

Digital Heritage Workshops: Bringing Museums to the Home

Digital Heritage Workshops: Bringing Museums to the Home is a new programme of digital heritage skills workshops commencing on 28th May 2020 and running to 23rd June 2020, free to access and available to all.

In response to the impact of Covid-19, *CUPIDO European Interreg cultural heritage project has collaborated with XpoNorth Heritage to hold a programme of eight online digital skills workshops aimed at the Heritage sector and facilitated by Dr Alan Miller and Catherine Anne Cassidy, from the Open Virtual Worlds Group at the University of St Andrews. The workshops are designed to help heritage organisations develop the skills to connect with existing and potential new audiences through digital media, covering topics such as digitising collections, photogrammetry, working with phones and commodity cameras to create 360 degree images and videos. Access copy of full programme including dates here and at www.facebook.com/groups/digitalheritageworkshops/

The impact of COVID-19 on the heritage sector has been huge with museums and visitor centres closed and potential visitors confined to their homes. At the same time there has been a flourishing of online heritage interactions, often through social media and accessible via devices available in the home.

This series of workshops aims to facilitate the sharing of skills and resources, whilst helping to equip heritage professional and volunteers in working with heritage online.

***CUPIDO**

CUPIDO (Culture power: to inspire development in rural areas) Interreg North Sea Region cultural project is a cultural heritage project. Its overarching aim is about developing new business opportunities in the cultural and cultural heritage sector. This is to reinforce the economic position, competitiveness and social inclusion of local rural communities. CUPIDO is cultural activities such as art, dance, music and cultural heritage. The project has 16 partners from 7 countries and runs from 2019 to 2021.

Through CUPIDO, Highlands and Islands Enterprise has partnered with University of St Andrews to work with communities and social enterprises across the region on a programme of transnational digital activities designed to help commercialise the culture sector. More information about the CUPIDO project can be found here <https://northsearegion.eu/cupido/about/> and www.cupidoeu.org



Figure 1 Image from Uist 360 virtual archaeology exhibit <https://cupidoeu.org/ceut/360/index.html>

Inspired by the #museumathome, #cultureathome and #heritageathome this series of workshops will help and support heritage volunteers, professionals and organisations connect audiences with both cultural and natural heritage. The workshops are free and open to all. You can book a “seat at the table” through eventbrite or watch broadcasts from social media.

A Facebook group called “Heritage Studio” will provide access to resources, opportunity for discussion and links to recording of past workshops. Feel free to join the group at:

www.facebook.com/groups/heritagestudio/

The CUPIDO archive and virtual museum system will provide a place to put things you create in the workshops and help connect it with the workshop activities.

www.cupidoeu.org

The Open Virtual Worlds group is an interdisciplinary group based in the Interaction Lab, School of Computer Science in St Andrews University. If you would like to find out more about the group you can visit our Facebook page

<https://www.facebook.com/OpenVirtualWorlds/> or drop us an email: admin@openvirtulaworlds.org

Over the years we collaborated with the Timespan Museum and Archive in many projects (<https://timespan.org.uk/>) and are pleased Timespan will be contributing their expertise to these workshops. The workshops will also feature work from across the Highlands and Islands including the Tahai Chearsabhagh Museum, Highlanders Museum, Shetland Museum and North isles Landscape Partnership.



