



THE HEART
OF TEESDALE
LANDSCAPE
PARTNERSHIP

DIGITAL TOOLKIT



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Image provided by Microsoft Office Online

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Introduction

This digital toolkit and accompanying digital strategy were commissioned by *The Heart of Teesdale Landscape Partnership*, 2011 in preparation for a stage 2 Heritage Lottery Fund Application.

In preparing this toolkit, research with various groups in the North East of England was undertaken to establish what groups wanted from digital technology. Various needs were identified by the research and the aim is that this toolkit will act as an introduction to the areas that the research highlighted. With a programme of training and support, it is hoped that some Heart of Teesdale projects will integrate technology into their delivery.

The toolkit is a working document for projects and partners involved in *The Heart of Teesdale Landscape Partnership*. The Partnership aims for its projects and partners to add to the document as technology, experience and knowledge develop.

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Web Standards

The Web Accessibility Initiative (WAI) develops strategies, guidelines, and resources to help make the Web accessible to people with disabilities. This can include information in a Web page or Web application such as text, images, forms, sounds. This is normally relevant to people creating content for the web and asks us to consider technology that can be accessed by all. Using software that can only be accessed by a mouse for example, can hinder people using speech recognition software.

The World Wide Web Consortium (W3C) Web Accessibility Initiative website provides key information on:

- The basic principles of Accessible web design:
<http://www.w3.org/WAI/WCAG20/glance/Overview.html>
- Checking if your existing website is Accessible:
<http://www.w3.org/WAI/eval/preliminary.html>
- Quick Tips for creating Accessible web sites:
<http://www.w3.org/WAI/quicktips/>

More Advanced Information

- What is Web Accessibility?
<http://www.w3.org/WAI/intro/accessibility.php#i-what>
- Involving Users in Web Projects for Better, Easier Accessibility:
<http://www.w3.org/WAI/users/involving>
- How People with Disabilities Use the Web:
<http://www.w3.org/WAI/intro/people-use-web/>
- Web Content Accessibility and Mobile Web:
<http://www.w3.org/WAI/mobile/>

- How to meet Web Content Accessibility Guidelines (quick guide):
<http://www.w3.org/WAI/WCAG20/quickref/>
- Tools to assess if your website is Accessible – choose from a wide range:
<http://www.w3.org/WAI/ER/tools/complete>

There is a lot of additional and academic information on this website if you are at a more advanced stage of web development. Indeed some of the above goes into a lot of detail. I have therefore split the above information into two levels and finish with two links that are really aimed at those creating websites.

Tyne and Wear Archives and Museums have created a guide to producing Accessible Information in Electronic Formats. A PDF of this document can be found on the Renaissance North East Website under printed information or by following this link:

[http://www.mla.gov.uk/what/programmes/renaissance/regions/north_east/~media/North_East/Files/2010/Accessible%20Information%20Guidelines/TWA_M_AccessGuide_Online.ashx](http://www.mla.gov.uk/what/programmes/renaissance/regions/north_east/~/media/North_East/Files/2010/Accessible%20Information%20Guidelines/TWA_M_AccessGuide_Online.ashx).

You will need Adobe Reader to view, please follow this link <http://get.adobe.com/uk/reader/> to download if you do not have this.

Use of Plain English

Plain English is the process of writing in simple language so that it is easy to understand. You can pay to have documents checked to see if they use plain English but this can be costly. If you wish to create your own documents in plain English, The link below gives some simple guidance on this:

<http://www.plainenglish.co.uk/crystal-mark/about-the-crystal-mark/the-crystal-mark-standard.html>

Accessible Information

MENCAP have produced the following information on making information clear:

<http://november5th.net/resources/Mencap/Making-Myself-Clear.pdf>

Tyne and Wear Archives and Museums have produced the following printed information guidelines for their staff:

[Printed Information: Accessible Information Guidelines](#)

Alternatively this can be sourced by searching for the printed information section of the Renaissance North East website.

This guide is a PDF and therefore you will need *Adobe Reader* to access. Click here: <http://get.adobe.com/uk/reader/> to download this programme if you do not have this.

Creating a Web Presence

If you want to create a project that you want others to view, it is recommended that you have an online web presence. The level of presence is up to you but the following are some suggestions:

Listings on other Website

Communigate - <http://www.communigate.co.uk/ne/>

This is a website that lists different groups including Groups and Societies and charities on its site. You decide the category under which to register your group but there is one for *Countryside Groups*. There is the option to provide a link to your own website if you have one. Some groups have more information than others but the basics would a description and your logo. If you upload photos then this is more likely to attract attention.

Guidestar- <http://www.guidestar.org.uk/Default.aspx>

If you are a registered charity, you can upload your information to this website so that potential funders etc can find you. From December 2010 you need to register in order to update information which you can do by following this link:

<http://www.guidestar.org.uk/Registration.aspx>

Some of the information is taken from the Charities Commission, but the website also imports the following information:

Name

Mission statement

Charity number

Contact details (location also displayed on Google maps insert)

Classification

Activity type

Charity beneficiaries

Financial figures

Contacts

Community Information Online-

<http://www.durhamcommunity.info/CIO/usp.nsf/pws/CIO+-+Homepage?open>

Run by Durham County Council, this is another way of getting your information into the public domain

Commissioning a Website

If you want to commission your own website for the development of a project a toolkit exists to prepare you for this experience and other digitisation commissions. This toolkit was originally prepared for Libraries, Archives and Museums but is applicable <http://www.discs-uk.info/toolkit/index.php>

Getting British Business Online

If you wish to host your own website, this partnership between *Google* and *Yola* is providing businesses with a free website for 1 year. The following is available as part of this package and your site could be live in 15 minutes:

- FREE.co.uk domain for 1 year
- FREE easy-to-update website for 1 year (templates including those for online shops)
- FREE email address @yourdomain
- FREE support
- Ability to support images and video on your site

Although you have to give credit card details to prove that you are registered in the UK, no payment will be taken from your account at the end of the year and you can therefore walk away from the site if you wish (you would lose your unique email address however).

