

University of West Florida 40th Anniversary Project Outline

Ray Uzwyshyn, Ph.D. Winter 2006

Project Goal

To develop a multimedia virtual exhibit focusing on the University of West Florida's upcoming 40th anniversary and linking permanently from the library website. This project will highlight and utilize UWF library archival holdings and content expertise with regards to the wider university history encompassing a broad spectrum of special collections holdings and media elements (i.e. original archival documents, images, audio, video etc.)

Launch Date September 2007

Project timelines and benchmarks are crucial to complete this project. The virtual exhibit should set an initial model for other virtual/physical exhibits and parameters to scale for larger infrastructures (i.e. Backend Database, Catalog Integration). The project should be presented through the library website and a physical "kiosk" (terminal) along with a physical exhibition that repurposes physical artifacts in library display cases to present both physical and virtual exhibition.

Project Team (Other Members?)

Dean Debolt (Archives), Melissa Gonzalez (Archives Liaison), Fred Barry (Automation), Michael (Scanning), Ray Uzwyshyn (Information Architecture, Project Management), Helen Wigtersma, Dana Sally (final content review, beta testing)

Preliminary Budgetary Needs and Funding (7-10k)

Additional human resource commitment may be needed in both Phase I (Content Development) and phase III (Website Development).

Other needs related to this project relate to questions regarding equipment (hardware/software) and project space allocation

Hardware/software: (3-5k, i.e. Specialized software, storage media, hardware)

Additional Human Resources (5-7k)

Approx. 20 hrs./week (Two part time staff/three-four month periods) = 480 hours.

Two additional part time staff/sets of skills

1) Organization/historical/archival liaison.

2) Technological Web Designer/Developer (Dreamweaver/Flash/Web Design).

Project Timeline and Benchmarks

Phase I

Material Gathering, Development of Information Architecture (3 months, November 1 – January 30)

(Ray, Melissa, Dean, Student Project Assistant/Liaison)

This phase of the project involves the initial development of the information architecture (technology) and gathering and organization of material. The project content, taxonomy and information architecture should be build organically from the archival holdings.

Deliverables

The first phase of this project involves a crucial timeline of gathering, organizing, writing first drafts and annotating project content in analog (paper etc.) formats. Dean, Melissa, Ray, Graduate Student Liaison)

- 1) Information Architecture Outline (Schematic, Table Maps and Wire Diagrams, Ray)
- 2) Text Write Ups (Dean, Melissa: Essentially, Introduction, Bibliographies, decade chronologies and subject categorized sections need to be written and developed.)
- 3) Website Introduction (Write Ups, Dean, President, Dana, Historian, Dean)
- 4) Bibliography Compilation (Dean and Melissa)
- 5) Chronology Establishment and Write Ups (Dean)
1960's, 1970's, 1980's, 1990's, 2000: page of significant dates entries for each decade with 10 external annotated artifact links/decade, (40-50 annotated elements etc.)
- 6) Bibliography links (History of the University of West Florida) with Scanned documents (10 documents, letters, newspaper articles, etc)
- 7) Digital Library of Images, Artifacts and Taxonomy (12-15 categories, approximately 5-7 images (artifacts)/category with brief paragraph annotation = approx. 100 annotated images/artifacts or 20 sections at 5 images/ section page - 100 selected images. Written Descriptions. 100 other images/descriptions for the rest of the site (i.e. Chronologies, Intro, bibliographies). Category Example: (University Administration, Athletics, Beginnings, Buildings, Classes, Commencement, Faculty, Community, Libraries, Publications, Student Life, etc)

These elements should be handed over for scanning, digitization and later development in a filed, organized and complete manner. As much as possible, copyright should be cleared in advance.

Phase II

Initial Digitization, Scanning (2 months, February-March)

(Fred, Michael)

The expectation is that all analog material (images, pictures, audio etc.) will be digitized in appropriate formats (i.e. For galleries thumbnail, large version) for audio (mp3), video (Quicktime, real, Flash) for documents (PDF, HTML).

Deliverables

All analog files digitized (images, documents, video, audio) in filed, organized format

Phase III

Virtual Exhibit Web Design/Development (3 months, April-June)

(Ray, Student/Staff Web Designer/Developer)

This three month phase involves web design and development, taking and integrating the digitized content and building a web interface, infrastructure and interactive information architecture (timelines). Hopefully, a student/staff person can be hired to help put this together over a four month period (24 hours/week, 3-4 month period)

Deliverables

Multimedia Virtual Exhibit (Website) in both online (Web) and CD ROM Formats (for Kiosk)

Phase IV

Beta Testing, QA, Usability, Marketing (6 weeks, July-August)

(Committee, Wider Library Faculty, Key University Stakeholders)

In this final phase, the website is vetted by internal/external stakeholders for quality assurance and accuracy of content. The website should be technologically complete at this time. Glitches are worked out (beta testing), marketing materials finalized and content reviewed before external launch.

Phase V

Launch Coordination (2 weeks, Middle of August – September)

The University of West Florida 40 Year Legacy website is launched with a thought out marketing plan (Argus, Fountain advertising, Pensacola News) and tied with other University 40 year legacy events. Marketing “Cards” advertise the website and physical exhibition. The physical display is set up (Dean, Melissa) alongside a virtual terminal kiosk display (1 or two terminals dedicated to site) (Fred) and is launched at a library reception with suitable speaker (i.e. past university president, library directors).