Figure 2 Workshop North Isles Landscape Partnership, Orkney

Virtual Tours: how to make heritage journeys Session 1 - May 28th

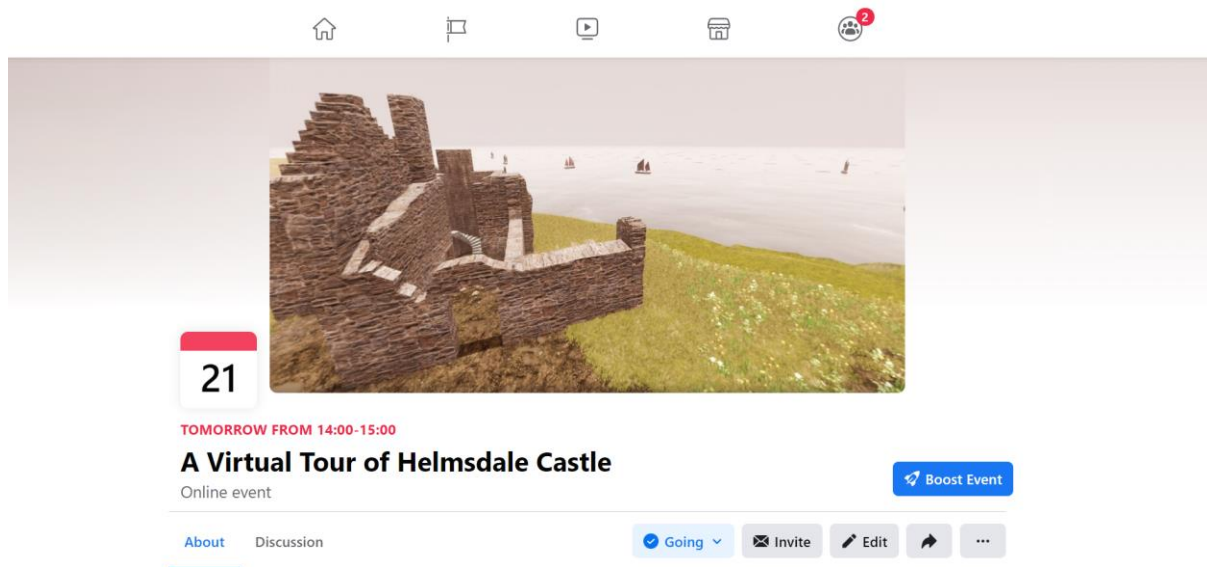


Figure 3 Real time virtual tour of Helmsdale Castle, with the Timespan Museum, Sutherland

Virtual Tours offer virtual travel in time and space. A virtual traveler can explore historic buildings, dramatic landscapes of the discoveries of archaeology without leaving their home. Creating a virtual tour enables audiences to connect with heritage during lockdown and provides a valuable permanent resource.

4:00 pm How to make a virtual tour.

They can be as simple as a sequence of images with text, or enable a visitor to become immersed in a different time and place.

We will look at different types of virtual tours and provide a roadmap for creating each type. Come prepared and we will help you to make a tour and get it online.

5:00 pm Showcase of example tours

We will look at examples of Virtual Tours and discuss practical experience of making and using Virtual Tours.

In this workshop we will make use of the Google Street View app, this is available for IOS and android phones.

We will also look at the roundme (www.roundme.com) platform for virtual tours. Rundme accounts are free to set up.

We will also touch on using Google Maps for virtual tours..