Social Media

Flickr

You need to set up an account to start uploading your photos but you can do this through your *Google* and *Facebook* accounts if you already have these.

Flickr can do the following:

- Post your photos and allow whoever you want to comment.
- Have hover over notes on the photo to explain.
- Create favourites and allow others to do the same.
- Tag people in your photos for your reference, and so they can see what you've posted.
- categorize your photos with tags and to help others find them in searches
- invite friends to search your photos and create guest passes when they do not have an account
- connect your *Flickr* account to your other social media accounts
- Create *Flickr* 'badges' and slideshows that can be embedded on your website
- You can upload using:
 - Mobile phones
 - Your email
 - From your *Flickr* browser
 - From the *Flickr* desktop application
- *Organizr* allows you to label, tag and organise your photos on the web
- Maps can be dropped and dragged and tagged with photos
- Public collections' archive photos can be added for comments under *Flickr Commons* principles which aim to add public knowledge to the photos contained
- You can edit photos in *Picnik* from the *Flickr* site by clicking on the 'actions' menu from a photo's main page.
- For help with *Flickr* search for your issue on the following pages:
<http://www.flickr.com/help/forum/en-us/>

Other photo sites include: *Kodak Gallery*, *Photobucket*, and *Webshots*

For advice on creating good quality images including photographic permissions visit: <http://www.discs-uk.info/downloads/index.php>

Facebook

The preferred method of keeping in touch for Young People and increasingly older people. It's like a notice board for events but needs to be kept fun and friendly!

If you already have a personal account, you cannot set up a business account as this is against *Facebook's* rules, you can however set up a business page.

- On the left hand side click on 'create a page', click on the tab that you feel best suits your organisation and get started.
- You can upload images, invite your friends to view your page
- You need 25 fans before your page can have a username to help it be found via a web search
- Be careful about security settings – don't put up too many details if your profile is public as these can be used by others
- You can link from your webpage to your *Facebook* account but this varies for each website, conduct a search for your site to see how to do this
- When posting a comment the most important thing to remember is that this is an engagement tool, not an advertising billboard. Create posts that engage subscribers in dialogue rather than giving them the hard sell. This is information that they will want to comment on as they have an ownership of or interest in
- If you want to tell people about an exhibition add some enticing pictures and a short description to encourage them, do not tell them they have to attend and how much it costs
- Only post information and images you have permission to use
- To subscribe to *Facebook*, follow this link: <http://www.facebook.com/>

Twitter

Is an instant social networking site which allows you to send short blogs around the question 'what are you doing?' The responses are like short text messages and are restricted to maximum of 140 characters. These are known as 'tweets' and can be sent to friends or 'followers'.

Celebrities such as Stephen Fry have become large 'tweeters' with thousands of 'followers' that they would never actually meet. People 'follow' such celebrities as it allows them to have an insight into the lives of the celebrities at any point in time. If using *Twitter* for your website, this is the opportunity to keep people up to date with your project at any point and if you don't do so, you may lose followers so consider if this is the best social media interaction for you and if you can maintain this level of contact. An increasing number of people are using mobile devices to 'tweet' however this can also be done from the website.

You need to find project and people with similar interests and 'follow' these people in the hope that they see your interest and decide to 'follow' you back.

For information on how to use and set up your *twitter* page visit:

<http://tweeter.net.com/>

Myspace

This website was the main Social Networking Site in America until 2007 when it was largely overtaken by *Facebook*.

The Focus of *Myspace*, now rebranded as *My* , has a strong emphasis on music as well as a topic, video and games tabs for members to add their material to. The site is aimed at a younger audience and its music-focus rebrand has been an attempt to remove the site from direct competition with *Facebook*. It would therefore be appropriate to use this site as your form of Social Media advertising if the project is music and young-person orientated.

You can 'connect' into *My*  using a *Facebook* account on the home page or creating a new account. Visit: <http://uk.myspace.com/>

LinkedIn

LinkedIn is a business to business contact and allows users to add their career history etc. This is professional contact and not for day-to-day social interaction. The basic version is free and there are various upgrade packages.

In their own words:

LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.

For more information on the advantages of using *LinkedIn*, visit the following page: <http://learn.linkedin.com/what-is-linkedin/>

To create a *LinkedIn* account as a way of conversing with other projects, visit: <https://www.linkedin.com/reg/join?trk=learnjoin>

Blogs

The word 'Blog' originates from a blend of the term 'web log'. A 'Blog' can be a website or part of a website and are usually interactive, allowing visitors to leave comments. 'Blogs' are a good way of getting communities involved in a project but do need constant attention to check the suitability of comments that are being left on the site.

'Blogs' can be used to leave comments, descriptions of events, links to other websites, video, images and graphics. Comments on 'Blogs' are left with recent activity at the top. Many websites have 'Blog's embedded in them.

There are over 150 million public 'Blogs' in existence.

Top Blogging Sites

Tumblr is an easy to use micro blogging site that enables you to email your blogs as well as post anything including slideshows. Visit: <http://www.tumblr.com/> to get started.

Blogger is a *Google* operated site. You will need to have, or set up a *Google* account for in order to operate. There is no software to download for this site so will be better for those using an old computer with little memory remaining. Visit: <http://www.google.com/blogger> in order to achieve this. In three simple steps you create an account, name the blog and choose a template to use.

