

1. Record Nr.	UNINA9910455635303321
Autore	Kalfatovic Martin R. <1961->
Titolo	Creating a winning online exhibition [[electronic resource]] : a guide for libraries, archives, and museums / / Martin R. Kalfatovic
Pubbl/distr/stampa	Chicago, : American Library Association, 2002
ISBN	0-8389-9939-5
Descrizione fisica	1 online resource (137 p.)
Disciplina	659.152
Soggetti	Library exhibits - Design Library Web sites - Design Web sites - Design Libraries - Public relations Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 111-114) and index.
Nota di contenuto	CONTENTS; ILLUSTRATIONS; FOREWORD; ACKNOWLEDGMENTS; INTRODUCTION; CHAPTER 1 Online Exhibitions versus Digital Collections; CHAPTER 2 The Idea; CHAPTER 3 Executing the Exhibition Idea; CHAPTER 4 The Staff; CHAPTER 5 Technical Issues Digitizing; CHAPTER 6 Technical Issues Markup Languages; CHAPTER 7 Technical Issues Programming, Scripting, Databases, and Accessibility; CHAPTER 8 Design; CHAPTER 9 Online Exhibitions Case Studies and Awards; CHAPTER 10 Conclusion Online With the Show!; APPENDIX A Sample Online Exhibition Proposal; APPENDIX B Sample Exhibition Script APPENDIX C Guidelines for Reproducing Works from Exhibition WebsitesAPPENDIX D Suggested Database Structure for Online Exhibitions; APPENDIX E Timeline for Contracted Online Exhibitions; APPENDIX F Dublin Core Metadata of an Online Exhibition; APPENDIX G The Katharine Kyes Leab and Daniel J. Leab American Book Prices Current Exhibition Awards; APPENDIX H Bibliography of Exhibitions (Gallery and Virtual); INDEX;
Sommario/riassunto	It's no secret that well-executed exhibits in libraries and museums can make attendance numbers skyrocket. Dynamic exhibits not only provide information and entertainment for your existing customers, but

they are also opportunities to reach out to new customers and to widen your market. A great exhibit can be the hook that brings people in the door for the first time. Creating a Winning Online Exhibition will help you to do just that—conceive, design, and execute a compelling online exhibition. Different than a digital collection, an online exhibition is a selective presentation of objects org