Figure 4 Digitising Oil Tank for a virtual tour at Scapa Flow, Orkney

Virtual Gallery: digitising movable cultural heritage Session 2 - June 2nd

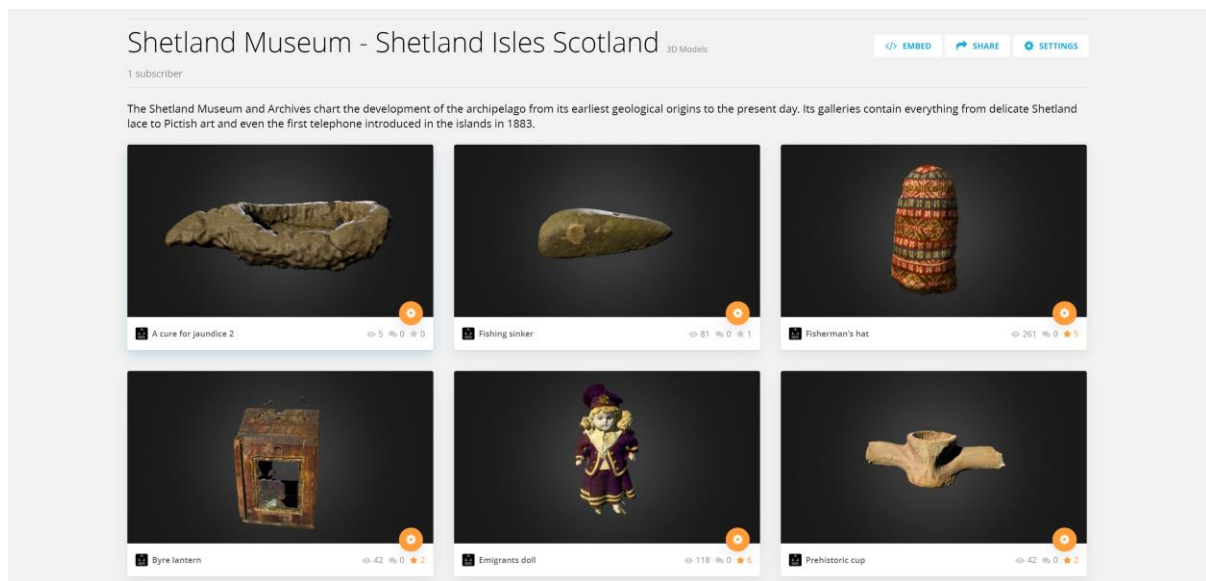


Figure 5 Collection of 3D artefacts from the Shetland Museum and Archives <https://sketchfab.com/eu-lac-3D/>

Artefacts lie at the heart of museums, they provide gateways to imagine how people lived in the past, to the stories and lives associated with the object. Yet at the best of times an artefact can only be in one place and at the worst we are locked out from that place. Digitisation offers the potential for representations of artefacts to be accessed from anywhere in the world and act as a stimulus for imagination and education.

4:00 pm How to make a virtual gallery

There are many ways to make a digital gallery. A collection of photographs with text, videos with audio or collections of 3D models. In this workshop we will explore how to make virtual galleries. We will look at the equipment, software and workflows that can be used. We will also look at how galleries can be used and shared with audiences.

5:00 pm Showcase of digital galleries

We will look at examples of digital galleries and how they have been used. We will talk with practitioners about what their galleries are about and discuss experience in promoting engagement with heritage through digital galleries.

Figure 6 Camera, lights and tent for 3D digitisation

During this workshop we will make use of www.cupidoeu.org to show how to upload digital artefacts and create galleries.

We will also look at the Sketchfab social archive platform, which is also a good place to create a gallery.

Check out this digital archive of IronAge artefacts from the Strath of Kildonaon.

<https://www.cineg.org/galleries/digitalArtefactscollection.php?id=490#collectionObjects>



Social Media: connecting with heritage: Session 3 - June 4th



Figure 8 Eu LAC Museums Facebook page: <https://www.facebook.com/eulacmuseums/>

Millions of people use social media every day, often social media is the easiest way to connect with existing and new audiences. However, it can soak up a huge amount of time. In this session we will look at how to communicate heritage through social media whilst maximizing impact and minimizing effort.

4:00 pm Making the most of social media for heritage

We will provide a social media roadmap looking at the Social Media outlets available and what they can be used for.

We will look at how to get the best out of Facebook, including how to set up a page, how to use groups and how to manage a news feed. news feeds work. We will step through how to create and event and how to do your first live feed.

We will also look at Social Archive sites such as YouTube, Vimeo, Sketchfab, Roundme and see how they can work with the likes of Twitter and Facebook.



5:00 pm Heritage social media showcase.

(Facebook, Twitter, YouTube, TikTok and Twitch) *Figure 7 Social Media landscape*

In this session we will look at examples of Social Media: including Anatomy of a Facebook event. Developing a YouTube Channel, making videos for TikTok and getting going with tweeting.

You might want to take a look at the OpenVirtuaWorlds facebook page (<https://www.facebook.com/OpenVirtualWorlds/>). suggestions for improvement would be more than welcome.

