Overview

1. Exhibition tools comparison
2. Scalar basics
3. Finding and adding media
4. Layouts and organizing content
Digital Exhibition Tools
Why create a digital exhibition?

• Publishing or curating a collection of materials
• Web presence for a physical exhibition
• Open educational resources
Why create a digital exhibition?

• Multi-modal student research assignments
• Media-rich digital book or thesis project
• Multilinear storytelling
• Juxtaposing primary sources/cultural objects with criticism
Omeka Classic & Omeka S
Content management system created for libraries and digital scholarship exhibition projects. Available through Domain of One’s Own.

Black Liberation Archive (Swarthmore College)
Scalar
Designed for media-rich books and multi-linear digital narratives; featuring commentary alongside primary sources. Available through Domain of One’s Own.

Freeze! Exhibition site for grad symposium ‘22
WordPress

Versatile website builder initially developed for blogs.

Available through Domain of One’s Own
Static website builders for digital editions

CollectionBuilder

Wax

Jekyll
## Digital Exhibition Tools

<table>
<thead>
<tr>
<th>Platforms</th>
<th>Pros</th>
<th>Cons</th>
<th>Best for</th>
</tr>
</thead>
<tbody>
<tr>
<td>Omeka &amp; OmekaS</td>
<td>Themes, metadata, search functionality</td>
<td>Customization on back end, interface confusing</td>
<td>Digital collections and simple narratives</td>
</tr>
<tr>
<td>Scalar</td>
<td>Metadata support, page templates (timelines, visualizations), annotation support</td>
<td>No ‘themes’ and harder to customize</td>
<td>Media-rich books and simple exhibitions, student projects</td>
</tr>
<tr>
<td>WordPress</td>
<td>Extremely versatile and well-documented, editor is easiest to use</td>
<td>Harder to support metadata &amp; source information</td>
<td>Blogs and basic websites, student projects</td>
</tr>
<tr>
<td>Wax, CollectionBuilder</td>
<td>Static sites (more sustainable), customizable metadata templates</td>
<td>No GUI (graphic user interface) – coding knowledge required</td>
<td>Digital exhibitions</td>
</tr>
</tbody>
</table>
Other tools for publishing visual narratives & media discourse

- **StoryMap Js** – geographic narratives
- **Timeline Js** - time-based narratives
- **Juncture** – visual essays & mini-exhibitions
- **ESRI StoryMaps** (not open-source) – mapped narratives
Getting to Know Scalar
Why Scalar?

- Open-source & available through DoOO
- Simple, no-code interface that enables collaborative authoring
- Embed and import media (rather than uploading)
- Media metadata & annotation features
- Cool options for assembling content: maps, timelines, visualizations & networks
Scalar’s “flat ontology”

Anatomy of a Scalar Book

Paths  Annotations  Tags

Diagrams by Erik Loyer, courtesy of Scalar team.
Examples of Scalar Projects

Examples of Scalar Projects

Collecting Culture and Natural History
Sean Keenan (BMC ‘20)

Crime or Punishment
José Vergara & RUSS B237 (Fall 2021)
Installing Scalar on Domain of One’s Own

1. Sign up for Domain of One’s Own
2. Sign in to Domain of One’s Own
3. Find the Installatron from your Dashboard
4. Select Scalar
5. Install in a Subdirectory

See also: Scalar Tech Doc: https://techdocs.blogs.brynmawr.edu/7301
Creating a new Scalar book

• Log in to your Scalar instance
• Navigate to “Dashboard”
• My account → Create new book
• The title will appear under “My books”—use the link to navigate to the home page of your project
• The pencil icon will allow you to edit the current page
The Scalar navigation menu

- User-created table of contents and index of project content
- Links to Scalar documentation, recently viewed pages
- Add a new page
- Edit current page
- Import media
- Delete page
- Access dashboard
- User profile
Adding Media & Metadata
Adding media items

1. Select the Import icon to add media:
   • Using the URL of an image hosted on another website (must end with an image file extension such as .jpg, .png)
   • Using the media importer
   • By uploading an image file

1. Give the media a title and a brief description
Batch importing media

- Download the sample csv here (it contains metadata from the BMC exhibition Double Take, curated by Carrie Robbins)
- From the dashboard, navigate to the Utilities tab (import/export in the old dashboard)
- Select “Import” and then “Paste Text”
- Open the csv and copy several rows, including the header row
- Select “Continue” and follow the prompts
- Once you have imported the media, navigate to your “content” tab and you should see new items in your media library
Media settings

