

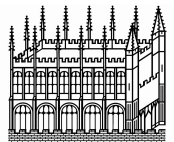
Practical tips for creating online exhibitions

Alison Prince

Bodleian Libraries Web Manager

Peter Pavement

Surface Impression

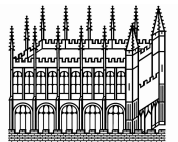


What is an online exhibition?

Debatable.

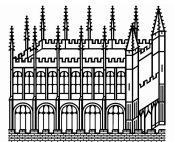
How about...

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



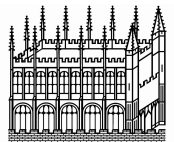
Why create an online exhibition?

- 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



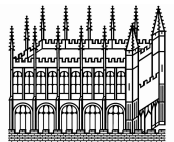
Planning process

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



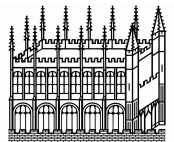
Case study: *Treasures of the Bodleian*

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

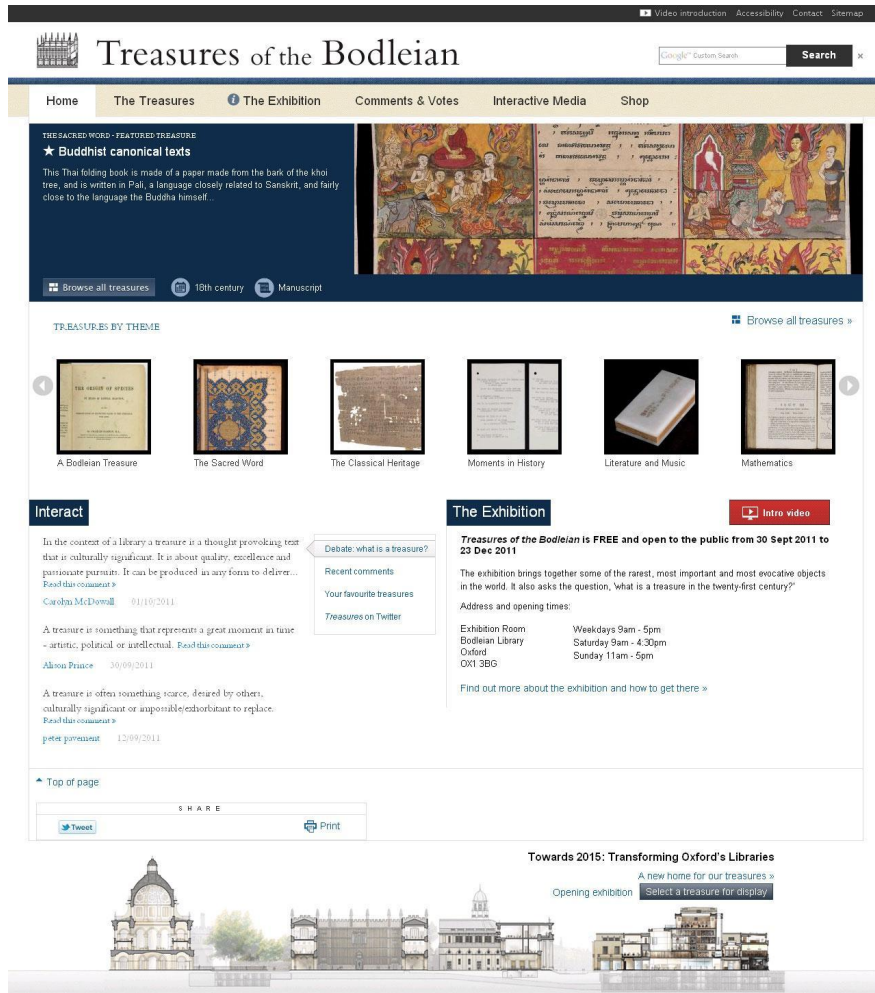


Objectives

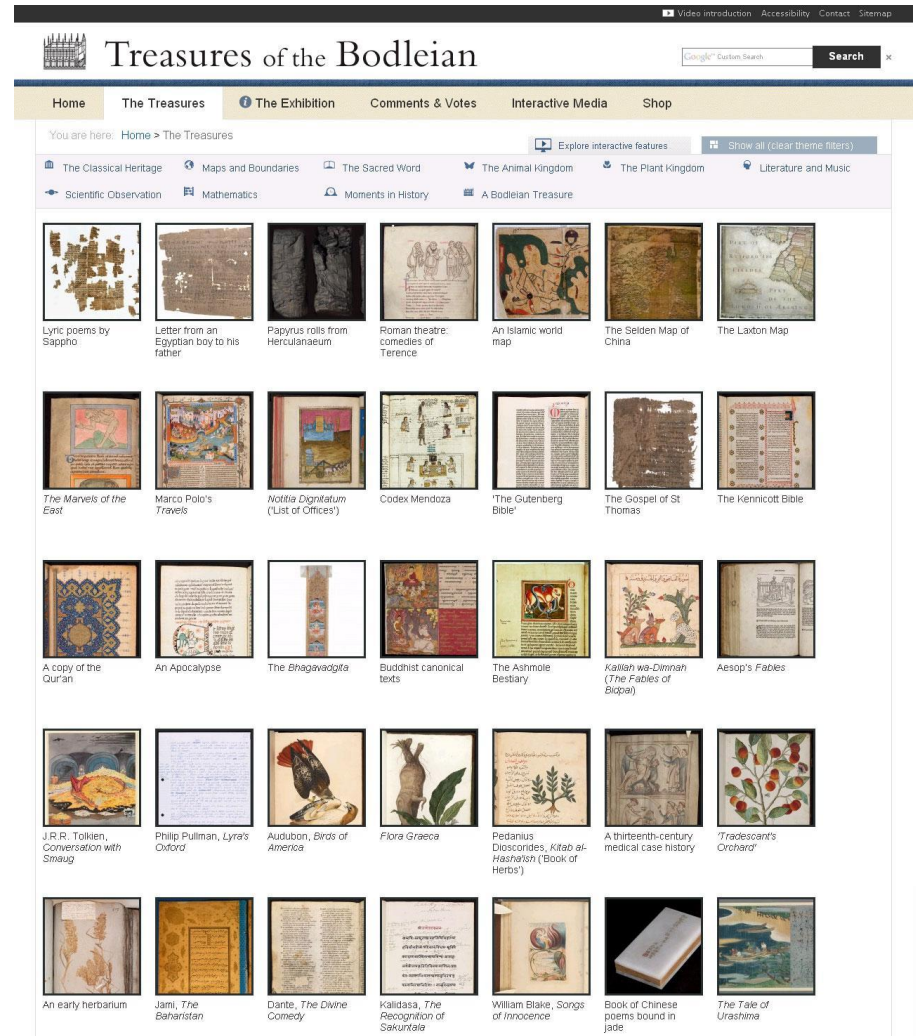
- Support the physical exhibition
- Exploit opportunities to create a rich, interactive experience (<http://treasures.bodleian.ox.ac.uk>)
- Engage the public with the debate
- Promote the Weston Library
- Provide a permanent 'treasures' website
- Generate opportunities for digital communication



Design



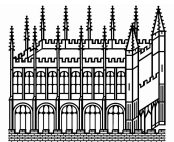
SURFACE IMPRESSION



Bodleian Libraries

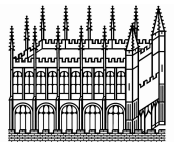
Usability

- 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

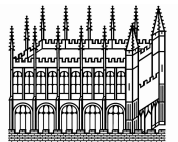


The 'curator'

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?

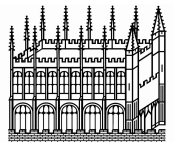


Navigation and discovery

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 \(clear theme filters\)](#)

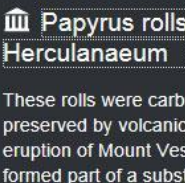
