonable cost.

Design and purpose of Digital Extra's Templates

The Digital Extra Tool presents a low cost and easy to use alternative for creating online exhibitions. No need to worry about technical questions and design details because Digital Extra takes care of this for you. Thanks to its design templates, creating an online exhibition is easy to do regardless if you are tech savvy or not.

As a partner of Digital Extra, Luerzer Graphic is responsible for designing the project's templates. In cooperation with other partners from Digital Extra, specific tools were designed and developed to create online exhibitions.

"Less Is More" has to be kept in mind when planning the concept of an online exhibition. To focus and to come to this point is essential for an exhibition's success. The exhibition should present a detailed, interesting, and beautiful continuum. Instead of having one long and tiring exhibition, a series of smaller exhibitions covering different aspects of the topic is much easier and more pleasurable for the online audience.

Using additional sources of information such as links to other museums, Wikipedia and YouTube is another interesting way to enhance one's own exhibition.

Digital Extra provides four different templates. The appearance of the exhibitions can operate within these four models. Combining the templates and the choice of background allows for numerous variations for presenting and personalizing the exhibition. The design of the templates clearly influences the contents of the exhibition. What are the purposes behind each of these four templates?

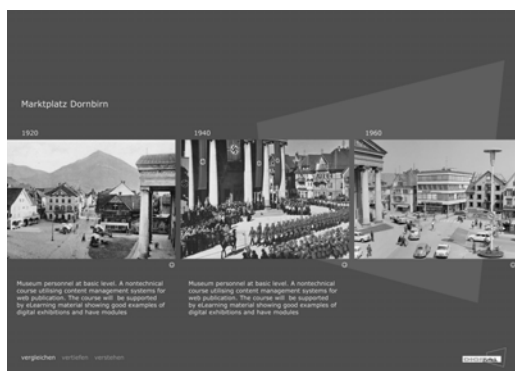
Template: Compare - Understanding by comparing. Up to three different images of a certain topic can be compared at once. Three rows of identical images enable online users to create combinations themselves.

Template: Deepen - Intensifying the presentation by using additional sources. The online user deepens his or her knowledge by accessing the various sources of information.

Template: Browse - The online user can freely look through all the images without having to follow a fixed order. Music adds to the emotional impact of the images, which is very strong in this template.

Template: Select – There is a lot of material to choose from about a certain topic. Presenting issues regarding history, art and design are especially subjective. The curator's opinion influences the issues and their presentation. This template is designed to visualize this aspect.

It is greatly advantageous that while creating an online exhibition, its creator is enabled to concentrate on the contents and on curating, instead of having to deal with technical details and design questions. The mediation of contents and knowledge is to the fore. Digital Extra is well aware of the important role design plays in an exhibition's acceptance and success. The Digital Extra-Tool provides the technically unskilled user with the possibility of creating graphically correct exhibitions which are interesting for an online audience. In addition, the Digital Extra-Tool is attractive because of its low cost and "easy to use" qualities. Now setting up an online exhibition is free of charge, quick and painless.



Template 1 Compare



Template 2 Compare



Template 3 Browse



Template 4 Select

Digital Extra Partners



COORDINATING ORGANISATION

Jämtland Museum
(Jamtli), Sweden

Box 709 Museiplan
SE-83128 ÖSTERSUND
Sweden

+46 (0) 631 21 824

Contact:
Torgård Notelid
Magnus Ericsson

Jamtli is a regional museum founded in 1912. The museum is especially well known in the museum sector for its pedagogical work. Jamtli has departments for cultural history, archeological and art exhibitions and also a relatively large open air museum. Jamtli has good experience in digitalisation. For example, Jamtli has put considerable effort into digitalising the museum's collections, first and foremost the museum's large collection of pictures consisting of 9 millions negatives and 700 000 prints.



PARTNERS

Vorarlberg University of Applied
Sciences, Austria

Hochschulestrasse 1
6850 DORNBRN
Austria

+43 (0) 5572 792 7300

Contact:
Philipp von Hellberg

FHV is a young non-profit corporation in the most Western province of Austria. With several research labs and seven degree programs it is Vorarlberg's foremost research and academic education organisation. UCT Research was initially founded by joining together the usability research lab and the virtual reality research lab at FHV.



Lürzer Graphik (Lürzer), Aus-
tria

Neuburgstrasse 4C
6840 GÖTZIS
Austria

+43 (0) 5523 58595

Contact:
Klaus Luerzer
Thomas Klocker

The Graphic-Design Office is situated in Götzis, Austria. The main tasks of this office concentrate on communication design, identity and new media. The office specialises in the field of cultural institutions, such as museums and theatres.