Virtual Heritage Journeys through Digital Maps: Session 4, Tuesday - June 9th

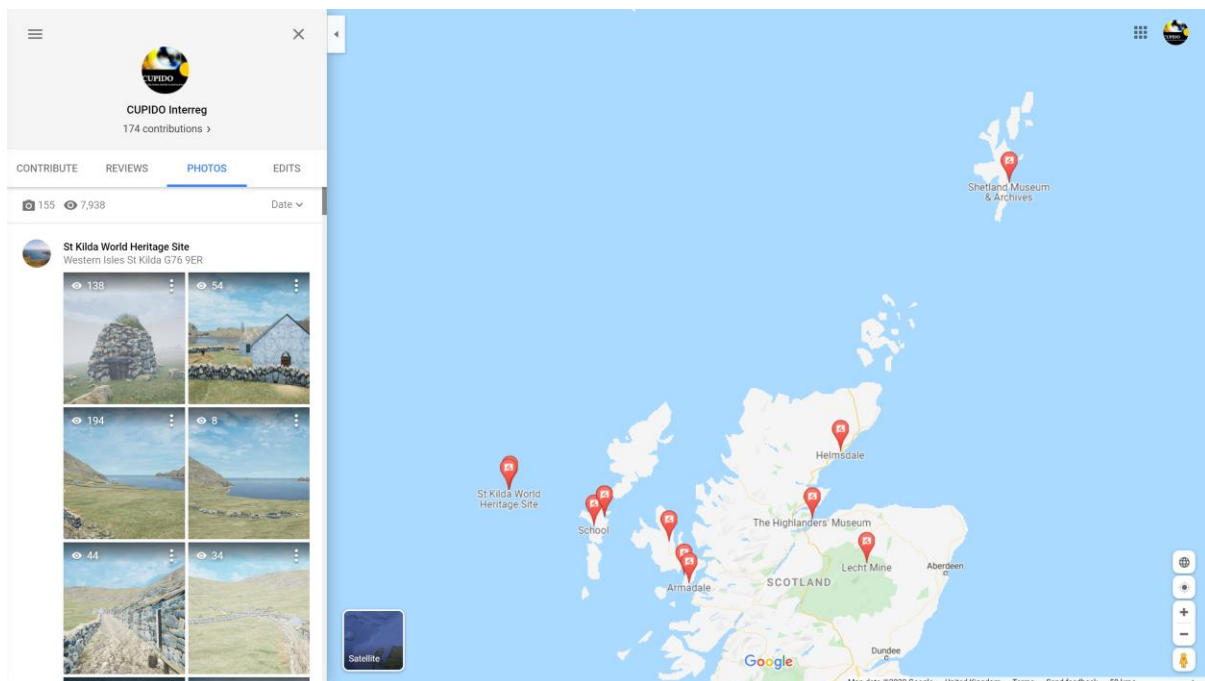


Figure 8 Map of CUPIDO heritage projects in the Highlands and Islands: <https://goo.gl/maps/T7gikYQRBfGMvu6>

Maps provide a great way to look at the world and to organize heritage information. Digital maps are better still because they let us link engaging media to relevant locations and take people on virtual journeys. What is more millions of people use digital maps such as Google Maps each day, making it easy for them to join virtual heritage journeys we make.

4:00 pm Mapping our heritage

Maps help us both to navigate and understand the world. Electronic maps enable us to embed engaging media to create digital heritage experiences. In this session we will explore how to create and use maps to communicate heritage.

We will look at how to add content to Google Street view and how to extend it so that it includes images away from the road, which can highlight archaeological sites, historic buildings and museums. We will also look at how we can write reviews to highlight heritage, and create custom maps linking together sites of interest.

We will also look at using free maps such as Open Street view and how these can be a platform for embedding immersive and spherical media in.

5:00 pm Advanced mapping experiences.

In this session we will look at examples of how mapping has been used to communicate heritage. We will draw upon experience in using smart heritage mapping to commemorate WW1 deaths in Scotland, understanding the Windrush migration from Barbados and tracing journeys across a medieval glacier in Iceland.



