

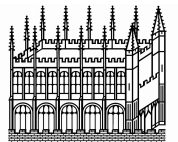
# Practical tips for creating online exhibitions

Alison Prince

*Bodleian Libraries Web Manager*

Peter Pavement

*Surface Impression*

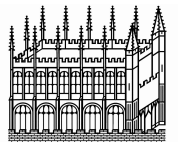


# What is an online exhibition?

**Debatable.**

How about...

*...Online display of collections with the aim of engaging an audience that is not necessarily expert.*



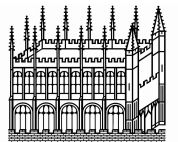
# Why create an online exhibition?

- Relatively affordable
- Widen access to collections.
- Support for physical exhibition.
- Display space issues.
- “Rich” experience possible through digital tech.
- Raise digital profile.
- Allows use of social media and search to build audiences.
- Opportunity for 2-way conversation with audience



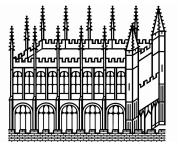
# Planning process

- *What?* Choose content.
- *Who?* Identify audience.
- *Why?* Define goals.
- *How?* What will be build and choice of technologies.
- *When?* Scheduling (esp. with marketing.)



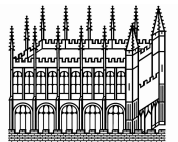
# Case study: *Treasures of the Bodleian*

- Bodleian Libraries exhibition
- Shows some of the rarest, most evocative items in the world
- Asks what a 'treasure' is in the 21<sup>st</sup> century
- Physical exhibition open 30 September 2011 to 23 December 2011
- Build up to new 'treasures' gallery opening in 2015



# Objectives

- Support the physical exhibition
- Exploit opportunities to create a rich, interactive experience (<http://treasures.bodleian.ox.ac.uk>)
- Engage the public with the debate
- Promote the Weston Library
- Provide a permanent 'treasures' website
- Generate opportunities for digital communication



# Design

Video introduction Accessibility Contact Sitemap

## Treasures of the Bodleian

Google Custom Search Search

Home The Treasures The Exhibition Comments & Votes Interactive Media Shop

**THE SACRED WORD - FEATURED TREASURE**  
**★ Buddhist canonical texts**  
 This Thai folding book is made of a paper made from the bark of the khol tree, and is written in Pali, a language closely related to Sanskrit, and fairly close to the language the Buddha himself.

Browse all treasures 18th century Manuscript

TREASURES BY THEME

Browse all treasures

**Interact**

In the context of a library a treasure is a thought provoking text that is culturally significant. It is about quality, excellence and passionate pursuit. It can be produced as any form to deliver...  
 Read this comment >  
 Carolyn McDowall 01/10/2011

A treasure is something that represents a great moment in time - artistic, political or intellectual. Read this comment >  
 Alison Prince 30/09/2011

A treasure is often something scarce, desired by others, culturally significant or impossible to substitute to replace.  
 Read this comment >  
 peter pavement 12/09/2011

Debate: what is a treasure?  
 Recent comments  
 Your favourite treasures  
 Treasures on Twitter

**The Exhibition** Intro video

**Treasures of the Bodleian is FREE and open to the public from 30 Sept 2011 to 23 Dec 2011**

The exhibition brings together some of the rarest, most important and most evocative objects in the world. It also asks the question, 'what is a treasure in the twenty-first century?'

Address and opening times:  
 Exhibition Room Bodleian Library Oxford OX1 3BG  
 Weekdays 9am - 5pm  
 Saturday 9am - 4:30pm  
 Sunday 11am - 5pm

Find out more: about the exhibition and how to get there >

Top of page

SHARE

Tweet Print

**Towards 2016: Transforming Oxford's Libraries**  
 A new home for our treasures >  
 Opening exhibition Select a treasure for display

SURFACE IMPRESSION

Video introduction Accessibility Contact Sitemap

## Treasures of the Bodleian

Google Custom Search Search

Home The Treasures The Exhibition Comments & Votes Interactive Media Shop

You are here: Home > The Treasures

Explore interactive features Show all (clear theme filters)