[The Classical Heritage](#) [Maps and Boundaries](#) [The Sacred Word](#) [The Animal Kingdom](#) [The Plant Kingdom](#) [Literature and Music](#)
[Scientific Observation](#) [Mathematics](#) [Moments in History](#) [A Bodleian Treasure](#)



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')



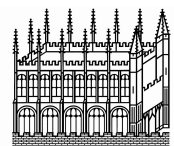
Codex Mendoza



'The Gutenberg Bible'



The Gospel of St Thomas




The *Treasures* solution

[Home](#) [The Treasures](#) [The Exhibition](#) [Comments & Votes](#) [Interactive Media](#) [Shop](#)

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

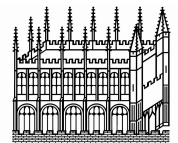
Listen to music and manuscript readings (in both the original language and translation) from the exhibition's treasures.




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



Interactives and games

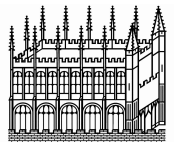


Comments and voting




The screenshot shows the 'Treasures of the Bodleian' website. The header includes a logo, the title 'Treasures of the Bodleian', a Google Custom Search bar, and navigation links: 'Video introduction', 'Accessibility', 'Contact', and 'Sitemap'. The main navigation bar has links for 'Home', 'The Treasures', 'The Exhibition', 'Comments & Votes' (which is active), 'Interactive Media', and 'Shop'. The 'Comments & Votes' section is divided into three columns. The left column, titled 'What is a treasure?', contains a paragraph about the Weston Library gallery and a text input field labeled 'What do you think?'. The middle column, titled 'Latest comments', shows a comment about cultural differences with a small image of a papyrus roll, posted on 24/06/2011. The right column, titled 'Your favourite treasures', shows a papyrus roll from Herculaneum as the top vote, with a '#1' ranking.