Figure 9 Open Street Map

Going Live with Social Media, Session 5 - Thursday June 11th

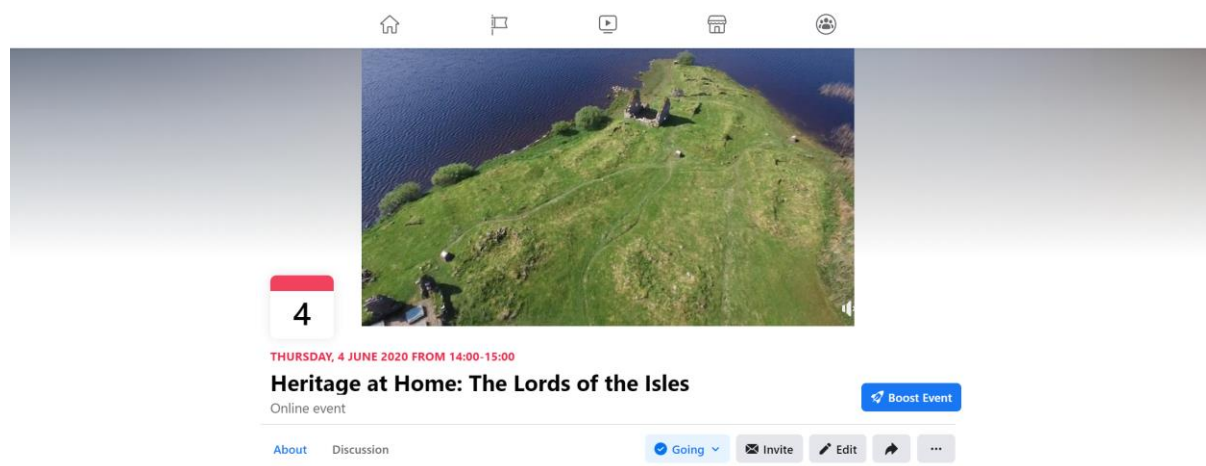


Figure 10 Live Heritage from Home, with a reconstruction of the seat of the Lords of the Isles

There is something special about live. Whether it be sporting events, music or theatre the canned, repeated or recorded versions all have something missing. With social media it is now possible to do our own Do It Yourself live broadcasting. Whether it be a walkaround a site, a guided tour of a digital reconstruction of a panel discussion, the opportunity for the audience to engage and direct can transform the experience.

4:00 pm Go Live!: DIY webinars and broadcasts

Going Live on social media during lockdown has been one of the most effective ways of engaging with audiences and communicating heritage. From a simple tour live beamed live from a phone, through video conferences to more complex studio broadcasts. Here we will look at webinars, Live tours and broadcasting. A webinar might include a panel discussion, debating our history or running a live quiz. We will step through how to set up a webinar. We will look at how too successfully broadcast live to face book from a phone or web cam. This is simple to set up and execute and can engage audiences daily. We love the birdsong tours offered daily on Facebook from Speyside Wildlife (<https://www.facebook.com/SpeysideWildlife>).

Combining panels, live feeds and broadcasts requires a bit more set up, but offers the ability of switching contexts within a broadcast and dealing with topics from multiple viewpoints..

5:00 pm Roundtable of panels and audience experience.

This roundtable panel and discussion will bring together social media broadcasters, panelists and audiences in discussing what to shoot for and what to avoid in live social media

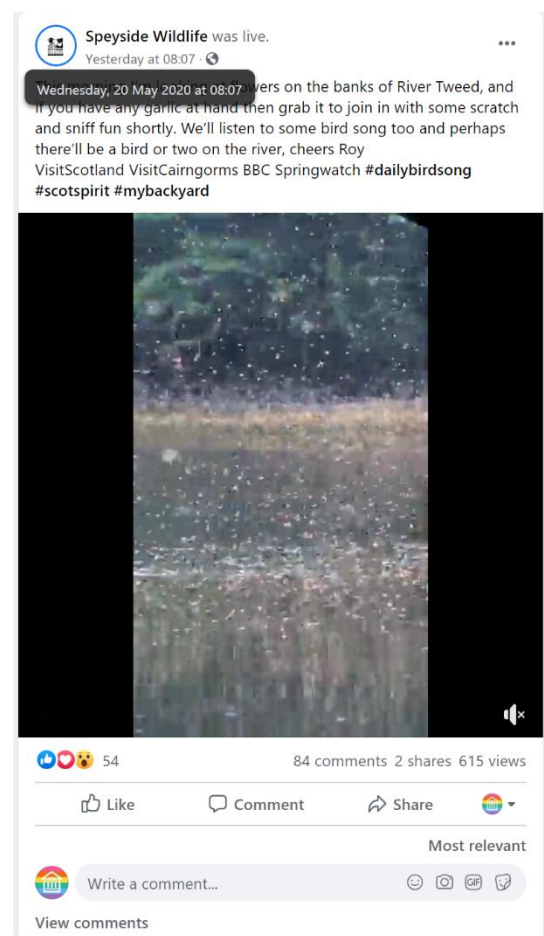


Figure 11 Speyside Wildlife Live

Virtual Reality: Session 6: Tuesday June 16th



Figure 12 The highlanders museum

Through digital reconstructions of historic, places scenes and artefacts visitor can travel through time and space to experience and explore both natural and cultural heritage. Walking the streets of pre reformation Edinburgh, climbing to a Pictish hill fort or sampling the wonder of a medieval Cathedral all become possible with virtual reality.

