

## Why do we need online exhibitions?

### Our goals:

- ✓ Promote the physical show
- ✓ Enhance the museum visit
- ✓ Engage remote audiences
- ✓ Document the show
- ✓ Extend the life of the show
- ✓ Create a teaching and learning resource

## How to build an exhibition website?

### Our approach:

- ✓ Reuse existing resources:
  - Text (exhibition text panels and labels)
  - Design theme (exhibition design)
  - Multimedia assets (audio, video, interactives)
- ✓ Content is king! Create custom structure and layout depending on the content
- ✓ Produce a unique website that matches the physical show

## When to start working on the project?

### Best practice:

- ✓ Build the website concurrently with the physical exhibition; launch on the opening night
  - Good for promotion
  - Helpful for museum visitors
  - Ready for use in the classroom

### Alternative scenario:

- ✓ Build the website after the show opens
  - No strict deadline = less stress
  - Content is finalized = no need for updates
  - Gallery photos may be incorporated in design

# The Making of a Museum Online Exhibition: Theory and Practice

## Kelsey Museum of Archaeology



Newberry Hall (State Street entrance)  
Photo by Randal Stegmeyer

- ✓ Houses 100,000 ancient artifacts
- ✓ Mounts 2-3 exhibitions per year
- ✓ Creates companion websites for special exhibitions