The Classical Heritage Maps and Boundaries The Sacred Word The Animal Kingdom The Plant Kingdom Literature and Music  
 Scientific Observation Mathematics Moments in History A Bodleian Treasure

Lyric poems by Sappho  
 Letter from an Egyptian boy to his father  
 Papyrus rolls from Herculanæum  
 Roman theatre: comedies of Terence  
 An Islamic world map  
 The Selden Map of China  
 The Laxton Map

The Marvels of the East  
 Marco Polo's Travels  
 Notitia Dignitatum (List of Offices)  
 Codex Mendoza  
 The Gutenberg Bible  
 The Gospel of St Thomas  
 The Kennicott Bible

A copy of the Qur'an  
 An Apocalypse  
 The Bhagavadgita  
 Buddhist canonical texts  
 The Ashmole Bestiary  
 Kalliah wa-Dinnah (The Fables of Bidpai)  
 Aesop's Fables

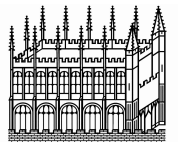
J.R.R. Tolkien, Conversation with Sinagra  
 Philip Pullman, Lyras Oxford  
 Audubon, Birds of America  
 Flora Graeca  
 Pedanius Dioscorides, Kitab al-Hazran (Book of Herbs)  
 A thirteenth-century medical case history  
 'Tradesant's Orchard'

An early herbarium  
 Jami, The Beharistan  
 Dante, The Divine Comedy  
 Kalidasa, The Recognition of Sakuntala  
 William Blake, Songs of Innocence  
 Book of Chinese poems bound in jade  
 The Tale of Urashima

Bodleian Libraries

# Usability

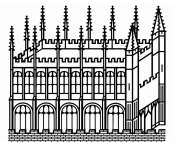
- User-focused decision making
- User testing at design and development site stages





# Content production

- Digitisation / sourcing of images
- Text for objects and themes
- Object metadata
- Transcripts
- Sourcing related information
- Filming for videos
- Recording for podcasts
- Text and content for supporting pages

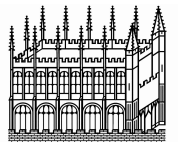


# The 'curator'

## Traditional role includes

- Selection of objects for inclusion
- Creation of themes and narrative
- Development of expert content

*But how does this narrative structure hold together online?*

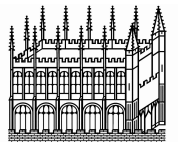


# Navigation and discovery

**Q: Narrative or database? Curator or user?**

**A: Both!**

- Must reflect themes and narrative of exhibition
- Also provide other routes to content to cater for different interests / browsing habits
- Consider randomness of landing pages
- Provide search function



# The *Treasures* solution


Home   The Treasures   **The Exhibition**   Comments & Votes   Interactive Media   Shop

You are here: [Home](#) > [The Treasures](#)


[Explore interactive features](#)   [Show all \(clear theme filters\)](#)

[The Classical Heritage](#)   [Maps and Boundaries](#)   [The Sacred Word](#)   [The Animal Kingdom](#)   [The Plant Kingdom](#)   [Literature and Music](#)

[Scientific Observation](#)   [Mathematics](#)   [Moments in History](#)   [A Bodleian Treasure](#)



Lyric poems by Sappho




Letter from an Egyptian boy to his father


### **Papyrus rolls from Herculanaeum**

These rolls were carbonized and then preserved by volcanic material from the eruption of Mount Vesuvius in AD 79. They formed part of a substantial library of around 2,000 scrolls, many concerning...


