

# Digital Extra newsletter – issue 2 – July 2010

## Digital Extra events

### Scientific Committee meetings and workshops

- 01. 12. 2008 - Östersund, Sweden
- 08-09. 03. 2009 – Dornbirn, Austria
- 05-06. 06. 2009 – Pamukkale, Turkey
- 05-06. 11. 2009 – London, UK
- 19-20. 04. 2010 – Madrid, Spain

### Digital Extra Final conference

- 16-17. 09. 2010 – Brussels, Belgium



Digital Extra is an EU project financed by the European Commission's Life Long Learning programme, and is running from November 2008 to October 2010. Digital Extra is a "transfer of innovation" project within the Leonardo da Vinci programme, designed to transfer experiences from the ECMADE project (2003-2004) to new users.

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Project Coordinator  
Jämtland County Museum (Jamtli), Sweden  
Henrik Zipsane, Director, DR

Newsletter contributions: Thank you to Digital Extra partners Werner Matt, Ana M. Martín Castillejos, Klaus Luerzer and ENCATC for their contributions to this newsletter.

Visit our website for more information:  
[www.digital-extra.eu](http://www.digital-extra.eu)

## EDITORIAL

Digital Extra, an EU project financed by the European Commission's Life Long Learning programme, develops training courses with associated eLearning material to create digital exhibitions. We want to support as many small and medium-sized museums and other cultural, alongside training, institutions in Europe with financial concerns inhibiting their potential. We want to provide the eTools they need to produce cultural heritage material, and thus make it accessible to a larger public.

By the end of our project, which runs from November 2008 to October 2010, we will have developed two online training courses to learn how to create digital cultural heritage exhibition material. First, we want to develop a basic course for the ALM (Archives, Libraries and Museums) and VET (Vocational, Educational and Training institutions) sectors as well as for tourist agencies specialised in cultural heritage. Second, we will offer an advanced course for experts in cultural institutions and the ICT/media sector. We are aiming high, but we are confident that we will achieve our objectives.

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 Technical University of 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).

We will be presenting our eLearning courses to create digital exhibitions at an international conference from 16-17 September 2010 in Brussels. Until then, please contact us if you require more information, or visit the Digital Extra website at: [www.digital-extra.eu](http://www.digital-extra.eu).

<b>Magnus Ericsson</b>	<b>GiannaLia Cogliandro</b>
Jamtli	ENCATC
Learning Officer	Secretary General

## 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 500 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 have 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 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 re-



*Testing session in Madrid, Spain.  
Illustration provided by Ana M. Martín Castillejos,  
Universidad Politécnica de Madrid (UPM)*

sponded positively. 80% found the Digital Extra course "Immediately applicable for use in ALM institutions" and 70% said it was "Immediately applicable for use in VET sector." 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.



Werner Matt and Dr. Anna Pia Maissen, director of the archives of the city of Zürich speaking at 8th European Conference on Digital Archiving in Geneva  
Illustration provided by Jürg Schlegel

The headline mentioned above was from the ICA Flying Reporters@ECA 2010 Jürg Schlegel. 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 get 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 which don’t require too much 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 the 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, Lürzer Graphik 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.

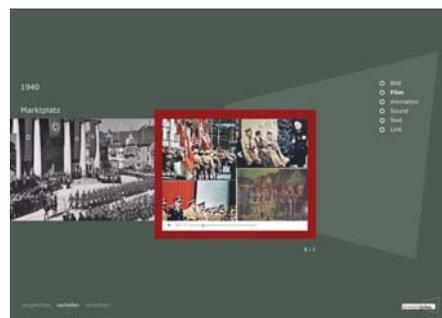
**Template: Select** – There is a lot of material to choose from about a certain topic. Presenting issues regarding history, art and design are especially subjective. The curator's opinion influences the issues and their presentation. This template is designed to visualize this aspect.

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  
Illustration provided by Klaus Luerzer



Template 2. Deepen  
Illustration provided by Klaus Luerzer



Template 3. Browse  
Illustration provided by Klaus Luerzer



Template 4. Select  
Illustration provided by Klaus Luerzer

## “Online Exhibitions: Low cost, Big results” Strategies, tools and training for doing it yourself

Digital Extra will be having its final conference, titled “Online Exhibitions: Low cost, Big results” in Brussels on 16 September 2010. At this international event, consortium members will be coming together to present an overview of the project and Digital Extra’s training courses as well as techniques, strategies, and best e-practices that could be most useful for creating online exhibitions.

This major international event will take place in Brussels on the 16th of September 2010 and will offer participants the opportunity to learn about the project’s findings and network with other professionals in the cultural and ICT/media sectors. Taking place at the Royal Library of Belgium, situated in the heart of Brussels, participants will be only a few minutes from many of the city’s major museums and its historical centre. The second day of the conference, on September 17th, the project partners are proposing a workshop where participants may produce their first digital exhibition. This workshop will be divided into two groups: a basic course for those just beginning and an advanced course for those with more ICT knowledge and skills.

