Grant Agreement 621023

Europeana Food and Drink

Specification for Virtual Exhibition

Deliverable number	*D3.11*
Dissemination level	*PU*
Delivery date	*February 2015*
Status	*Final*
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Revision History

Revision	Date	Author	Organisation	Description
v1.0	2015-02	Wiebe de Jager	EURO	Gather feedback
v2.0	2015-02	Anna van den Broek	EURO	Gather feedback
V2.1	2015-02	Evgenia Spinaki	KEEP	First Review
V2.2	2015-02	Greet Draye	CAG	Second Review
V3.0	2015-02	Laura Gibson	CT	Final Review

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Contents

1. Introduction

As part of the Europeana Food and Drink project, the consortium will create an exhibition and virtual exhibition that will generate public interest, debate and provide a promotion and/or sales opportunity for the Europeana Food and Drink projects. The working group envisions a two-stage approach for the virtual exhibition.

1.1 Virtual Exhibition Phase 1

Initially, the virtual exhibition will be based on institutional content from Food and Drink project partners. The framework for the exhibition, a first selection of content and the narrative, will be created by CAG and KMKG in collaboration with the Bakery Museum in Veurne. During the all partner meeting in Athens, other project members will be asked to provide local and related content as images and descriptions that fit the virtual exhibition's framework.

1.2 Virtual Exhibition Phase 2

In a later stage, the virtual exhibition will be expanded with user-generated content (UGC). Public events will be held to promote and gather cake related photographs, recipes and stories. In order to collect UGC, HistoryPin is considered as a crowdsourcing platform. Europeana is currently using HistoryPin to collect community content around the theme of the Fall of the Iron Curtain in 1989. Data uploaded to this platform, can be ingested and made available on Europeana.eu and in the Europeana API. There is not a clear date of when this will be possible, however the EDM system should be in place this year.

1.2.1 HistoryPin Specifications

Each item needs to be uploaded to HistoryPin individually. All objects will be accompanied with a few basic metadata fields, such as, title, description, place (geotag), license, attribution etc. As seen on **Europeana1989.eu**, it is possible to have the page translated to different languages. As the UGC will be contributed by a mixed public, it might be good to have the platform available in multiple languages, starting with Dutch, as the first collection day will be in Leuven.

The content will be pinned on a map, showing where the content is originally from. A selection of items with metadata will be highlighted in the virtual exhibition.

2. Virtual Exhibition Platform

Europeana has two different platforms at its disposal for creating virtual exhibitions: Google Cultural Institute's platform and the Omeka platform, which is hosted by Europeana

2.1 The Google Cultural Institute Platform

The way Google Cultural Institute (GCI) exhibits content on their exhibition platform is very visual. Content is key and plays the most important role. The text and metadata are less prominent. The exhibitions are not text heavy, and mostly feature short stories around 50 words per one or two items. The exhibitions have a linear structure; the only way to explore the content is by browsing left or right. The platform supports different media types: images, audio and video files and maps. It is very easy to embed a video from YouTube. Adding a multipage document is unfortunately not possible. This problem, however, can be easily fixed by adding a frame that supports four different items.

Screenshot of the Google Cultural Institute's virtual exhibition platform. Users can scroll from left to right and click on individual items to see them full screen. It is also possible to embed videos. Visit Europeana Exhibitions on Google Cultural Institute

All images featured in the exhibition need to be in high resolution. This is necessary as the content is prominently displayed. There is also a zoom-function active that makes it possible to zoom into the smallest details. It is key that objects have an open license. Having an open license makes it possible for users to not only read, browse and visit the exhibition, but also to re-use all content within GCI and Open Gallery. It is not possible to download the images. Translations are easily added; there is no set limit of how many languages can be added. It is also possible to translate the metadata.

GCI exhibitions are responsive and are optimised for display on mobile devices. However, if embedded, they scale to a certain width and do not fully scale to your screen. We reported this to GCI and they are currently still optimising the embed function. Branding the GCI exhibitions is possible by adding one logo; this logo will be displayed in the metadata. The credits display the Europeana logo, together with the names of all contributing partners. The logo and listed institutions are clickable links.

2.2 The Omeka Platform

Omeka is Europeana's own virtual exhibition platform. Exhibitions on this platform have an in-depth structure. The user can explore the exhibition in different ways and does not need to follow a certain structure. Omeka also offers the possibility of adding a map as a browse entry point, each story will be placed on the map. The featured content is divided over a number of themes, each individual theme starts with a short introduction followed by a certain number of stories.

Screenshot of the Omeka platform, as implemented by Europeana. Users need to click from object to object to experience the whole exhibition. Explore Europeana Exhibitions on Omeka.