WordPress is a Microsoft owned blogging platform which also allows publishing and the use of content management systems. You do need to install free software to install this application
Visit: <http://www.microsoft.com/web/wordpress>

Posterous simple to use blogging site which can include *You Tube* video an updates via email as well as links to your social media sites. You can subscribe to RSS feeds.
Visit: <http://blog.posterous.com/>

New Ways of Using Social Media

TweetDeck

A new way of updating *your Twitter, Facebook, MySpace, LinkedIn, Foursquare, Google Buzz* from one place. Visit: <http://www.tweetdeck.com/desktop/>

HootSuite

Another application that allows you to update all your social media in one place including from your mobile phone. Displays statistics on your success and allows you to pre-programme when updates will be posted. Visit: <http://hootsuite.com/>

SoundCloud

A way of uploading your sounds and creating a conversation around these. You don't need to worry about the format as the website will do this for you. Visit: <http://soundcloud.com/tour/> to find out more and <http://soundcloud.com/> to sign up

Foursquare

This social media application works on interactive phones and you need either *Facebook* or *Twitter* to find where your 'friends' are and what they are doing. Check in to locations and find out what is around you and feedback on your experiences. As a business you can create *Foursquare* pages to engage with your visitors. Visit: <https://foursquare.com/>

Ning

A way to create your own, personalised social networking site which incorporates the features of lots of other social media sites including fundraising. This resembles a website but has the community feel due to the need to sign up to an account to view. A 30 day trial exists after which a fee is payable. Visit: <http://www.ning.com/> for more information

Crowdfunding

'Crowdfunding' describes people who network and pool their money and other resources together, usually via the Internet, to support efforts initiated by other people or organizations. This can be for any variety of purposes, from disaster relief to funding a startup company or small business or creating free software. Different sites have different specialities but include the following: *Kickstarter, IndieGoGo, RocketHub, FundBreak, WeDidThis, We Fund, and Crowdfunder*

<http://www.kickstarter.com/>

<http://www.indiegogo.com/>

<http://www.rockethub.com/>

<http://www.pozible.com.au/>

<http://wedidthis.org.uk/>

<http://www.wefund.co.uk/>

<http://www.crowdfunder.co.uk>

Online Event Management

Eventbrite

Eventbrite provide the following services and will advertise one of your events if this is free to attend:

- Directions to an event
- Promoting events on social media
- Ways of sourcing other local and world-wide events

Publishing an event

- First create an account. You do not need to add our address to do this, name, email address and password will suffice
- Create an event using the create button on the top toolbar (when this opens it can open near the bottom of the form and you may need to scroll up).
- Stage 2 of this form needs careful consideration as this generates the ticket, you will need to know how many tickets you can offer, price (only free if event free remember). Make sure you click on 'advanced options' as this is the detail for the ticket
- upload your logo if you have one
- Stage 4 be careful to select correct time zone Greenwich mean time
- Stage 8 – set privacy. You can select the event so everyone can see, attendees can share with friends on social media sites, event is invitation only (remember to choose attendees once published if choosing this)
- Publish your event
- Once printed you can create name badges, email attendees, create an attendee list, create an option for a waiting list

Online Surveys

SurveyMonkey

- *SurveyMonkey* can be used to create an online survey.
- The free version of this software will allow you to create a survey containing up to 10 questions.
- By using the following link, you can access the 'Frequently Asked Questions' part of the site including:
 - How do I create a survey?
 - What are the features of a basic account?
 - What types of questions can I add to my survey?
 - *SurveyMonkey* user Manual
 - <http://help.surveymonkey.com/app/home/>
- To get started with *SurveyMonkey*, visit: <http://www.surveymonkey.com/> and click on the 'sign up Free' button. You do not have to enter any bank details for the basic account.

Other Software of this Type

Kwik Surveys

- Says 100% free (fee for upgraded support)
<http://www.kwiksurveys.com/>

Smart-Survey

- Free trial
- <http://www.smart-survey.co.uk/>

Survey Gizmo

- Free trial available
- <http://www.surveygizmo.com/>

Cloud Computing

'Cloud Computing' can range from low-level services such as basic network and storage provision, to high-level services such as complete business process automation and standard applications over a network without any consideration for physical presence, hosting, or other maintenance concerns. This is where it gets the name 'cloud'.

SlideShare

SlideShare is a way to share presentations, documents and professional videos. It claims to have 50 million monthly visitors and 90 million page views and believes it is amongst the most visited 250 websites in the world. Besides presentations, SlideShare also supports documents, PDFs, Videos and Web-based seminars. You can log in with a *Facebook* account or create your own account by visiting: <http://www.slideshare.net/> and click 'Get a Free Account'.

Windows Live Mesh 2011

If you have a *Windows Live* email account you can access your documents, photos, and other files up to date on all your computers, whether PC or Mac. When you sync a folder, your latest files are right at hand even if you're working offline at the time. You can also sync folders on *SkyDrive* synced storage, so you can go to the 'Windows Live Devices' website to access them on the web from any computer. For more information visit: <http://explore.live.com/windows-live-mesh?os=other>

Audio Files and Podcasts

Audio Files

Audio files can be uploaded and hosted on your website for visitors to download onto their phones and smart devices. The file format required for this is MP3, a compressed file accessible on most phones.

Recording files

It is best to get as much of an audio file recorded in one go as possible as this makes it easier to edit. The format for recording audio files needs to be 44,100 slices / second in 16 bit stereo which will produce good quality sound. It is good to use a quality audio recorder such as *Edirol* which can be saved onto flashcards and simply imported into your computer. For help with recording files with an *Edirol* recorder visit: <http://www.mylearning.org/digital-storytelling--recording-equipment-and-editing-in-audacity/p-/resource/1532/>
These recorders cost around the £300 mark.