[More about this treasure »](#)




- Before AD 79
- Papyrus




Roman theatre: comedies of Terence




An Islamic world map




The Selden Map of China




The Laxton Map




*The Marvels of the East*




Marco Polo's Travels




*Notitia Dignitatum* ('List of Offices')



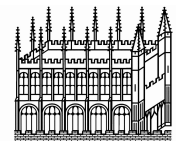
Codex Mendoza



'The Gutenberg Bible'



The Gospel of St Thomas



# The *Treasures* solution

LITERATURE AND MUSIC - FEATURED TREASURE

## ★ *The Tale of Urashima*

This beautiful Japanese picture scroll, or emakimono, narrates one of the oldest and best-known Japanese folk tales. A fisherman, Urashima, is transported to a magic palace as the guest of...



[Browse all treasures](#) [Keicho period \(1596–1615\)](#) [Manuscript](#)

TREASURES BY THEME

[Browse all treasures »](#)



Moments in History



A Bodleian Treasure



The Plant Kingdom



The Classical Heritage



Maps and Boundaries



Literature and Music

[More from Mathematics](#)

[More Treasures](#)



Euclid, *Elements of geometry*



Isaac Newton, *Principia mathematica*



The Bakhshali Manuscript

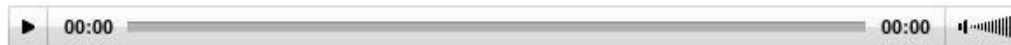


Robert Recorde, *The Whetstone of Witte*

# Interactive media

## Podcasts

Listen to music and manuscript readings (in both the original language and translation) from the exhibition's treasures.



- Video introduction
- Videos of experts supporting 'treasures'
- Podcasts
- Interactive treasures map
- Treasures through time
- Choriorama game



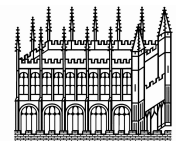
## Interactives and games



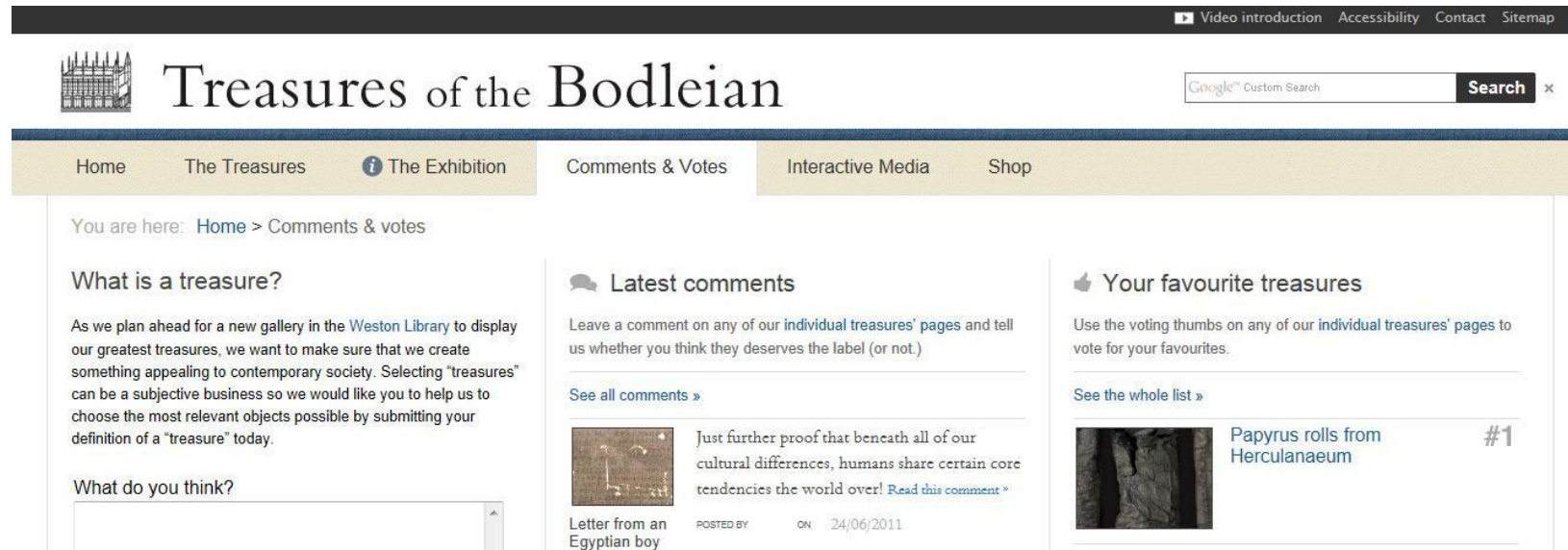
[Interactive map of treasures »](#)