LÜRZER GRAPHIK
for conceptual design

<p>Stadtarchiv Dornbirn (Stadtarchiv), Austria</p> <p>Stadtarchiv Marktplatz 11 6850 DORNBIRN Austria</p> <p>+43 (0) 5572 306 - 4905</p> <p>Contact: Werner Matt</p>	<p>The City Archive of Dornbirn functions as a documentation centre for local history and town government and as a service centre for all citizens, scholars and scientists interested in the past of Dornbirn. The archive has been carrying out its own research on topics such as traditional medicine or visual history in the town and region and has been publishing the results in its own series called "Dornbirner Schriften".</p> 
<p>ENCATC – European Network of Cultural Administration Training Centres, Belgium</p> <p>18 Place Flagey19 1050 BRUSSELS Belgium</p> <p>+32-(0) 2 201 29 12</p> <p>Contact: Svetlana Waradzinova Elizabeth Darley</p>	<p>The European Network of Cultural Administration Training Centres (ENCATC) is an independent umbrella organisation, and the only European organisation for training institutions and individuals (experts, lecturers and consultants in cultural management and administration, cultural policies and funding) professionally involved in education and training for the arts and cultural sectors. Currently, ENCATC has over 100 members and operates in over 30 countries.</p> 
<p>Universidad Politécnica de Madrid (UPM), Spain</p> <p>Avda. Juan de Herrera 4 28040 MADRID Spain</p> <p>+34- 91 33 66 502</p> <p>Contact: Annamaria Martin Castillejos</p>	<p>Universidad Politécnica de Madrid (UPM) is a public university linked to the Autonomic Community of Madrid. Areas: engineering, science and technology, linguistics and economics. Types of activity: higher education, teaching, study and research. Quality education. Preparation of students for integration in society. Promotion of cultural and scientific leadership. Academic mobility. Integration of new technologies in university and social activities.</p> 
<p>Power Lake AB (PLAB), Sweden</p> <p>Stagneliusvägen. 23, 6tr SE-11259 STOCKHOLM Sweden</p> <p>+46 (0) 8 656 27 75</p> <p>Contact: Barbro Fransson</p>	<p>Power Lake AB undertakes strategic studies with technological and/or socio-economic implications and business planning. Since commencement in 1998, Power Lake AB fields' of work have been within ICT (applications, and testing), energy economy and eCulture.</p> 

<p>Tinta Utbildning AB (TINTA) / Tinta Education, Sweden</p> <p>Esplanaeden 3C Box 1162 SE-17224 SUNDBYBERG Sweden</p> <p>+46 (0) 670190078</p> <p>Contact: Hakan Berntsson</p>	<p>Tinta Utbildning AB is a daughter company of ABF North Greater Stockholm. ABF is Sweden's longest established company for public education for adults. The aim of forming Tinta educational company was to spread the long established "folkbildning" or public educational methods of the mother company to new areas of concern. Tinta has extensive experience of coordinating and partnering EU projects.</p> 
<p>Montserrat National Trust Museum (Montserrat)</p> <p>National Trust Building Olveston 001 MONTSERRAT West Indies</p> <p>Contact: David Powell</p>	<p>The Montserrat National Trust is a Non-Government, Non-Profit Organization dedicated to the preservation and enhancement of the island's historical sites and natural environment and has been a leading agency in the development of the island's tourism products over the past 35 years.</p> 
<p>Pamukkale Üniversitesi (Pamukkale), Turkey</p> <p>Kinikli Campus 20070 DENİZLİ Turkey</p> <p>+905063162699</p> <p>Contact: Alev Coskuin</p>	<p>Pamukkale University was established in 1992 in Denizli. There are 3 institutes, 6 faculties, 6 bachelor's degree colleges, 8 technical colleges and over 25000 students. 1441 academic personnel and 1027 administrative staff. Pamukkale University is determined to contribute to the development of Turkey, through cooperation with industrial research.</p> 
<p>Middlesex University, UK</p> <p>Trent Park campus Bramley Road LONDON, N14 4YZ</p> <p>Contact: Gavin Baldwin</p>	<p>Middlesex University is a multicampus University in the North of London serving approximately 20,000 students. The School of Lifelong Learning specialises in the training of primary and secondary teachers, continuing professional development for serving teachers and work based learning. It also has good relations with the University's Museum of Domestic Design and Architecture (MoDA) which is significant for this project. The University has many years of expertise in European Community funded collaborative projects,</p> 