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

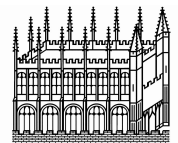


The 'People's Choice'



The screenshot shows the 'Treasures of the Bodleian' website. At the top, there is a dark navigation bar with links: 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 with 'Google Custom Search' and a 'Search' button is on the right. A secondary navigation bar contains links: Home, The Treasures, The Exhibition (selected), Comments & Votes, Interactive Media, and Shop. Below this, a third navigation bar includes: About the Bodleian Libraries, The new Weston Library, People's Choice (selected), Acknowledgements, Event news sign-up, and Contact. The main content area has a breadcrumb trail: 'You are here: Home > The Exhibition > People's Choice' with a 'Back' link. On the left, under 'Some suggestions', there are two items: '#1 The Gough Map' (The oldest surviving road map of Great Britain, dating from around 1360. East is shown at the top.) and '#2 Kenneth Grahame, letters to his son which form the basis of *The Wind in the Willows*'. Each item has a 'Choose this' button and a checkmark icon. On the right, a text box explains: 'A rare chance to request that a treasure of your choice go on display at the Bodleian. We are asking you to select one of the treasures for the first exhibition at the New Bodleian when it reopens as the Weston Library in 2015. Pick something from the list on this page or suggest anything else that we have in our collections. The most requested object will become the 'People's Choice' and our curators will, at your request, put it on public display**.'

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



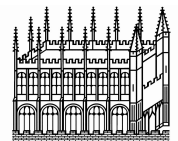
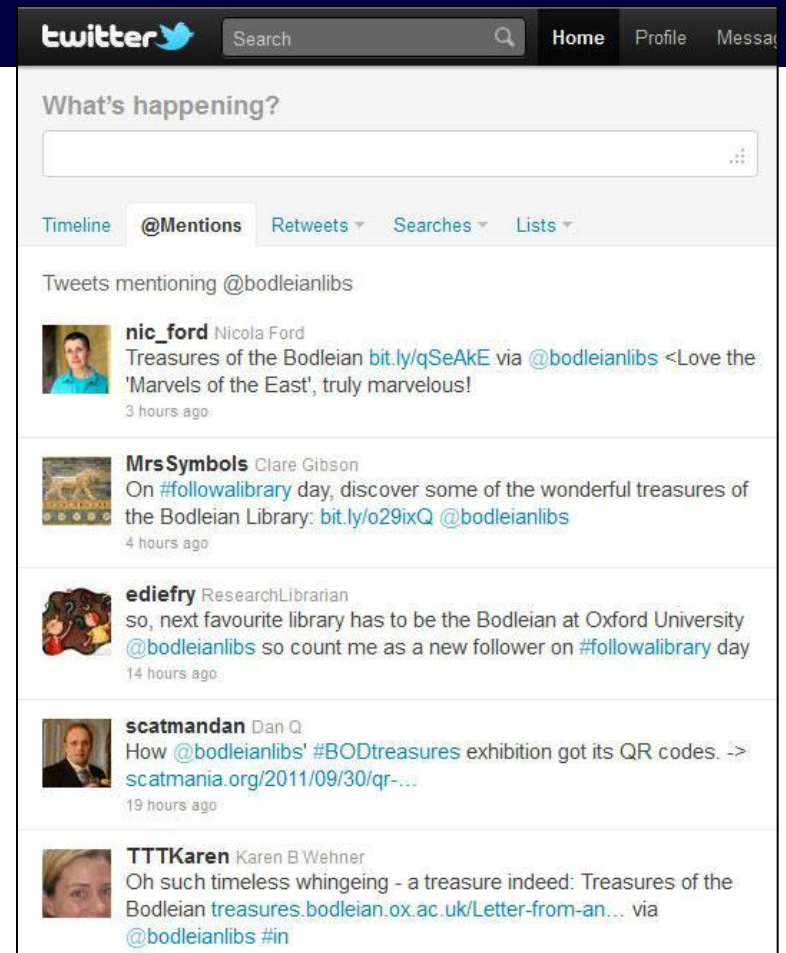
QR codes in exhibition room



- Direct link to treasures and voting

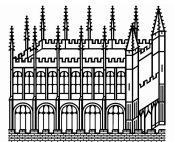
Social media

- '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 Includes a reading of Euclid in Greek!

30 Sep



KTDigital Kate Lindsay

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

20 hours ago



Home Museums at Night Places to Go Art

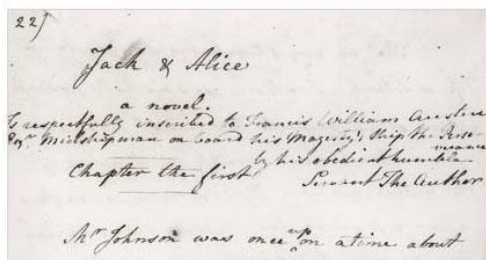
Archaeology | War & Conflict | Transport | Work & Daily Life | Literature

Home / History & Heritage

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

Preview



the guardian

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

Culture > Museums

The Guardian and Observer books season

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 deserve 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 »](#)

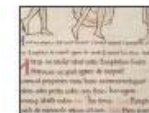
POSTED BY ON 24/06/2011



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.

BODLEIAN LIBRARIES

Contact details

- Alison Prince

Bodleian Libraries Web Manager

alison.prince@bodleian.ox.ac.uk

01865 277235

@themissprince

- Peter Pavement

Director

info@surfaceimpression.com

01273 985600

@peterpavement