[The Choriorama game »](#)

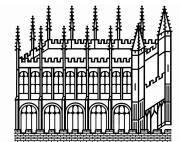


# Comments and voting

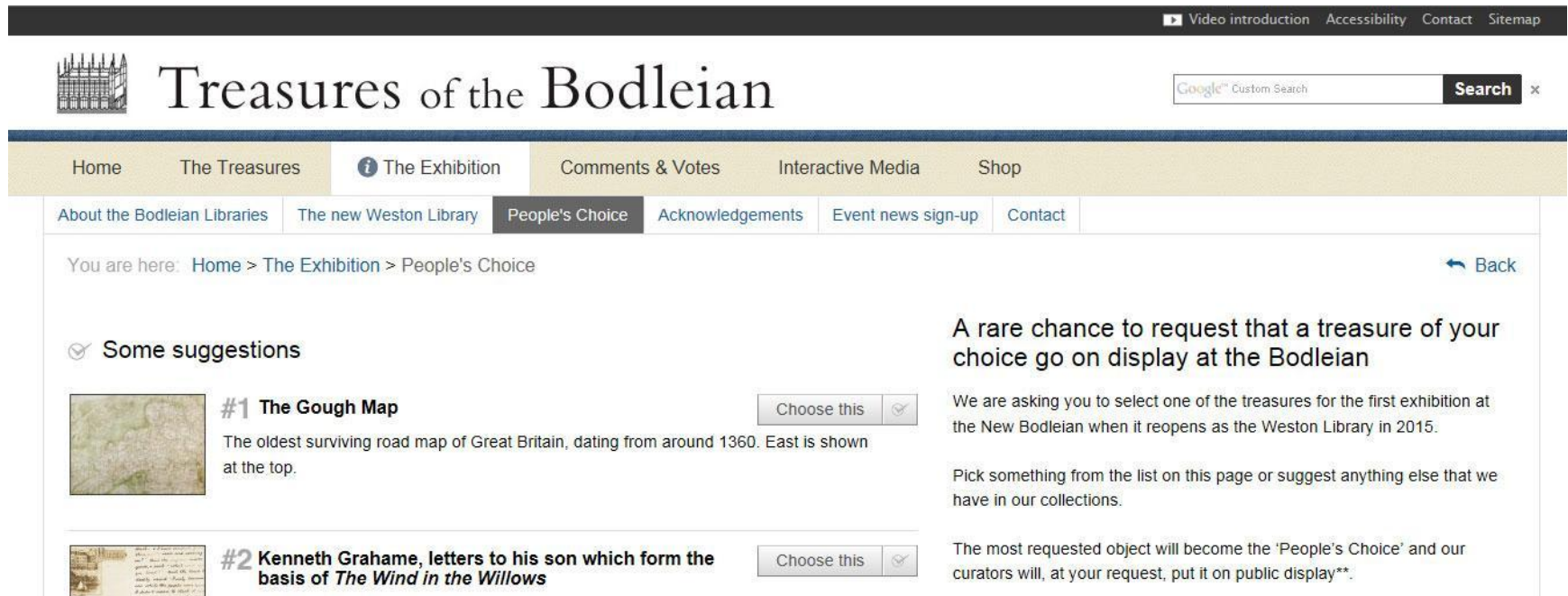


The screenshot shows the 'Comments & Votes' section of the Bodleian Libraries website. At the top, there is a navigation bar with links for 'Home', 'The Treasures', 'The Exhibition', 'Comments & Votes', 'Interactive Media', and 'Shop'. Below the navigation bar, the page title 'Treasures of the Bodleian' is displayed. A search bar is located in the top right corner. The main content area is divided into three columns. The left column is titled 'What is a treasure?' and contains a paragraph explaining the purpose of the gallery and a text input field for user comments. The middle column is titled 'Latest comments' and features a comment about cultural differences with a small image of a papyrus roll. The right column is titled 'Your favourite treasures' and lists a papyrus roll from Herculanaeum as the top choice.