Participation list

DIGITAL
DIGITAL EDUCATION TRAINING

EXTRA

	Participant	Organisation	Position	Country
1	Stephanie AERTSEN	Archive and Museum of the Flemish life in Brussels	Project Coordinator	Belgium
2	Kostas ARVANITIS	University of Manchester	Lecturer	UK
3	Katerina ATHANASAKI	Archaeological Museum of Herakleion	Archaeologist, Digital Applications	Greece
4	Blanca AYUSO CAÑAMERO	Regional Office of Extremadura	Communications Assistant	Belgium
5	Gavin BALDWIN	Middlesex University	Principal lecturer in Teacher Education	UK
6	Antonia BARTOLOMÉ	ENCATC	Conference Trainee	Belgium
7	Jacques BONNIEL	University Lumiere Lyon 2	Director	France
8	Danila CHIARO	Euroconsulting	Consultant	Belgium
9	Giannalia COGLIANDRO	ENCATC	Secretary General	Belgium
10	Alev COSKUN KITAS	Pamukkale University	Trainer	Turkey
11	Elizabeth DARLEY	ENCATC	Projects Officer	Belgium
12	Joanie DEHULLU	Stedelijke Musea Hasselt	Stafmedewerker publiekswerking	Belgium
13	Magnus ERICSSON	Jämtland County Museum	Learning Officer	Sweden
14	Els FLOUR	Archiefcentrum voor Vrouwenwengeschiedenis	Archivist	Belgium
15	Barbro FRANSSON	Power Lake AB	Managing Director	Sweden
16	Natalie GIORGADZE	WIDE	Media and Communications Officer	Belgium
17	Mijke Harst - VAN DEN BERG	Discovery Center Continium Kerkrade	Manager	Netherlands
18	Markus JÄRVINEN	Tinta Education Ltd	Teacher and Technician	Sweden
19	Thomas KLOCKER	Lürzer Graphik	Graphic Designer	Austria
20	Andreas KÜNZ	University of Applied Sciences Vorarlberg	Scientific Assistant	Austria
21	Karine LASARACINA	Musées royaux des Beaux-Arts de Belgique	Attachée scientifique	Belgium

	Participant	Organisation	Position	Country
22	Klaus LÜRZER	Lürzer Graphic	Graphic Designer	Austria
23	Tine MALLAERTS	Royal Belgian Institute of Natural Sciences	Assistant	Belgium
24	Elgun MAMMADOV	ENCATC	Trainee	Belgium
25	Annalisa MANAGLIA	Università degli Studi di Bologna	Herbarium Keeper	Italy
26	Ana María MARTÍN CASTILLEJOS	Universidad Politécnica de Madrid	Lecturer	Spain
27	Werner MATT	Stadtarchiv Dornbirn	Director	Austria
28	Carmela MILANO	ARTketing - Centre de Marketing Culturel	Researcher	Belgium
29	Isabel MORALES JAREÑO	UCJC	Teacher	Spain
30	Christoforos PAVLAKIS	Cre-activity Ltd	Artist	Greece
31	Michele PETRACCA	Regione Molise-Delegation of Brussels	Head of Support and Liaison Office for Community Relations	Belgium
32	Alexandra PINHO	Instituto Camões	Director	Portugal
33	David POWELL	Tinta Education Ltd	Senior Consultant	Sweden
34	Gints PUTIKIS	Jelgava History and Art museum	Deputy director in scientific work	Republic of Latvia
35	Kim ROBENSYN	Amsab-ISG	Collection Manager	Belgium
36	Romain SCHROEDER	Archives Nationales Luxembourg	Responsable	Luxembourg
37	Nikolaos SISAMAKIS	AENAON	Museology Documentation of Cultural Heritage	Greece
38	Efi TSITSA	Archaeological Museum Heraklion	Conservator of Antiquities	Greece
39	Lies VAN DE CAPPELLE	Koninklijke Musea voor Schone Kunsten van België	Attachée scientifique	Belgium
40	Hans VAN DER LINDEN	Vlaamse overheid. agent-schap Kunsten en Erfgoed	Adjunct van de directeur	Belgium
41	Mario VAN DRIESSCHE	Amsab-Institute of Social History	Webdesigner	Belgium
42	Philipp VON HELLBERG	University of Applied Sciences Vorarlberg	Researcher	Austria
43	Elisabeth VOSKAMP	University of Antwerp	Master Graduate	Belgium
44	Svetlana WARADZINOVA	ENCATC	Member	Slovakia
45	Leveles ZOLTAN	India Club Foundation	Manager	Hungary

NOTES

DIGITAL EXTRA

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal black lines across its entire width, providing a template for writing or drawing. The margins are consistent on all sides.

[illegible]

This image shows a full page of blank white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings on the paper.