A free toolkit for working with Audio / Visual files is available from the South East Museums Libraries and Archives Council. Click here to access this file: <http://www.discs-uk.info/downloads/index.php>

Editing files

A free programme for editing files is *Audacity* which is available for both Macs and Windows. You can find out how to edit in *Audacity* by visiting: <http://www.mylearning.org/digital-storytelling--recording-equipment-and-editing-in-audacity/p-/resource/1532/>
These files are pitched at a simple level and therefore should be accessible.

To download *Audacity* for Windows visit: <http://www.download-audacity.com/>
To download *Audacity* for Macs visit: <http://audacity.sourceforge.net/download/mac>

Other editing programmes: for Windows *Free Studio*, for Macs http://download.cnet.com/Apple-GarageBand/3000-2170_4-46458.html
(do not perform the scan before downloading)

[SoundCloud](#) which is mentioned elsewhere in this document is a free way of uploading audio files.

Podcasts

A Podcast is a way of receiving audio content over the Internet. The name is a combination of '*Broadcast*' and '*iPod*'. A podcast is downloadable and can also display video footage (video Podcasts), web-links and images (enhanced Podcasts). You 'subscribe' to a Podcast so it lets you know when updates are available. You can choose to automatically download this content if you wish or manually decide which 'episodes' to download.

Once downloaded, you can play your content wherever you like. Podcasts can be played on PC or Mac and even on an MP3 / MP4 players such as an iPod.

A Podcast can be downloaded and played by using basic software like *iTunes* which also has a huge Podcast Directory featuring many different areas. This software is free for both Mac and Windows. Podcast's can be downloaded from hundreds of different websites and directories on the internet. Podcasts are free to download.

To download *iTunes* visit: <http://www.apple.com/itunes/download/>

To access free software to publish your Podcasts visit:

http://www.podbean.com/start-podcast?sourceid=goog_66

For more information on creating a Podcast visit: <http://www.how-to-podcast-tutorial.com/13-basic-podcasting-software.htm>

The main kinds of material being Podcast include:

- Radio shows
- Comedy shows
- News Reports
- Music Charts and Reviews
- Business Seminars and Conferences
- Business Tips
- Educational Classes and Workshops
- Training and Coaching
- Guided Tours

Video

Video Creation

With the new generation of flip cameras which cost around £70 it is easy to capture video and download this to your computer using the USB terminal. These cameras are 'You Tube' ready so can be easily uploaded to 'You Tube' and 'Facebook'.

A simple guide to using flip cameras can be found here:

<http://www.dummies.com/how-to/content/how-to-record-video-with-a-flip-video-camera0.html>

In terms of creating video that is of a suitable standard for publishing, if you can, set the record mode to 44,100 slices / second and select 16 bit stereo. This will keep all material standardised to a similar level.

A free toolkit for working with Audio / Visual files is available from the South East Museums Libraries and Archives Council. Click here to access this file: <http://www.discs-uk.info/downloads/index.php> (forms at end of publication)

- Before commencing a project, ensure that you have asked participants to give their permission to filming and publishing their work on your website. Without this written permission you will have wasted your time. Make sure that you have addresses of participants
- Ensure that you tell participants where their film will be kept, how long for and any other websites that it may appear on before commencing i.e. Heart of Teesdale and *You Tube*
- Ensure that you have photographic and video permission agreed to in writing and that parents have signed permission for children under 16.
- Make sure that children cannot be identified in video by their uniforms and do not publish names and photos together or other information where children or vulnerable adults can be identified
- Ensure that any film you make that uses other film and images is copyright free so that it is not infringing copyright regulations (i.e. film and images belong to the person being filmed)

- If you can produce a form for the participant to complete which asks them to describe their film and tag it, this may save you a lot of time when publishing films to the web.

Digital Storytelling

Digital Storytelling has become popular in recent years. Perhaps the biggest digital storytelling project in the World has just collected over 500 stories in the North East of England. *Culture Shock* aims to break down barriers and challenge cultural stereotypes. To find out more and to view some of the stories visit: <http://www.cultureshock.org.uk/home.html>

A digital story is around 3 minutes in length and contains an audio track over a slideshow of images, sometimes animation is introduced. The *Culture Shock* project used *itunes*, *audacity*, *imovie* and *iphoto* to create and edit stories on a Mac. For PCs, *Photostory3* can be used. Most importantly if you wish to use your stories, ensure that you are using images that are copyright free and that the participants have given you written permission to publish their stories.

For information on using *Photostory3* including editing click here:

<http://www.mylearning.org/gallery-files.asp?type=3&journeyid=476>

To download *Photostory3* click here:

<http://www.microsoft.com/downloads/en/details.aspx?FamilyID=92755126-a008-49b3-b3f4-6f33852af9c1>

To read about using *Audacity* click [here](#)

Animation

If you would like to produce animation to add to your story, *MonkeyJam* is free software for Windows. This works by taking lots of images using the camera and then joins these together into a video. You will need a web cam and material to animate. This software is simple to use but it is better to have a fast computer. Visit: <http://monkeyjam.en.softonic.com/> to download.

