Interactive Programs and Technology
Part 2: Interactive Programs and Technology

In this workshop portion we’ll:

- Make the case for technology
- Introduce podcasts, blogs, and visual storytelling
- Visual storytelling walkthrough
“Why technology?” - A Curator

As we talk about technology examples, here are just a few things to keep in mind:

● Make use of guiding questions in the same way you would when creating any kind of interpretation
● Be realistic about your budget, time, audience, and abilities
● Ask tough questions:
  ○ Am I using technology for the right reasons?
  ○ Is this the best way to communicate this information with my audience?
All that said:

- Don’t be afraid to try it
- Remember that technology can connect you to audiences in new ways
- Lots of people are here to help
Podcasts, Blogs, and Visual Storytelling
What is a Podcast

A podcast is an episodic series of digital audio files which a user can download in order to listen.
Why Podcasts

Podcasts:

- Create a personal connection with listener
- Have worldwide reach
- Utilize a user’s device
- Have a low production threshold
Examples of Podcasts

JFK35
JFK Library Foundation

A Daughter’s Voice
Clyfford Still Museum

Texas Story Podcast
Bullock Texas State History Museum
What is a Blog

A blog is a website in which items are posted on a regular basis.
Why Blogs

Blogs:

- Have a low production threshold
- Have a worldwide reach
- Can provide more context or a deeper level of content
Examples of Blogs

Beyond Bones

Houston Museum of Natural Science

Texas General Land Office
Visual storytelling is a story told primarily through the use of visual media such as still photography, illustration, or video, and can be enhanced with graphics, music, voice and other audio.
Why Visual Storytelling

Visual stories:

- Have a low production threshold
- Bring stories to life
- Can provide more context or a deeper level of content
Examples of Visual Storytelling

Round Rock, Texas Page

Round Rock, Texas Video

Round Rock, Texas
Creating Visual Stories

- Identify interpretive goals
- Gather content
- Choosing story type
- Build the visual story
Creating Visual Stories - Interpretive Goals
Creating Visual Stories - Gather Content

Visual stories are visual based.

Think about the types of media you can include.

Use high-quality images or video.

Think about the story.
Creating Visual Stories - Story Type

Identify constraints

- Will you have an internet connection?
- Will you have a tablet? A touchscreen? A television?
- What does the physical space look like? Do you have seating?

You might set out to create a certain story type from the start

- Be willing to ask yourself if it is really the best format
Creating Visual Stories - Build the Story

Let’s talk about the page.

We figured out our story structure, gathered images, and got to work utilizing templates to create the story.
Creating Visual Stories - Build the Story

Split Screen

In the early 1800s, the Delaware Indians marked another trail through Central Texas known as the Double File Trail, so named because travelers could ride along it side by side.

Courtesy Texas Historical Commission.

Glideshow

Following the immigration of Anglo settlers to the region in the mid-1800s, Round Rock became a popular stop for crossing Brushy Creek at a distinctive round rock and a stagecoach line between San Antonio and Waco was routed through the town.

Courtesy University of North Texas Libraries, The Portal to Texas History.
Creating Visual Stories - Build the Story

Templates may need to be adjusted to make sure the interpretive goal isn’t lost in the technology.

A planned photo grid template was the wrong choice. The images were too detailed to be shown at once and the learning point was lost.

Technology is another tool.
Creating Visual Stories - Build the Story

Let’s take a look at the finished product.

Round Rock, Texas
Creating Visual Stories - Build the Story

Let’s talk about the video.

We figured out our story structure, gathered images, and modified the text into a script.
Creating Visual Stories - Build the Story

To create a video, images were inserted on the slides and narration for each slide was recorded.

Slide timing is adjusted automatically with the length of narration.
Creating Visual Stories - Build the Story

When writing your script, read it aloud. A sentence may look great on paper but sound strange out loud.

Speaking takes time. You will probably have to cut down your script.

You might find something hard to say when actually recording. Adjust!

Listen for flow in narration and vary the structure. A voice pattern can lose a viewer’s attention.
Creating Visual Stories - Build the Story

Let’s take a look at the finished product.

Round Rock, Texas
Build Your Own

Let’s get building!