4:00 pm Virtual Reality and Augmented Reality

In this session we will look at how to get started making a digital reconstruction, discuss how to balance authenticity with creating an experience and look at the different ways that virtual and augmented reality can be used.

5:00 pm Digital reconstruction showcase

In this session we will look at digital reconstructions such as St Andrews Cathedral, Pre Clearance Long house, Perth City in 1544 and investigate how they were made and how they have been used.

Creative Commons and Wikipedia: Session 7 - Thursday June 18th



Figure 13 Creative commons have developed an open covid pledge to support a collaborative response

Working in the digital domain, it is easy to make copies and for these to be shared. The Creative Commons provides a framework which can be used for licensing the way digitised heritage is used. Wikipedia uses creative commons licensing to provide a global repository of knowledge. We will look at the advantages and methods of connecting heritage into this repository.

4:00 pm The Creative commons, public domain and Intellectual Property

This session provides a road map for licensing digital representations of heritage. We will demystify the licenses, intellectual property, copyright and other terms. We will also provide a guide of how and when licenses should be used and why the public domain can be a friend to heritage.. We will also provide templates and an acknowledgement guide.

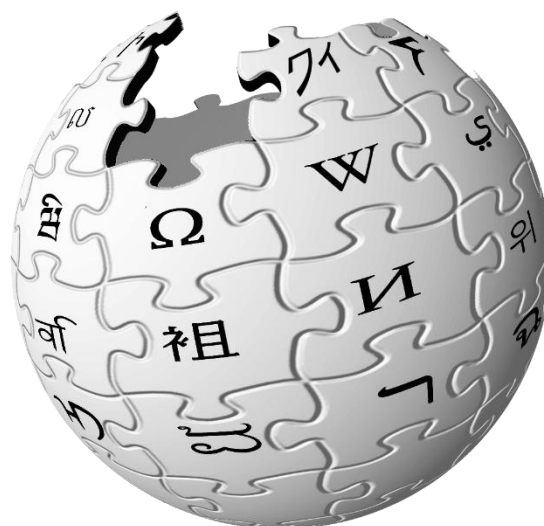
5:00 pm Wikipedia, wiki medias and wiki commons

Wikipedia is a huge repository of knowledge and information. When someone searches for a topic they will often get the Wikipedia entry. It is easy to create Wikipedia entries and to add to existing ones. In this session we will explore how to spruce up your heritage's representation on Wikipedia.

Useful links:

<https://creativecommons.org/>

https://en.wikipedia.org/wiki/Cultural_heritage



WIKIPEDIA
The Free Encyclopedia

Virtual Museums, Session 8, Tuesday June 23rd



Figure 14 Museums in the EU LAC project's virtual museum framework: <https://eu-lac.org/galleries/museums.ph>

A virtual museum can provide a framework for organizing digital content and for putting on exhibits and exhibitions. Done right it should help connect communities with their heritage and provide a platform for projecting that heritage to wider communities and audiences. It should provide resources which empower volunteers and professionals to create digital exhibits and exhibitions.

4:00 pm Putting it together in a Virtual Museum

In this session we will see how to create a virtual museum for an organisation, site or topic. The virtual museum will bring together exhibits and exhibitions with an archive. It will help connect with through social media.

We will look at the sorts of heritage and types of media that a virtual museum needs to work with. We will also outline how meta data can be used to add value to digital media whilst minimizing the work required to do this.

5:00 pm Virtual Museums in an age of pandemics, climate change and conflict.

This panel discussion will focus on the challenges for and potential of virtual museums for promoting and preserving heritage in the volatile times that we find ourselves in. We will bring together museologists from Latin America, Scotland and the Caribbean to discuss the role that virtual museums can play in the future.