Video Uploading

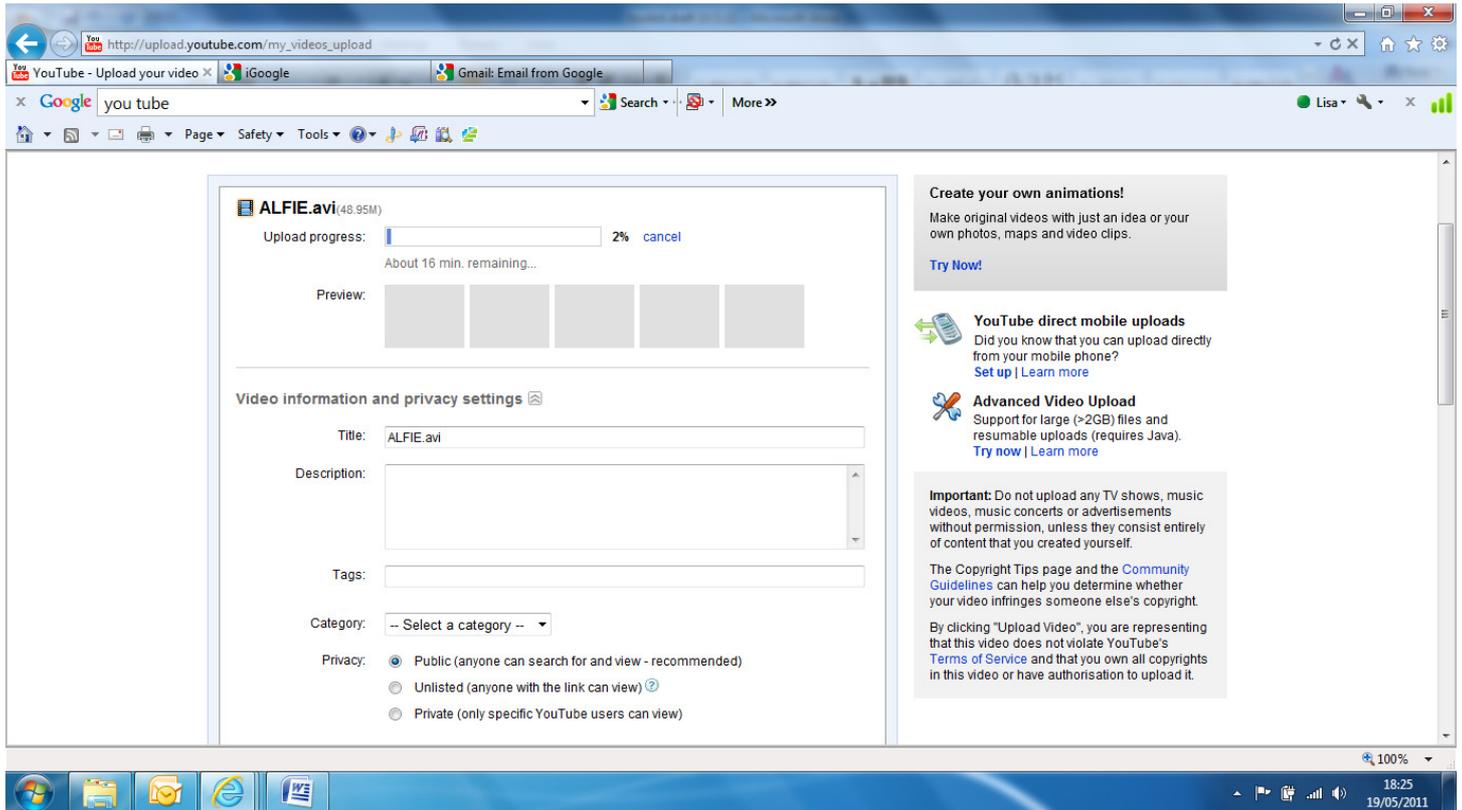
You Tube

Now owned by Google, this is the biggest holder of online video content. As they host the file for you, and it is embedded on your website, you don't need to worry about the space this takes up. It is good to have a backup of the file somewhere for future reference.

The maximum file size for uploading to You Tube is 2GB (large) and your video clip cannot be more than 15 minutes in length. If you are getting near to 15 minutes in length, start another video. You can edit video in You Tube Editor but you need to upload the video first. You can find a video of how to upload video to You Tube by following this link or follow the instructions below:

<http://www.youtube.com/watch?v=9w-gQAwS2uc>

- You firstly need to create an account with You Tube or Use the Heart of Teesdale account if one is set up. Follow this link: <http://www.youtube.com/> and click on 'create account' button at the top to create an account.
- Once you have an account, click on the 'upload' link on the top bar of the site and you can 'upload video', 'record from a webcam' or upload mobile phone footage (click on tab on right hand side of screen)
- Please be careful that you have checked that you have the correct permissions to upload your video by following the links to 'terms of service' and 'copyright' on this page
- You then need to label your video (please allow lots of time for uploading as this is slower than downloading files e.g. 48mb was going to take 20 minutes) See the screen captures below for information on what you need to complete:
 - You need to give the video a title
 - A description of the film for 'You Tube' subscribers to read
 - Tags – these are important as they are the words that people will type in to search for your video



- Select a category
- Privacy – select ‘unlisted’ originally if you want to use ‘You Tube Editor’ to edit your film otherwise select ‘public’ to get most exposure
- Click on save changes
- You can then choose to publish to a website (URL) by typing in the page where you want this to appear
- Embed a video – once your video has been uploaded you can embed this using the code published to the right hand side of your video. In this way it can appear on your website.

You Tube Editor

- Visit <http://www.youtube.com/editor> to use this programme, your uploaded videos should already be in the top box
- Drag your video into the box below, next to the film symbol 3 buttons will then appear over the top over the video so that you can trim, add special effects or rotate.
- Click on the action you require then press play on the screen that appears

- Decide on the part you want to keep and pull the first bar in up to the start of the bit you want to keep.
- Pull the bar in at the other end so that this cuts out the end of required film.
- If you have a bit of film you want to delete from the middle, you'll have to pull the original clip in to the bottom bar twice, edit the ends of each segment of the film you want and then it will join together.
- Press save and then publish if you are happy
- Other video sites include: *Vimeo, Metacafe, eHow*

Viewing your Video files

MP4 players which can take memory cards can be purchased for approximately £40. Video files can be downloaded onto these players and used for trails etc. These are not however WiFi enabled.

iMovie (Mac)

This programme should come with an Apple computer and allows you to edit film and images follow this link for more information on what the upgraded version can do: <http://www.apple.com/ilife/imovie/what-is.html>
Visit: <http://support.apple.com/> and search for '*iMovie*' to download the correct update for the version that you have installed.

