

## **Creating Digital Content: How, What, Why?**

**Date:** Tuesday 02 July

**Time:** 1pm – 3.40pm

**Location:** Museum of London, London Wall

**Trainer / Facilitators:** Alec Ward, MDO: Digital and Communications

### **What will be covered?**

Museums are in a fortunate position – they have a wealth of objects, stories and histories waiting to be shared. But many organisations often struggle to know where to start, what to share and how to share it.

In this briefing session, we will discuss the different ways in which museums create digital content using the objects, stories and histories available to them. From creating videos to photographing collections to creating 3D digital models. This session will touch on how you can create digital content and how other organisations are already doing it.

This session will be followed by later training sessions on photographing museum collections, creating 3D digital models, making basic videos and designing interactive stories.

### **Who should attend?**

- Anyone who is thinking about, or is currently, creating digital content
- Anyone who is looking for an introduction in the methods for creating digital content
- Directors, Senior Managers and Managers looking to get an overview of the various ways in which museums can create digital content
- Those who are looking for inspiration on how to improve their creation of digital content

### **Schedule**

Please note that these are rough timings for the session, and that the layout for the afternoon may change.

13:00 - 13.15	Arrival and refreshments
13.15 - 13.30	Welcome and introduction
13.30 - 13.40	Why create digital content?

13.40 - 14.10	Introduction to photographing museum collections – the equipment you might use and how museums are currently doing it
14.10 - 13.40	Introduction to making 3D digital models – the equipment and methods you might use and how museums are currently doing it
14.40 - 15.10	Introduction to basic video making – the equipment you might use and how museums are currently doing it
15.10 - 15.30	What will you do with your content? Ways in which museums currently share their digital content
15.30 - 15.40	Questions and close

### **Learning objectives**

By the end of this course you will have:

- An overview of some of the various different ways in which a museum could create digital content
- An understanding of how other organisations are currently creating and sharing digital content
- An understanding of how your organisation could create and share its digital content
- An overview of the potential tools and devices you might need to create digital content
- An understanding of the importance of creating your own digital content

### **Support towards Museum Accreditation:**

Organisational Health:

Standard 1.4 Effective forward planning

Users and their experiences:

Standard 3.1 Good quality services and development

3.2 User focused experience

3.3 Effective learning experience

Please specify on your application any particular areas of need or focus and we will try and accommodate these into the day and tailor the session to the level/expectations of participants.

Please ensure you have your line manager's permission to attend before booking your place as confirmation is sent to the museum. Final confirmation of places will be sent out no later than a week before the workshop. Please keep the 02 July available in your diary until your place has been confirmed. Priority is given to staff and volunteers working in non-national museums in the London region. Refreshments will be provided.



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