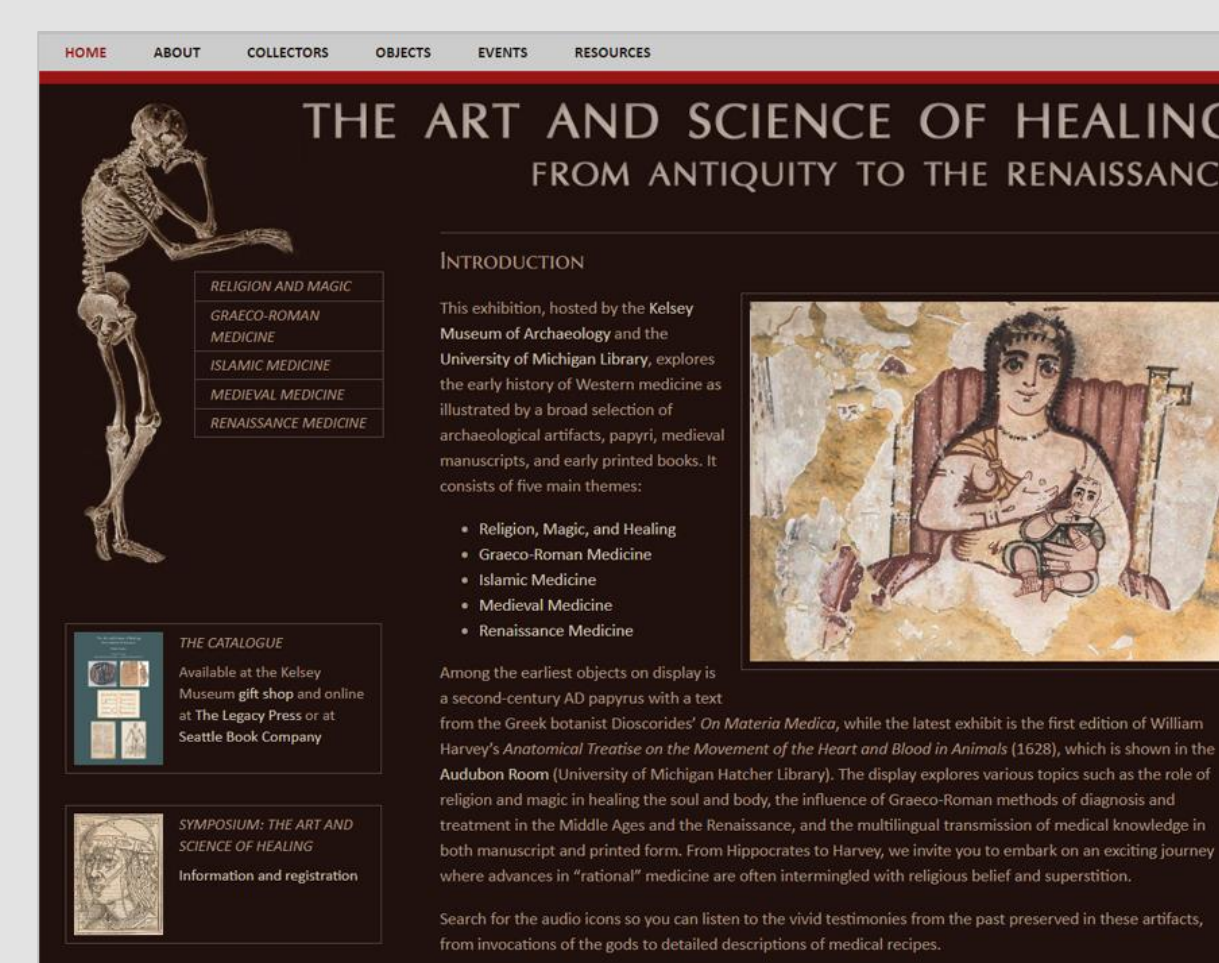


Upjohn Wing (Maynard Street entrance)  
Photo by Randal Stegmeyer

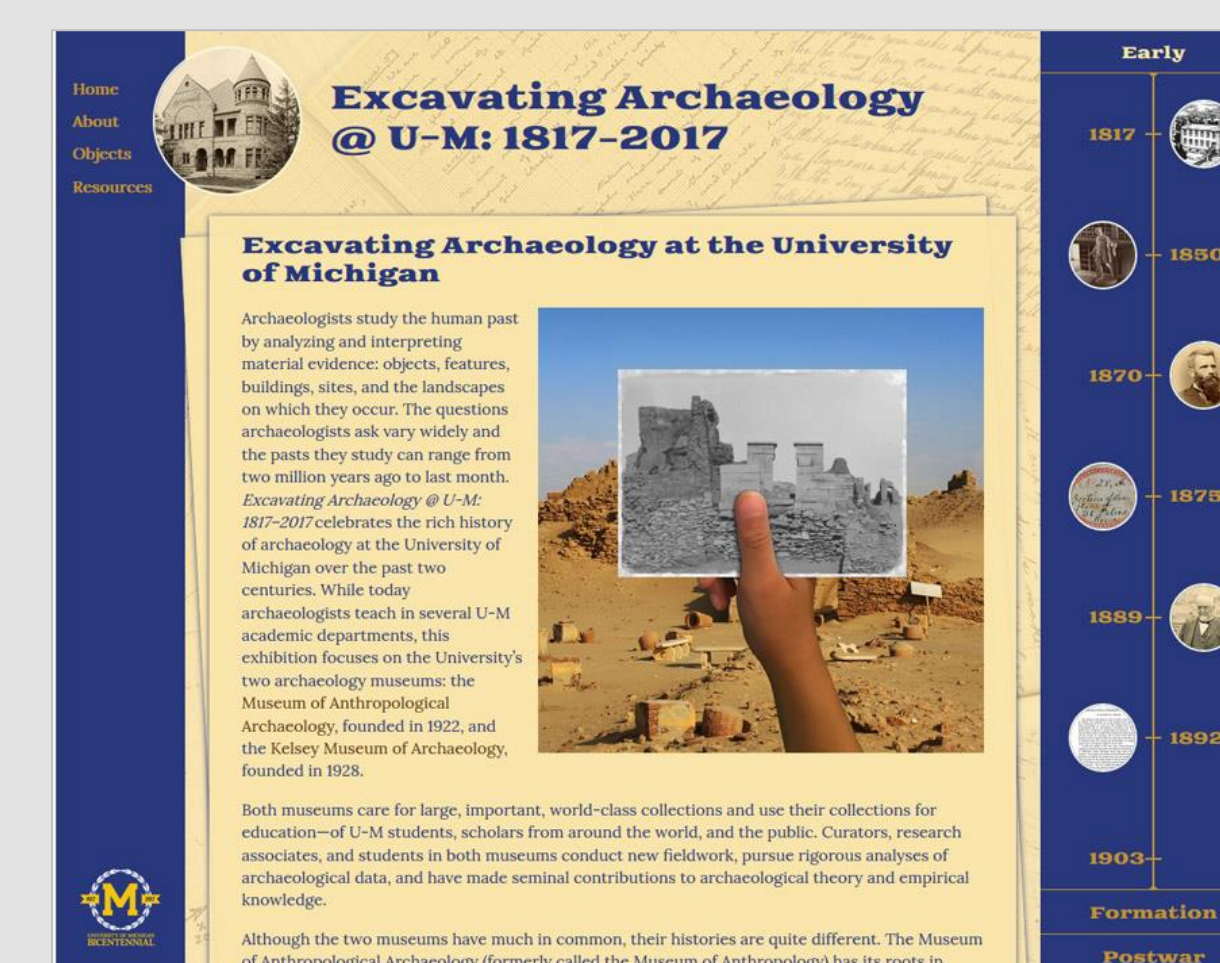
## Featured Online Exhibitions



This online exhibition was built after the show had closed; gallery photos became an integral part of the design.



This website included many chapters and sub-chapters, therefore the topical navigation has been separated from the main menu.



The central piece of this exhibition was the timeline. On the website, it serves as the main navigation tool.

## What is an online exhibition? How is it different from other websites?

- ✓ Microsite: small or medium-size
- ✓ Finite project: no updates, no maintenance
- ✓ Lifespan: permanent
- ✓ Primary audience: general public, students, scholars
- ✓ Content: based on a physical exhibition (includes a story and artifacts)

## References

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## Our Workflow

### Objective: reduce curator's workload

Collaborative process  
(coordinated by Associated Director):

#### Phase I

Curator:	Exhibition proposal
Exhibition designer:	Design theme
Web designer:	<b>Website prototype</b>

#### Phase II

Curator:	Text panels and labels
Editor:	Editing the text
Photographer:	Photos of artifacts
Collections manager:	Information on artifacts
Graphic artist:	Maps and charts
IT coordinator:	Special plugins
Educational coordinator:	List of events and activities
Exhibition designer:	Videos and interactives
Web designer:	<b>Beta version of website</b>

#### Phase III

Curator:	Feedback
Editor:	Proof-reading
Web designer:	<b>Launch of the website</b>
Educational coordinator:	Promotion

#### Phase IV

Photographer:	Photos of the physical show
Curator:	Final updates
Editor:	Final edits
Web designer:	<b>Final version of the website</b>

## What to consider before you start?

- ✓ What is the main focus of the exhibition?
- ✓ Target audience
- ✓ How many topics/chapters?
- ✓ Linear narrative or free browsing?
- ✓ Functional and topical navigation: separate or not?
- ✓ How many artifacts?
- ✓ How much text per artifact?
- ✓ How many images per artifact?
- ✓ Additional assets (audio, video, interactives)



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