Build It Once: A Basic Primer for the Creation of Online Exhibitions

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While online exhibitions vary in complexity, basic tenets apply to the design of fluid, descriptive, and easily navigable displays. *Build It Once: A Basic Primer for the Creation of Online Exhibitions* explains these principles, as well as the basic structure for a flexible, easy-to-use exhibition format. Procedures describing how to design a simple format; how to create image and text files to populate the presentation; and how to develop handcrafted web pages used to display each item with its descriptive text or metadata are all included in this text. An overview of available technologies that can simplify and shorten the task is also provided.

Build It Once will help readers create a reliable and easily modified exhibition format that follows the best basic standards and practices. Designed for the staff member faced with the challenge of creating high-quality online exhibitions with limited exhibit experience, technical support, and resources, this book of practices will enable even the most neophyte user to create web presentations that are straightforward, well designed, and potentially award winning.

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