Video Conferencing and Web Cameras

Video Conferencing

- Videoconferencing uses audio and video to bring people at different sites together for a meeting over the internet.
- Point-to-point conversations can simply be a conversation between two people in private offices.
- Multi-point conversations involve more than one person in large rooms at different sites.
- Videoconferencing can also be used to share documents, computer-displayed information, and whiteboards.
- All schools in County Durham have the equipment to conduct multi-point video conferences. In order to ensure that you don't lose a connection during a video conference you need to book a meeting, most people use a system called *Ja-net*.
- If you would like to access everything you'd need to know about video conferencing including the equipment you may need, follow this link to *Ja-net* for advice and downloadable factsheets:
<http://www.ja.net/services/publications/videoconferencing-publications.html>
- For information on how video conferencing has been used in the North East and for details of video conferencing events and equipment visit *The Northern Grid for Learning* here:
<http://www.ja.net/services/publications/videoconferencing-publications.html>

Web Cameras

To publish a live webcam feed follow this link to understand the process (you need to scroll down a little):

<http://tech.blorge.com/Structure:%20/2007/03/07/setting-up-your-own-live-video-feed/>

You will need a broadband connection a camera and *Windows Media Encoder* which you can download here:

<http://www.microsoft.com/downloads/en/details.aspx?FamilyID=000a16f5-d62b-4303-bb22-f0c0861be25b>

Interactive Whiteboards

These are increasingly being used in schools. There are two main types of interactive whiteboards with their own software - *Promethean* and *SMART* boards. Unfortunately the software is only available if you purchase a board however different file formats, particularly *PowerPoint* presentations can be accessed from boards. The internet is also available interactively from the boards.

'Interactive whiteboards' consist of a whiteboard with software connected to a server and the internet along with a projector to project onto the screen from the computer. Pens and tools are virtual and do not actually write onto the boards.

For case studies of how the boards can be used you can visit the *Northern Grid for Learning* at:

<http://www.northerngrid.org/index.php/search?q=whiteboards>

There are also options for purchasing voting software which as well as being fun for pupils, allow teachers to gather responses to closed questions and analyse the results. For case studies of how these have been used visit:

<http://www.prometheanworld.com/server.php?show=ConWebDoc.81>

Open Source Software

Google Gadgets

As the major internet browser, Google have gone on to produce a wide variety of gadgets for the internet, many of which are free to use. The applications, use and links are listed below:

Google Chrome – <http://www.google.com/chrome> Web browser

N.B. Other web browsers include Safari, Firefox and Internet Explorer

Google Desktop <http://desktop.google.com/>

The program allows text searches of a user's e-mails, computer files, music, photos, chats, Web pages viewed, and other "Google Gadgets".

Google Earth <http://www.google.com/earth/index.html>

This is a virtual globe, map and geographical information program. Using the superimposition of images obtained from satellite imagery, aerial photography and GIS 3D globe it maps the earth.

The software was made available for mobile viewers on the *iPhone* in October 2008. It is a free download from the *App Store*, and is available to Android users as a free app on the *Android Market*. *Google* has added the imagery from the *Google Earth* database to their web-based mapping software, *Google Maps*.

Gmail <https://mail.google.com/>

Free webmail

Google Pack http://pack.google.com/intl/en-gb/pack_installer.html

- *Google Desktop*
- *Google Apps* – Gmail, calendar, docs
- *Picasa*, a photograph organizer and editor
- *Google Toolbar for Internet Explorer*
- *Google Earth*, an electronic globe
- *Skype* – phone calls over the net
- *Google Chrome*, a free web browser developed by *Google*

Google Picasa <http://picasa.google.com/>

Picasa is an image organizer and image viewer for organizing and editing digital photos, plus an integrated photo-sharing website. For organizing photos, *Picasa* has file importing and tracking features, as well as tags, facial recognition, and collections for further sorting. Several basic photo editing functions are available as well as slide shows and image timelines.

Google SketchUp <http://sketchup.google.com/>

SketchUp is a 3D modelling program designed for architectural, civil, and mechanical engineers as well as filmmakers, game developers etc The program is designed for ease of use and allows placement of models within *Google Earth*.

Google Maps <http://maps.google.co.uk/>

Web mapping service including directions

Google Scholar <http://scholar.google.co.uk/schhp?hl=en&tab=fs>

Search for articles, patents and legal opinions and journals

Google books <http://books.google.co.uk/bkshp?hl=en&tab=ep>

Including reviews and where to purchase books and expanding free e-books section

Google Analytics <http://www.google.com/analytics/>

Way of keeping track of the way your website is being used. Difficult to interpret

Google Translate <http://translate.google.co.uk/?hl=en&tab=eT#>

Translate from and to different languages

Google Docs <https://docs.google.com>

Upload whole documents onto the web as a way of storing these

Google Reader <http://www.google.co.uk/reader/view/?hl=en&tab=Ty>

Google Reader helps you find and keep track of interesting stuff on the web. You can subscribe to your favourite websites, see what your friends are sharing, and keep up with what's popular. New content comes to your *Google Reader* when it's posted, so you don't need to visit individual sites

Google Groups <https://groups.google.com/grphp?hl=en&tab=Tg&pli=1>

A way of setting up different social networking groups and seeing what else exists

Free Studio (for Windows)

As you can imagine from the title, it's free. The following description of this software is taken from the website: <http://www.dvdvideosoft.com/free-dvd-video-software.htm> Please be cautious that you download 'Free Studio' and not *DVD Videosoft's* paid for programme (do not give credit card details to ensure this). When clicking through to download, (takes you through to CNET), do not complete the free scan for windows errors as this takes up unnecessary time and space on your computer. These programmes take up approx 64MB space on your computer if downloaded as a bundle so may not be suitable for older computers with little memory. Alternatively click on the individual programmes below and this will take you to the download section for the selected programme.