The balance of text, content and metadata is equally divided. Stories exist of around 200 words and feature up to four related items. The platform supports different media types: images, audio and video files and multipage documents. An Omeka exhibition normally features between 50 and 90 items. All items need to have a resolution between 150DPI and 300DPI, and preferably have an open license. In an Omeka exhibition it is possible to download the images by using the right click option. Omeka exhibitions have the possibility to add translations. As we need to create a new exhibition for each language we add, we recommend not adding more than five. It is possible to translate metadata, however there is no extra field available for the translations. We therefore suggest to only use the original language the metadata was in, enriched with an English translation.

Omeka exhibitions are not optimised for display on mobile devices. They are responsive and will scale to your screen. Omeka exhibitions can be viewed on tablets, however they do not work on a mobile phone. Branding Omeka exhibitions is possible by adding one extra logo in the standard layout. The credits can be adjusted for each exhibition and are quite extensive.

2.3 GCI and Omeka: side by side comparison

	GCI	Omeka
Platform General		
Optimised for mobile devices	Yes	Only tablets
Responsive	Yes	Yes
Structure	Linear	In-depth
Share whole exhibition	Yes	Yes
Embed whole exhibition	Yes	Clickable image links back
Zoom function	Yes	No
Custom design	No, only display item/text frames	No, only background colour of exhibition
Metrics	Yes	Yes
Content		
Images resolution	300DPI	150-300DPI
Content license	Preferably open	Preferably open
Share individual content	Yes	Yes
Images downloadable	No	Yes, right click
Content visually displayed	Yes	Less visual
Media-types	JPG, MP3, MP4, YouTube	JPG, MP3, MP4, PDF
Number of featured items	40-70	50-90
Text		
Translated metadata	Yes	Only 1 extra language
Unlimited translations	Yes	Up to 5
Launch	In liaison with GCI	Open

2.4 Platform recommendation

Europeana recommends using the GCI platform for this exhibition. It is a very visual way to exhibit the contents of the Food and Drink exhibition. The GCI platform makes it possible to embed the exhibition on relevant websites and it will be available on desktop, tablet and mobile devices. Thereby, the virtual exhibition will be based on the physical exhibition; therefore it might be more convenient to use a linear structure.

Another advantage of using the GCI platform is the exposure the exhibition will receive. If we collaborate with GCI, the exhibition will be featured on their landing

page and their Google Plus account. We will also include the exhibition in our exhibition foyer, linking back to GCI.

3. Creating the Virtual Exhibition

Below a list of specifications on how to deliver the contents for an exhibition on Google Cultural Institute.

3.1 Structure

A virtual exhibition made in GCI has a linear structure. Keeping this in mind we recommend to create a flowing storyline. Due to the structure we suggest to create a short and engaging exhibition with 30 to 50 items and short texts written for the web.

3.2 Branding

In GCI it is possible to brand the virtual exhibition with the name of the institution and a link in the footer and on the credits page. In the credits is also room for a short text of 150 words.

3.3 Translations

The virtual exhibition can be made available in as many different languages as needed. This is also the case for the metadata. The text will automatically change into the language the browser of the visitor is set to. It is possible to submit additional translations at a later date.

Translating the text of an exhibition can be done by an agency or by a partner institute, depending on the resources that are available. An average translation agency handles a rate of €0,16 per translated word. The costs for translations depend on the size of the exhibition. An average exhibition has a minimum length of 3000 words to a maximum of 6000. Meaning that translation costs can differ between €480 and €960 per language.

As the virtual exhibition will be based on the physical exhibition, it would be necessary to have it available in both English and Dutch. Additional translations can be added during the project, to extend the reach of the exhibition and to disseminate it to more countries. As the virtual exhibition will be based on the physical exhibition "A Year of Cake", we can make a rough estimate of the translation costs. It will be realistic to have a budget of €700 per language, meaning that the text will be under 4500 words.

3.3 Conditions

Please find below the list of what and how you would need to deliver your content to Europeana. Content needs to be:
- Openly licensed and/or cleared according its rights statement;
- High resolution, 300 DPI;
- Delivered in .JPG, .MP3, .MP4 or YouTube link;
- At least 60% Europeana content, or content that will be available in the near future;
- Complete with metadata.

Text needs to be
- In English, with translations if desired (see paragraph 3.4);

- Written for the web;
- Short, introductions 50 words/stories 150 words;
- Checked for spelling and typos;
- Featured with short titles;

Metadata ideally need to have
- A good title;
- A good description;
- A date of creation and creator;
- Licences and rights statements;
- Original source link;
- Europeana link;
- The same order as the images.

3.5 Delivery

- For the first phase, four weeks prior to launch;
- For the second phase, two weeks prior to launch
- All objects will be send via Dropbox or WeTransfer;
- Texts and credits will be send in one Word document;
- Metadata will be send in one Excel file.

3.6 Costs

Other than the costs for possible translations, there are no other costs involved. There are no design or hosting costs etc.