Layout
- How your item will display – with or without metadata

Relationships
- How this object relates to others (including path, tag, or annotation connections)

Styling
- Thumbnail: specify an image url for the media item’s thumbnail

Properties
- Visibility (hidden or visible to book viewers) and content type

Metadata
- Add information about what the item is and where it comes from
**Scalar metadata fields**

<table>
<thead>
<tr>
<th>Field name</th>
<th>Function</th>
<th>What it should contain</th>
</tr>
</thead>
<tbody>
<tr>
<td>dcterms:source</td>
<td></td>
<td>Site or resource where you found the image</td>
</tr>
<tr>
<td>dcterms:date</td>
<td>Timeline visualization*</td>
<td>The object’s creation date (specific numerical date)</td>
</tr>
<tr>
<td>dcterms:temporal</td>
<td></td>
<td>Associated time period</td>
</tr>
<tr>
<td>Iptc:byline</td>
<td></td>
<td>The creator of the object or image</td>
</tr>
<tr>
<td>dcterms:spatial</td>
<td>Map visualization*</td>
<td>Geographic location associated with the object (geocoordinates)</td>
</tr>
<tr>
<td>dcterms:coverage</td>
<td></td>
<td>Geographic area/location</td>
</tr>
<tr>
<td>dcterms:license</td>
<td></td>
<td>Rights information for the item (i.e. Creative Commons license)</td>
</tr>
</tbody>
</table>

* The Timeline and Map features require numerical dates and geocoordinates
Using images on the web

- Always be careful about whose content you put on website: only use resources you have the right to use.
- Cite your media! Include attribution of the photographer, the source, and the license information.
- Look for material in the public domain or using a Creative Commons license that enables reuse.
- Assume images are in copyright unless they say otherwise.
## Media Resources

<table>
<thead>
<tr>
<th>Site</th>
<th>Licensing information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wikimedia Commons</td>
<td>User contributed media without known copyright</td>
</tr>
<tr>
<td>Creative Commons Search</td>
<td>You can search by license type</td>
</tr>
<tr>
<td>Unsplash, Pexels, Pixabay</td>
<td>Professional-quality stock photos that are free to use with attribution</td>
</tr>
<tr>
<td>Museum and library collections</td>
<td>Institutions such as the <a href="http://www.loc.gov">Library of Congress</a>, <a href="http://www.metmuseum.org">The Met</a>, <a href="http://www.gettyimages.com">The Getty</a>, and more have collections of resources in the public domain</td>
</tr>
<tr>
<td>Technotes resource list</td>
<td>List of other free resources</td>
</tr>
</tbody>
</table>
Your turn: add media!

1. Batch import the media from Double Take

2. Find 2-3 media items and import them to Scalar
   1. Make sure you have metadata and license to use them
   2. Find the resource’s true url (for images: it ends with a file extension)
   3. Import them into Scalar and include a description and some basic metadata

3. To access a list of all your media, navigate to the “Content” or “Media” tab on your dashboard
Creating pages

1. Use the New icon to create a page
2. Give it a title and a description
3. Use the WYSIWYG (what you see is what you get) editor to draft
4. Use source code mode to troubleshoot formatting
## Embedding media in a page

<table>
<thead>
<tr>
<th>Media link</th>
<th>In-line media link</th>
<th>Scalar note</th>
<th>Widget/inline widget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creates a thumbnail and caption of relevant media in the margin (attached to text)</td>
<td>Displays media in the body of the text on its own line</td>
<td>A link from text to another scalar page whose text will appear in a pop-up window (designed for footnotes)</td>
<td>Visualization options and layouts for excerpting scalar pages</td>
</tr>
</tbody>
</table>

See examples here
Customizing pages

- **Layout**: how you want your page to look
- **Relationships**: pages can be paths, annotations, tags
- **Styling**: key images, background images custom css/javascript
- **Properties**: visibility, content type, url
- **Metadata**: data about your page
Page layout options

Visually compelling layouts

• Book splash – designed for a 'cover' image or title page (other content will not display)
• Splash – designed for section headers or the beginning of a path (full-screen image with a navigation button)
• Image header – large splash image with regular page content

The Styling tab allows you to customize the background and key image for the page
Your turn: create pages!