Description

New *Free Studio Manager* is an all-in-one package for programs. It contains 8 sections to bundle all free multimedia applications, developed by *DVDVideoSoft*. With this free software you can convert video and audio files between different formats and to iPod, PSP, iPhone, BlackBerry and all popular mobile phones and devices; burn and rip DVDs and audio CDs; upload and download YouTube videos and music to your computer, iPod, PSP, iPhone and BlackBerry; perform basic editing of audio and video files as well as record videos and make snapshots.

[Free Image Convert and Resize](#), [Free Video Dub](#), [Free Audio Dub](#)
[Free Video Flip and Rotate](#)

[Free YouTube Download](#), [Free YouTube to MP3 Converter](#), [Free YouTube to iPod and PSP Converter](#), [Free YouTube to iPhone Converter](#), [Free YouTube to DVD Converter](#), [Free YouTube Uploader](#), [Free Uploader for Facebook](#)

[Free Video to Android Converter](#), [Free Video to Apple TV Converter](#), [Free Video to BlackBerry Converter](#), [Free Video to HTC Phones Converter](#), [Free Video to iPad Converter](#)

[Free Video to iPod Converter](#), [Free Video to iPhone Converter](#), [Free Video to LG Phones Converter](#), [Free Video to Motorola Phones Converter](#), [Free Video to Nintendo Converter](#)

[Free Video to Nokia Phones Converter](#), [Free Video to Samsung Phones Converter](#), [Free Video to Sony Phones Converter](#), [Free Video to Sony Playstation Converter](#), [Free Video to Sony PSP Converter](#), [Free Video to Xbox Converter](#)

[Free DVD Video Converter](#), [Free Video to DVD Converter](#), [Free Video to Flash Converter](#)

[Free 3GP Video converter](#), [Free Video to MP3 Converter](#), [Free Video to JPG Converter](#)

[Free Audio Converter](#), [Free Audio to Flash Converter](#)

[Free DVD Video Burner](#), [Free Disc Burner](#), [Free Audio CD Burner](#)
[Free Audio CD to MP3 Converter](#), [Free Screen Video Recorder](#)

[Free 3D Photo Maker](#), [Free 3D Video Maker](#)

GPS

The 'Global Positioning System' (GPS) is a space-based global navigation satellite system that provides location and time information on or near the Earth, where there is an unobstructed line of sight to four or more GPS satellites

There are several new technologies that encompass GPS technology using mobile devices and some examples can be found below. To engage in commissioning GPS based technologies it may be worth visiting:

<http://www.discs-uk.info/toolkit/index.php>

Geocaching

'Geocaching' is a new 'treasure hunt' hobby which relies on the Internet, GPS, and peoples' interest in the outdoors. This started in May 2000, in the USA. Now hand-held GPS devices will pinpoint your position and guide you to within a yard or two of the hidden geocache. These geocache positions are on the Net.

The majority of 'Geocachers' simply search for 'geocaches' planted by others. Some 'Geocachers' will hide a container in an interesting location (historical, scenic, personal importance), and will post the GPS coordinates to a Geocaching web site page. The page will include the latitude longitude coordinates, a cache and terrain difficulty level, and a description of the area and/or container contents along with a guide of things to do in the area.

The contents of a 'geocache' will change, as people visit it, take things out, and put other things in. Many include an instant camera, so that visitors can take a picture of themselves in the area. Other items might include pocket money priced toys to appeal to a wide audience.

To find out more about 'Geocaching' visit <http://www.geocaching.com/>

Digital Trail Guide

A DTG is a handheld touch screen computer that acts as a personal audio-visual guide to a trail (not a mobile phone device). You can explore the landscape surrounding the specified trail in a new way by listening to audio stories and

watching animations about the history of the area. There are also images to help identify trees, plants and animals, and GPS technology to track your location along the trail.

There can be a number of special GPS 'hotspots' positioned long the trail - as you walk into each of these special areas a digital animation and audio story will automatically play on the handset.

For an example of this type of technology in action visit:

<http://www.nerochescheme.org/infoOnTheMove.php>

Examples of companies who may produce this type of software can be found by clicking here however the development of 'Apps' may be superseding this type of technology:

http://www.museumsandheritage.com/exhibitors/index.php?option=com_exhibitors&Itemid=48&filter=Audio+Guides+and+Tours&Submit=Submit

Foursquare

This software has already been mentioned with the social media section of this website. Click [here](#) to move to this section

OOKL

OOKL is a free way to publish content that drives visitors to venues. It can be used to learn about objects, plan events follow trails and purchase items online. The site is completely free to venues but you can purchase a number of additional premium services if you wish. A mobile phone app is also available.

Any organisation that delivers cultural experiences to the public can sign up to *OOKL*. This includes museums, historic houses, park, river etc. Additionally tours around town centres can also be supported. To find out how to engage with *OOKL*, visit: http://www.ooklnet.com/web/limited_access.php

Create-A-Scape

This is really simple software aimed at children that allows them to create 'mediascapes' with images, maps, sounds etc triggered at certain points on an allocated landscape. Everything that you may need to create a 'mediascape' can be downloaded from the website including the software. This would be a good way of developing simple material yourselves or a way of engaging Young People in the project. Visit: <http://www.createascape.org.uk/home.html>

QR Codes

A QR or 'Quick Response' code is a specific two-dimensional code which can be read by dedicated QR barcode readers and camera phones. The code is a black pattern arranged in a square on a white background. Text, Web and other data can be encoded into the QR code. Some museums are now producing these for Smart Phone users, leaving at specific points in a gallery. You do not need a GPS device but do need a phone with an internet connection to access the translated code.

