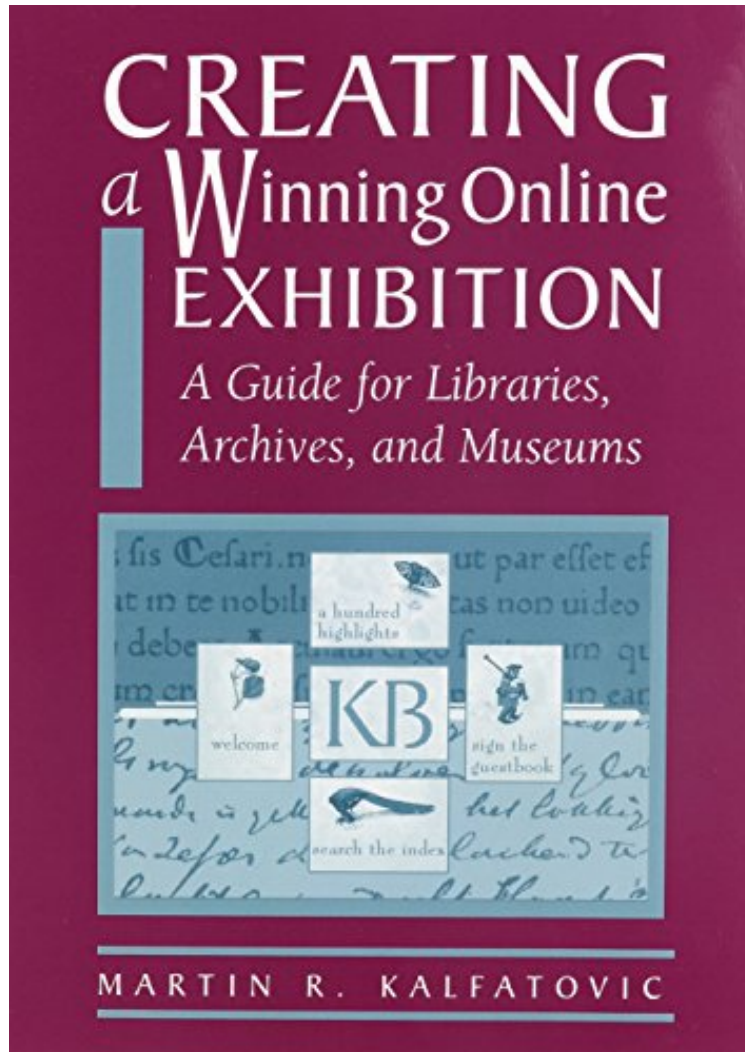


# Creating a Winning Online Exhibition: A Guide for Libraries, Archives, and Museums

*Martin R. Kalfatovic*

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**Martin R. Kalfatovic : Creating a Winning Online Exhibition: A Guide for Libraries, Archives, and Museums** before purchasing it in order to gage whether or not it would be worth my time, and all praised Creating a Winning Online Exhibition: A Guide for Libraries, Archives, and Museums:

2 of 2 people found the following review helpful. A good overview...By Jessica M. Parr This book is a good overview for non-webmasters who are faced with having to design a website. Although it was created specifically with online exhibits in mind, it includes some good foundation about design itself.

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 \*

..".offers excellent advice on how to develop, create, and launch a successful online presentation that showcases a special collection." "Those working on an online exhibit will find this book indispensable. It covers every aspect of putting together, as the title says, a winning exhibit... [A] must-have for any library considering exhibiting a special collection or archival items on the web." "What better way to learn than from guided examples, and this book provides many examples to follow for creating quality online exhibitions." ..".offers advice on selecting materials, developing a theme, and creating a narrative presentation, while keeping in mind broader goals like attracting users, increasing visibility, and showcasing the collection." About the Author Martin R. Kalfatovic is the Digital Projects Librarian at Smithsonian Institution Libraries where he oversees digitization projects including online exhibitions and digital collections. He is an adjunct faculty member at the School of Library and Information Science at the Catholic University of America where he teaches library automation and art and museum librarianship. Former editor of the LITA (Library Information Technology) Newsletter, he is a contributor to Information Imagineering and the author of Nile Notes of a Howadji and The Fine Arts Projects of the New Deal. Kalfatovic received his master's degree in library science from the Catholic University of America, Washington, D.C.