Customize your new book!

1. Create a new page and give it a title and description
2. Add text content (need some text? Try Lit Ipsum)
3. Add some media resources to the page
4. Experiment with layouts, decorative images, and more
Organizing Content
Ways to organize content

Paths – sequential list of pages and items

Tags – non-sequential category of pages

Annotations – text attached to parts of media items

Lenses – these can be public or private
Creating paths

1. Create a new page and add content.
2. Under “Relationships” select “Path”
3. Select all the items (pages, media, annotations, tags, other paths) you want on that path in the order you want them to appear
4. Determine the destination after the path is finished

Diagram by Erik Loyer, courtesy of Scalar team.
Visual path layout

To create an image-based navigation table like this example
1. Create a new path and add items to it
2. Select the ‘visual path’ under layout
3. For each item on the path, add a ‘key image’ that will display in the visual path
Creating tags

1. Create a new page
2. Select “Tag” under “Relationships”
3. ”To make this page a tag, choose the items that it tags”
4. These items will be listed at the bottom of the ’tag’ page in alphabetical order
Layers for tags

Once you make a page a tag, select a layout under Visualizations

- **Tag**: creates a network graph of the items tagged by this page (see tag visualization example)
- **Tag cloud**: creates a word cloud from all tagged items
- **Google map**: creates a map from geocordinates in ‘dcterms:spatial’ (NB: requires google API key)
- **Media gallery**: tagged images are included in a carousel at the top
- **Structured media gallery**: adds thumbnails of all tagged (see structured gallery example)
Creating a timeline

1. Create a new page and select “Timeline” for its layout
2. Relationships > choose the items that it tags. Tag any items you’d like to include
3. Make sure each tagged item has temporal metadata: either `dcterms:date` or `dcterms:temporal`
Visualization widgets

Scalar provides many ways of visualizing the materials and connections you’ve made in your exhibit.

• Create a new page
• Insert a “widget” inline
• Select a visualization type
• Save and view
• Explore your connections!
Adding an annotation to media

1. Access your media from the ‘index’ or ‘dashboard’
2. Navigate to the file and use the Annotate icon
3. You can create timed annotations for videos and audio and draw areas to annotate on an image

Example of an annotation page
Your turn: organize your content!

- Create a path page and try out the visual path layout
- Create a tag page and try out the timeline layout
- Experiment with visualization layouts, widgets and annotations
Resources & Tips
Best practices for public-facing research

Copyright
Do not publish copyrighted material—find licensing information for images and media you use and make sure you have permission.

Credit & attribution
Always credit the source of media and data that you use, including museums and libraries holding primary source material, and individual creators if relevant.

Accessibility
Use alternative text, high-contrast fonts, and heading structures to make your content accessible to users with disabilities.

Privacy & Permission
Never publish a person’s photo, name, or any personal information without their consent. Make sure all collaborators are represented the way they wish.

Design & Style
Think about your audience: try to make the presentation eye-catching and easy to understand. Information should be organized in a logical manner.

Reviewing
Have someone view and interact with your content (preferably on different devices) and build in time to fix any issues.
Digital Exhibition workflow

Planning
What resources will you include?
What platform will you use?
How should it look?

Gathering
Finding media and metadata
Learning the platform
Research

Creating
Preparing media
Building and troubleshooting
Writing and editing

Polishing
Customizing the design
Reviewing, user-testing
Checking metadata, credits, works cited
THANKS!

ANY QUESTIONS?
You can find me at:
amcgrath1@brynmawr.edu
Get help with Scalar

Ask LITS
• Email the helpdesk (help@brynmawr.edu) and your question will get to Alice, Sean, or another colleague who supports Scalar
• Schedule a meeting through the EAST Calendly page

Scalar Documentation
• Scalar Guide
• http://scalar.usc.edu/works/guide2/working-with-media
• http://scalar.usc.edu/works/guide2/working-with-content
Get help with other digital exhibition tools

• Domain of One’s Own documentation:
• Omeka Classic:
  • Tech Docs: Installing Omeka on DoOO
  • Omeka user guide
• WordPress
  • Tech Doc; Installing on DoOO
  • WordPress Codex
  • WordPress Essential Training on LinkedIn Learning
Credits

Special thanks to all the people who made and released these awesome resources for free:

• Presentation template by SlidesCarnival
• Scalar diagrams: Eric Layer for the Scalar team