- Debate: what is a 'treasure?'
- Vote 'yes' or 'no' and comment at object level
- Enter 'treasure' definitions
- Results collated and published



# The 'People's Choice'

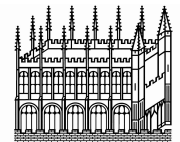


The screenshot shows the website interface for 'Treasures of the Bodleian'. At the top, there is a navigation bar with links for 'Video introduction', 'Accessibility', 'Contact', and 'Sitemap'. Below this is the main header with the Bodleian logo and the title 'Treasures of the Bodleian'. A search bar is located on the right. The main navigation menu includes 'Home', 'The Treasures', 'The Exhibition', 'Comments & Votes', 'Interactive Media', and 'Shop'. A secondary menu below it includes 'About the Bodleian Libraries', 'The new Weston Library', 'People's Choice', 'Acknowledgements', 'Event news sign-up', and 'Contact'. The 'People's Choice' section is active, showing a breadcrumb trail: 'You are here: Home > The Exhibition > People's Choice'. A 'Back' link is visible. The section is titled 'Some suggestions' and lists two items:

- #1 The Gough Map**: The oldest surviving road map of Great Britain, dating from around 1360. East is shown at the top. Includes a 'Choose this' button with a checkmark icon.
- #2 Kenneth Grahame, letters to his son which form the basis of *The Wind in the Willows***: Includes a 'Choose this' button with a checkmark icon.

Text on the right explains the purpose: 'A rare chance to request that a treasure of your choice go on display at the Bodleian'. It states that users are asked to select one of the treasures for the first exhibition at the New Bodleian when it reopens as the Weston Library in 2015. It encourages users to pick something from the list or suggest anything else. The most requested object will become the 'People's Choice' and, at the user's request, be put on public display.

- People as 'curator'
- Pre-populated list and 'suggestions box'

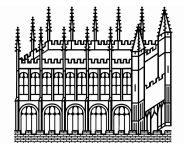




# QR codes in exhibition room

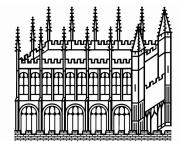
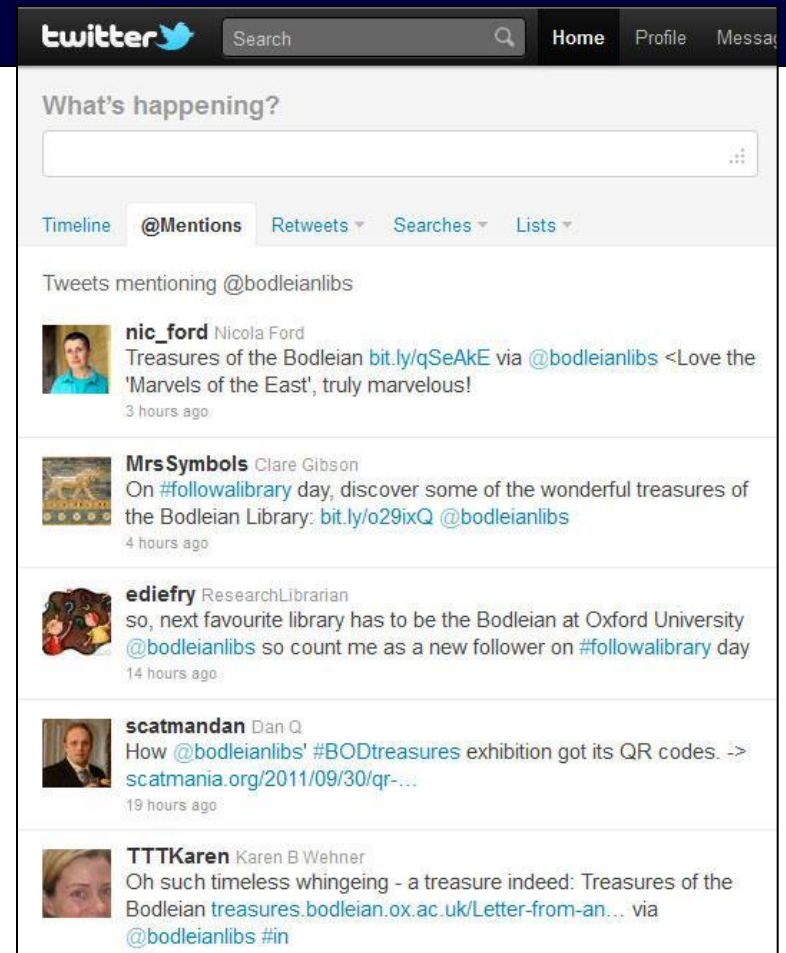


