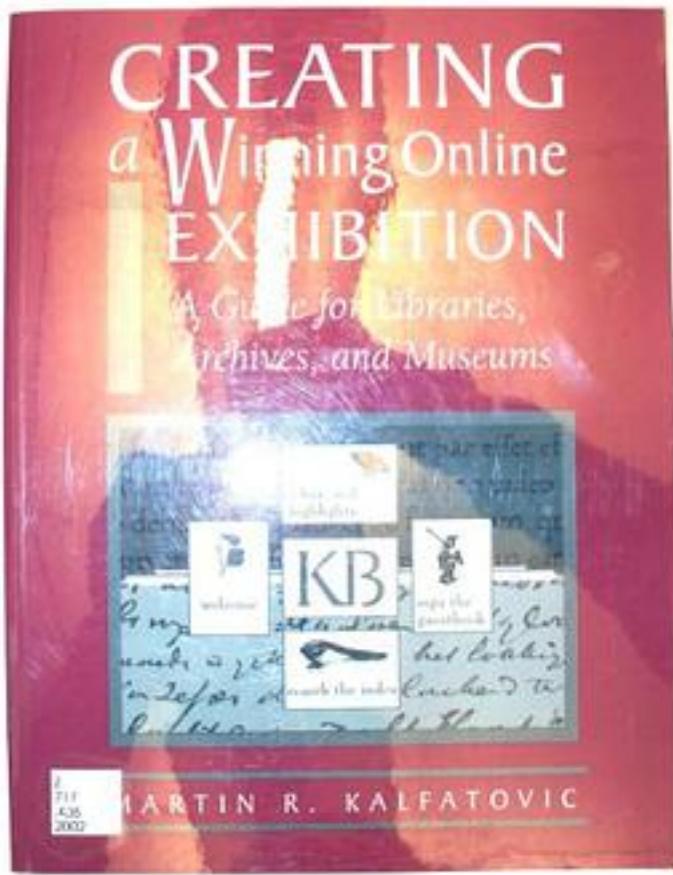# Creating a Winning Online Exhibition

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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 organized around a thematic and narrative structure. Digital librarian Martin Kalfatovic takes you through the process of developing an exhibit that will attract users, increase your visibility, and showcase your collection and services. With case studies of successful online exhibitions, sample artwork and screen shots, up-to-date information on mark-up languages such as HTML and XML, and discussion of online databases and software programs, you will be equipped with all you need to pull off a winning exhibition. Also included are helpful samples of: -- Project proposals-- Exhibition scripts-- Time lines-- Database structures and guidelines-- Tips on working with outside contractorsOnline exhibitions are ideal for collections of manuscripts, handwritten documents, and other materials that might be limited if displayed in traditional ways. This comprehensive guide provides the "how-to's" for selecting materials, developing an overarching theme, and creating a narrative presentation that goes beyond the traditional to deliver a winning exhibition.

作者介绍:

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