



Interactive multimedia & web

For exploration, learning, archives, community and marketing

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10 hints and tips from Footmark Media

1. Don't think you have to do everything on your own at the start!

Use a developer to help you create your brief, application for tender or grant application. A developer will help you with ideas, technology solutions, costings and how to write a tender brief which meets your needs and other developers will understand.

2. Ask your developer for guidelines.

Ask your developer to provide guidelines on how to submit information to them in the most time effective way. You don't want to waste your budget on simple things you could do in-house.

3. Do it yourself.

You do not need high resolution formats for photographs, images, video and audio if you are delivering via the web or computer, so you can save money by creating media content in-house.

4. Update in-house vs using your developer.

There are many pros and cons to doing updating yourself or using a developer. For websites where you need to change the site every day, you need to make multiple small text changes, or for a long running web project, using in-house updating may be the most cost-effective. For fixed term projects, or projects which only need occasional updates, using a developer frees up more of your initial budget to go on content and design. Ask developers for their costs for updating.

5. You don't have to have expensive programming.

Simple effects can often have greater impact or learning, and don't cost much to create. It only takes a little bit of out-of-the-box thinking to make impact!

6. Think in phases.

A website with interactives, multimedia, databases and community interaction does not have to be built in one go! In fact making changes to your site over time not only helps budgeting and sponsoring, but is useful for creating interaction with your audience, encourages your audience to revisit your site, and helps keeps your site noticed by search engines. Also don't wait until you have the budget for an all singing all dancing CD ROM or USB product, start small and your production costs will be low.



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7. Meet the needs of your 3 levels of visitor.

Visitors range from those with a casual interest and those who want to know more to enthusiasts and researchers. Taking an interactive approach to information delivery empowers all three types to choose the level of information they wish to receive and the way they want to receive it.

8. Think pre and post visit.

Pre visit information can encourage someone to visit and enhance their visit when they arrive. Think about how you can enthuse your visitor before they come, and what can you give them which will make their visit more meaningful. Think about how you can maintain a relationship with them once they have left.

9. Mix web with gallery installations or exhibits.

Using multimedia in galleries doesn't need to be in isolation even if you don't have web access onsite. Let your visitors get interactive both online and in the gallery.

10. Create products.

It is not expensive to create CD ROM / DVD, USB and E-book products which you can sell onsite or online. Whether your audience is schools, researchers or the general public, every museum has resources and expertise which they can sell to reach a wider audience and encourage learning.

Got a question about web or multimedia projects?

Ask Footmark!