- Direct link to treasures and voting



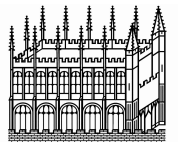
# Social media

- 'Sharing' opportunity on every page
- Videos in YouTube
- @bodleianlibs  
#BODtreasures
- Monitoring (Social Mention)



# Performance management

- Google Analytics
- Sample count of website users in exhibition room
- Twitter keyword searches
- Google alerts / Social Mention
- Press clipping service



# How is the website doing?



**addentry** Owen MM

Really impressed with **the Treasures of the Bodleian** website: [treasures.bodleian.ox.ac.uk](http://treasures.bodleian.ox.ac.uk) Includes a reading of Euclid in Greek!

30 Sep



**KTDigital** Kate Lindsay

I do rather like **the** social media integration by **the @bodleianlibs** on **the Treasures of the Bodleian** [treasures.bodleian.ox.ac.uk](http://treasures.bodleian.ox.ac.uk) launched today.

20 hours ago

Culture24

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theguardian

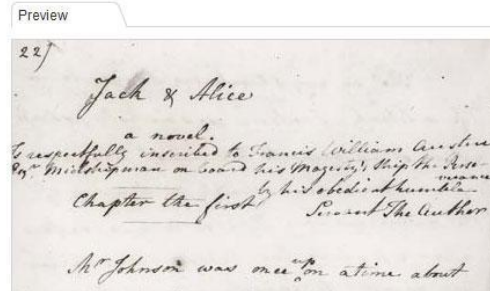
News | Sport | Comment | Culture | Business | Money | Life & style

Culture > Museums

The Guardian and Observer books season

## Treasures of the Bodleian inspires public to choose treasures for £78 million Weston Library

By Culture24 Reporter | 29 September 2011  
Tags: History and Heritage | Literary History | All tags



## Bodleian Library shows off treasures, from Magna Carta to Shakespeare

Oxford library to ask exhibition visitors which items deserve permanent display - including a First Folio it once threw away

Maev Kennedy  
guardian.co.uk, Sunday 25 September 2011 20.43 BST  
Article history



## Latest comments

Leave a comment on any of our individual treasures' pages and tell us whether you think they deserves the label (or not.)

[See all comments »](#)



Letter from an Egyptian boy to his father

Just further proof that beneath all of our cultural differences, humans share certain core tendencies the world over! [Read this comment »](#)

POSTED BY ON 24/06/2011



Jane Austen, *The Watsons*

I saw one of the two Watsons' manuscript at Morgan Library, and this is a wonderful opportunity to see the other. [Read this comment »](#)

POSTED BY ON 04/08/2011



Roman theatre: comedies of Terence

The *Andria* is Terence's first play, and marks a new kind of drama for Rome, moving away from translating and adapting Greek New Comedy. With this text we have novelty, however old the play; it... [Read this comment »](#)

POSTED BY ON 24/06/2011



The poetess from Lesbos has inspired people since she first composed, yet we still lack a clear understanding of her work and context.

BODELIAN LIBRARIES

# Contact details

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