To see this in action visit: <http://www.bbc.co.uk/programmes/b011f1g2>

You can create your own simple QR codes for free one example of such a website is: <http://www.qrstuff.com/> As well as allowing you to create content this site tells you everything you need to know including where to get the software for your phone.

Creating Apps

What is an App?

Web applications (web apps) — combine Multi-Touch technology with the power of the Internet. You can easily flick through news, play games with a finger tap, and quickly check movie times, train schedules, and blogs.

There are three main types of application, these all use different platforms and are not interchangeable. Therefore if you are considering commissioning an Application, ensure that you are sure of your audience and the platform that they use.

There are the following platforms:

Android by Google: <https://market.android.com/apps>

Apple (iPod and iPhone) www.apple.com/webapps

Microsoft (relatively new)

<http://www.microsoft.com/web/gallery/categories.aspx>

You can submit your own Apps to each of the platforms but there is a large amount of work involved and it therefore may be worth commissioning someone to do this for you.

Some of the types that Apps that may be produced include 'augmented reality'; integrating features such as photos with *Google maps*. The following is an example of the type of information that can be produced:

<http://www.museumoflondon.org.uk/Resources/app/you-are-here-app/index.html>

GIS

GIS is a 'Geographic Information System' is the merging of cartography, statistical analysis and database technology.

An example of Free GIS software can be found by visiting:

<http://www.mapmaker.com/>

The requirements of operating such software are fairly large. It is recommended that you have Windows 7 with 3GB of RAM

To see an example of GIS in operation watch this *You Tube* video:

<http://www.youtube.com/watch?v=BFc1OLkgb0&feature=related>

Collections Management

File Formats

For the purpose of collecting information it is essential that the collection of information remain constant. The following are recommended in order to help with the storage and recording of information:

A free toolkit for working with Audio / Visual files is available from the South East Museums Libraries and Archives Council including working with collections. Click here to access this file:

<http://www.discs-uk.info/downloads/index.php>

(downloadable forms are at the end of this document)

Word

When composing documents in *Word*, make sure that you save the project as a 'Word 97 to 2003 Document'. This enables the files to be accessed by people with an old version of *Microsoft Word* as well as Mac users. To save in this format go to file-save as- 'Word 97 to 2003 Document'.

Databases / Spreadsheets

When saving information that records the details of a project, use spreadsheets as most people can access these. These can even be used instead of *Microsoft Access* for saving databases which are not as readily available.

For an example of a spreadsheet and the types of detail you should be recording, visit *Durham Wildlife Trust* here:

<http://www.ericnortheast.org.uk/recording-wildlife.html>

PDFs

Portable Document Formats or PDFs are an easy way to make your information available as these as small, compressed files that can be viewed but not edited. People without specialist file formats can access PDFs as long as they have a

PDF reader which is free and easy to install. Download *Adobe Reader* by following this link: <http://get.adobe.com/uk/reader/otherversions/>

You can also create PDFs by installing a free PDF creator such as *CutePDF Writer*. You can install this software by following this link: <http://www.cutepdf.com/products/cutepdf/writer.asp> Once installed, you can create a PDF of any of your open documents by selecting 'print' and choosing *CutePDF Writer* from the drop down list. Click 'ok' and then the file name and location for this new document to be saved to on your computer. Your original document format will also still exist.

Images

Setting up a gallery on *Flickr* is a good way of storing images for your collection. Follow this [link](#) for setting up a *Flickr* account.

Accessioning and Using Content

Make sure that you have permission to use all the material that is produced for your project. If you plan to accession digital stories into your collections for example, make sure that you have written permission to do so before commencing the project.

Storing Information

When creating and managing a digital collection a lot of work is involved, it is therefore advisable to back up this work. CDs have a maximum lifespan of 10 years it is therefore advisable to have information saved on a couple of large external hard-drives that are kept away from the original copy. If one is destroyed, another is still available. 1TB storage drives should be ample for 500 digital stories and their supporting files

Online Research

Online searches

Use search engines such as *Google* or *Yahoo* to search for key information. If this does not yield the information you require, try the following:

- Setting up a Blog with your query and ask for people to add their own thoughts to the thread. Include images to make this more appealing where possible.
- Register as an e-user with your local library which provides free online access to Encyclopaedias, *The Dictionary of National Biographies* and *Who's Who* to name but some. To join Durham Libraries, click here: <http://ww2.durham.gov.uk/libraryonline/>
- You can access information from the National Archives but may need to pay to download information. Visit: <http://www.nationalarchives.gov.uk/records/catalogues-and-online-records.htm>
- The British Library has a wealth of information that can be accessed online, visit: <http://www.bl.uk/>
- Many Museums have online collections that can be searched and images / information downloaded. You can visit the UK central depository at: <http://www.culturegrid.org.uk/> for the European depository visit: <http://europeana.eu/portal/aboutus.html>

RSS Feeds

RSS stands for Really Simple Syndication and is a web feed format used to publish frequently updated works such as blog entries, news headlines, audio, and video in a standardized format. Web feeds benefit publishers by letting them receive content automatically. They benefit readers who want to subscribe to updates from favoured websites or to pull feeds from many sites into one place. RSS feeds can be read using software called an 'RSS reader', which can be web-based, desktop-based, or mobile-device-based. The information can be published once and then viewed by many different programs. The user subscribes to a feed by clicking on a feed icon in a web browser. This then sends the feed into an email programme. The common symbol for an RSS feed is :



You can set up your own RSS feeds by following this link:
http://www.wilsonweb.com/wmt8/rss_feeds.htm You may find you need support as this is not a simple process.

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