



NATIONAL ENDOWMENT FOR THE

Humanities

Digital Projects for the Public: Instructions for Completing a Prototyping Grant Application

Expected Outcome: A working prototype that demonstrates the main humanities ideas and the details of the project's technology accompanied by an outreach plan to engage a wide public audience.

- Verify your institution's registration or register your institution with Grants.gov.** Complete at least six weeks before the deadline.
- Download the application package from Grants.gov.** The [program resource page](#) on NEH's website has a direct link to the package or you can search Grants.gov for this program. The program resource page also has a direct link to the instructions for completing the package.
- Complete the application using the following guidelines.** The narrative should not assume specialized knowledge, and it should be free of jargon. It should clearly define technical terms so that they are comprehensible to a non-specialist audience

Please include:

1) **Table of Contents**

List all parts of the application with corresponding page numbers.

2) **Application Narrative (10-15 pages)**

A) ***Nature of the request (one or two ¶):***

- Discuss the intended goals and outcomes of the project.
- Include the requested funding amount and total budget.
- Describe the intended format(s) of the project.

B) ***Humanities content:***

- Discuss the significant humanities ideas, themes, and scholarship of the project. Provide a summary of any projects that are similar to your project. If a project covers the same subject as yours, please explain how your project will either expand upon the humanities content and/or create new ways for audiences to understand it.

C) ***Project format:***

- Describe the format's features and technical aspects.
- Discuss which key features will be developed during the prototyping stage.
- If a transmedia approach is being taken, explain how each of the different components will complement each other to expand an audience's knowledge of the subject area(s).

D) ***Audience and distribution:***

- Describe how the project will be distributed effectively to a wide general audience.
- Explain the expected audiences for the project and how they will be cultivated.

E) *Project evaluation:*

- Discuss how the project's success and reach will be evaluated.
- Describe how data from audience analyses will be collected and appraised.
- Explain how you plan to test, troubleshoot and de-bug the project. (If a separate test team will be created outside of the media team, list the members of this team and briefly describe their experience.)

F) *Rights, permissions and licensing:*

- Explain who controls the rights to the materials and technologies being used.
- Describe any current or anticipated licensing costs or developer fees.

G) *Humanities advisers:*

- Identify the humanities advisers involved with the project and describe their likely contribution to the project's content.

H) *Media team:*

- Provide information about the principal members of the media team and their contributions to the project.

I) *State of the project:*

- Discuss the project's history and work that has been accomplished to date.
- Describe fundraising plans.

J) *Work plan:*

- Provide a detailed, month-by-month schedule of the major work to be done during the prototyping phase.
- Be especially clear about when meetings of the media team with the scholars and other consultants will occur.

K) *Organization profile:*

- Describe briefly the applicant institution and, if different, the production organization(s).

3) Design document

For all Prototyping applications, please submit a design document. Separate instructions for creating the design document can be found [here](#).

4) Images and links to other assets

You may include images, production art and other audiovisual assets with your application:

- All images should be submitted as .jpg files. All video should be submitted as .wav, .mov or .mpeg files.
- You should group these media files in a single attachment or, in the case of audio or video, as URLs embedded within the application.
- Include in this attachment a list of media assets with short descriptions.

5 Content Management System (CMS)

- Document the project's CMS, including all procedures pertaining to creating, managing, storing and disseminating content.
- Explain the system for moderating and incorporating user generated content (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.

6) Bibliography

A bibliography of the humanities scholarship that significantly informs the project (up to 10 pages).

7) Résumé's and letters of commitment

Include résumés (of two pages or less) for and letters of commitment from the key persons on the media team and all consultants (including humanities advisers or scholars). Also include letters of commitment from all participating organizations.

8) Work sample

All applicants must submit a work sample by the project team that best represents the approach and format of the proposal under review.

9) Budget Form

Using the instructions and the budget template, complete the budget spreadsheet (MS Excel format) or a format of your own that includes all the required information. (You can find links to the budget instructions, budget template, and budget spreadsheet on the [program resource page](#).)