

Digital Projects for the Public: Design Document Instructions

All Prototyping and Production applications must include a design document (up to thirty single-spaced pages) that addresses the following:

1) *Narrative Treatment*

Describe the project's core narrative and/or thematic elements, and explain how they will be communicated to a broad general audience.

2) *User Experience*

Describe and visually illustrate how a typical user would experience the project, section by section. Use site maps, mockups, wireframes, screenshots, storyboards, or object schematics.

- Explain and provide examples of how the design and user experience will convey the project's central humanities ideas.
- Describe how the project will present interpretive text and audiovisual materials. You may include small images to clarify the descriptions.
- Provide examples of interpretive text.

3) *Technical specifications*

Explain the project's technical architecture(s), platform, content management system (CMS), and, if applicable, anticipated user-generated content (UGC).

- Document the project's CMS, including all procedures pertaining to creating, managing, storing, and disseminating content.
- Explain the system for moderating, evaluating, and incorporating UGC, if applicable.
- Describe how the project will handle obscene, libelous, indecent, or defamatory content (including hate speech, personal attacks, or material constituting harassment), if applicable.

4) *Sustainability plan*

- Describe the project's plan to deal with technological changes (affecting both hardware and software).
- Include estimated future costs and maintenance fees for the project.
- If a project is designed to function only for a limited time, explain your procedures for shutting it down and which—if any—core aspects of the project will be maintained and/or archived.