Checklist for Basic Exhibit Creation

Examples: https://exhibits.stanford.edu/herbert-matter & https://exhibits.stanford.edu/secret-service

This is a checklist of the many of the components and options needed to create a basic exhibit. This list is intentionally *not* exhaustive, but it hits many important high points. A basic exhibit does *not* need to include feature pages. Feature pages can be added to a published exhibit at a later date if desired.

A basic exhibit for a digitized collection/objects should have at a minimum: a home, browse and about page.

Home

- A combination of text and images is best
- Doesn't have to go "below the fold" – ie a simple home page is fine
- Use of an eye-catching image or widget that features images from the exhibit is good
  - The Matter exhibit uses 2 image-based widgets on the home page
    - Item grid widget
    - Browse category widget

- What to look out for
  - Images which have access rights of World or Stanford no-download should not be used in the item grid or browse widget, as thumbnails may need to be generated that fall outside the access rights parameters of no download (in this case, the widget will not work). Check object rights carefully.
  - If using the item grid widget, select more images than you need, so you can play around with the arrangement and make sure the aspect ratios do not look too stretched or strange.
  - The text widget can be used for single paragraphs only. If you have multiple paragraphs, please use the text widget multiple times (once for each paragraph).
  - The search facets can be enabled to appear on the home page, or not – it is both an aesthetic and a potential user needs decision. Matter & Secret Service do not have the search facets enabled. This exhibit has search facets enabled on the home page: https://exhibits.stanford.edu/lanciani

Browse

- Browse categories are easy to create
- Great "entry/discovery" point for digital objects
- Select an eye-catching image for each browse tile

- Remember to use this new feature, if desired: when configuring a browse category, check the box that enables search within (Dashboard > Curation > Browse > Edit Browse Category > Description)

About

- Add at least one contact to the main About page; photo is optional but desired; include job title and email at a minimum, but phone is optional
- New area of focus: Please remember to acknowledge staff who worked to make the exhibit possible. These are often hidden staff and hourlies who otherwise receive no public credit for their work: digitization, metadata and conservation staff, along with all associated hourlies. A list of staff with job titles is good; a nice narrative is a bonus! Examples: https://exhibits.stanford.edu/time-travel-japan/about/about , https://exhibits.stanford.edu/lanciani/about/acknowledgements , https://exhibits.stanford.edu/paci/about/acknowledgements

General Tips/Reminders

- Remember to include a curatorial contact email for the person who should receive "feedback" emails about the exhibit. Feedback sometimes includes comments from users that require curatorial action. (Dashboard > Configuration > General > Basic Settings)
- Remember to check the box to "show background image in masthead" to display the masthead image you have selected for your exhibit site (go to: Dashboard > Configuration > Appearance > Exhibit masthead)
- Remember to publish your browse categories and your about page(s) **before** you publish your exhibit, so you can see Browse and About in the top exhibit toolbar
- Work on metadata display and search configurations – this matters and can help create a clean vs a cluttered exhibit
- Work on setting up appropriate browse category display configurations – this matters and can help create a clean vs a cluttered exhibit
- There is no need to publish your exhibit to "see how it will look" – this is built in to exhibit creation – as an exhibit creator, you are seeing how the exhibit will look when published, prior to publication
- The Spotlight at Stanford microsite has lots of good links and information: https://library.stanford.edu/research/spotlight
- As an exhibit creator, **you** control when the exhibit is published
- Prior to publication, you are welcome to contact the Spotlight service team for a pre-publication review (exhibits-feedback@lists.stanford.edu)
- Please remember to work with colleagues to create a blog post about your exhibit once it is published: https://consul.stanford.edu/display/SUD/Marketing+Your+Exhibit