

## **Museums, Libraries, and Cultural Organizations: Design Document Instructions for Digital Projects**

All Implementation applications for digital projects must include a design document (up to thirty single-spaced pages) that addresses the following:

- 1) In an executive summary, discuss the goals of the project, the rationale for the chosen platform(s), and the humanities content.
- 2) Describe and visually illustrate the user experience of the project using mockups, wireframes, screenshots, storyboards, or video; include specific examples of how the project's central humanities ideas will be conveyed by this design.
  - For websites or web-based media, include a site map that illustrates the paths that users will be able to take through the project, as well as media assets that they will encounter along the way.
  - For games and online environments, include details such as level designs, object schematics, maps of locations, branching pathways, etc.
  - For applications that require touch or physical inputs, include a depiction of how and where a user's inputs will impact his or her experiences of the project.
  - For location-dependent mobile applications, include a description and visual representation of how the digital components will be interwoven with locations, objects, and events (for example, a mobile application that contains augmented reality content should be paired with a visual representation of the locations that will trigger them).
  - For alternate reality games and transmedia projects, provide a detailed representation of how the components will complement and connect to one another.
- 3) Explain the project's *technical architecture(s)*, *content management system (CMS)*, and, if applicable, *user-generated content (UGC)*.
  - Document the project's CMS, including all procedures pertaining to creating, managing, storing, and disseminating content.
  - If applicable, explain the system for moderating 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).
- 4) Describe the *sustainability plan* for the project.
  - Discuss the institutional capacity to produce and maintain this project.
  - Describe the project's lifecycle and discuss how the project will avoid technological obsolescence.
  - 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 determining the time span and which (if any) core aspects of the project will be maintained and/or archived.
- 5) *Narrative Treatment*
  - If the project contains narrative elements, include a detailed treatment of the story.