Many institutions think more and more about doing a part of their public relations on the internet. More traditional forms require costly resources and are often only visible for a limited time. Moreover, many of the smaller institutions have hidden treasures in their collections, but because of financial restrictions may not be able to reach a larger audience. The “Digital Extra” project offers to sort out this problem. By creating a kind of toolkit to help create small, concise, well-presented online exhibition projects, Digital Extra has developed basic and advanced training courses that use simple methods to produce professional results. This event will provide the opportunity to learn about these training courses, techniques, strategies, and best e-practices that could be most useful for creating online exhibitions.



*Final conference. The Royal Library of Belgium, Brussels*

To register for this event, please go to ENCATC’s website: [www.encatc.org/register/](http://www.encatc.org/register/)

The deadline to register is 12 September 2010. Please note that there are a number of limited places available for the workshop on Friday, September 17th. Places will go to those who register first. For more information about the “Digital Extra” project, please visit our website: [www.digital-extra.eu](http://www.digital-extra.eu)

Please note that travel and accommodation costs will not be reimbursed to participants. Complimentary coffee breaks and a buffet lunch will be offered to participants on the 16th of September. For more information about the draft agenda, a list of hotels, directions to the conference venue, as well as other practical information, please contact Elizabeth Darley at: [projects@encatc.org](mailto:projects@encatc.org)

# Committed to excellence: the Digital Extra partners

Digital Extra represents a consortium of partners from 6 European countries, all with sound experience in EU project cooperation.

## CONTACT US FOR MORE INFORMATION

The scope of the Digital Extra project is European. The partners come from different countries and are committed to transnational cooperation – on Digital Extra as well as on potential other, future projects. If you want more information about this project or are interested in a partnership with either of us, do get in touch with us.

### Coordinating organization:

Jämtland County Museum (Jamtli), Sweden

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Jamtli is a Swedish 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, archaeological 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:

Fachhochschule Vorarlberg (FHV) /University of Applied Science Vorarlberg, Austria

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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.

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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 is specialised in initiatives in connexion with cultural institutions such as museums and theatres.

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The City Archive of Dornbirn operates as a documentation centre for local history and city government and as a service centre for all citizens, students and scientists interested in the history of Dornbirn. The archive has been carrying out its own research on topics such as traditional medicine or visual history in the city and the region and is publishing the results in its own series entitled "Dornbirner Schriften".

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ENCATC is among the leading European networks of higher education institutions and training organisations in the area of cultural management and cultural policy. An international non-profit organisation, ENCATC has 100 members in 36 countries in Europe and beyond. ENCATC provides a dynamic platform to exchange knowledge, discuss methodologies, manage transnational projects and comparative research programmes, and to regular assess the arts and cultural management sector's education and training needs.



<p><b>Universidad Politécnica de Madrid (UPM), Spain</b>                  Avda. Juan de Herrera 4                  28040 MADRID                  Spain                  +34- / 91 33 66 502                  www.upm.es</p>  <p>Contact:                  Ana María Martín Castillejos,                  am.martin.castillejos@upm.es</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><b>Power Lake AB (PLAB), Sweden</b>                  Stagneliusvägen. 23, 6tr                  SE-11259                  STOCKHOLM                  Sweden                  +46 / (0)8 656 27 75</p>  <p>Contact:                  Barbro Fransson, barbro.fransson@powerlake.se</p>	<p>Power Lake AB undertakes strategic studies with technological and/or socio-economic implications. Since commencement in 1998, Power Lake AB fields of work have been within ICT (applications, and testing), energy economy (renewable energy sources and rational use of energy) and eCulture.</p>
<p><b>Tinta Utbildning AB (TINTA) / Tinta Education</b>                  Esplanaeden 3C                  Box 1162                  SE-17224 SUNDBYBERG                  Sweden                  +46 /670190078</p>  <p>Contact:                  Hakan Berntsson, hakan.berntsson@tinta.nu</p>	<p>Tinta Utbildning AB is a daughter company of ABF North Greater Stockholm. ABF is Swedens 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 EC funded projects.</p>
<p><b>Montserrat National Trust Museum (Montserrat)</b>                  National Trust Building Olveston                  001 MONTSERRAT                  West Indies                  www.montserratnationaltrust.ms</p>  <p>Contact:                  David Powell, david.powell@tinta.nu</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><b>Pamukkale Üniversitesi (Pamukkale)</b>                  Kinikli Campus                  20070 DENIZLI                  Turkey                  +905063162699                  www.pamukkale.edu.tr                  Contact:                  Alev Coskuin, alev.coskun@gmail.com</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><b>Middlesex University</b>                  Trent Park campus                  Bramley Road                  LONDON, N14 4YZ                  www.mdx.ac.uk                  Contact:                  Gavin Baldwin, gavin-baldwin@virgin.net</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>