



Digital
Museums
Canada

Musées
numériques
Canada

CALL FOR PROPOSAL 2022

Deadline: December 1, 2022

Please note this document contains the questions of the Large investment stream to help you prepare your proposal.

Only submissions received through the [online application platform](#) will be accepted.

Mandatory Criteria (CFP2022)

Projects funded by Digital Museums Canada must meet the following requirements.

Checking the boxes indicates your intention to meet them.

- ☐ Provide a *complete online experience for the user* (see section 4.4 of the guidelines).
- ☐ Be produced in both official languages.
- ☐ The proposal is received before December 1, 2022, at 5 p.m. (EDT).

Subject (8 points)

1. What is your online project called?

This can be a working title

(Maximum 15 words)

Promotional text:

Provide a brief description (2-3 sentences) of your project.

The DMC could use it if your project is selected for investment.

(Maximum 75 words)

2. What is your project about?

Describe the subject of your project and explain what you want to say about it. Think about significant people, places, periods, events, activities, discoveries, practices, traditions, movements, issues, etc., past and/or present.

(Maximum 150 words)

Target Audience (12 points)

3a. Who is your project for?

Describe the audience(s) you want to reach. Think in terms of a main target audience and, if applicable, a secondary target audience.

(Maximum 250 words)

3b. Do you have research to support the “fit” between your project and your target audience(s)?

Research can be original, like front-end evaluation, or from another source, like published reports and studies. Front-end evaluation is done at the beginning of a project to learn about a target audience’s levels of awareness of, interest in, and knowledge about a subject.

☐ Yes ☐ No

If Yes:

What did the research involve, and what did you learn?

(Maximum 300 words)

Upload any research reports that you would like to share.

3c. How do you want your target audience(s) to benefit from your project?

Define outcomes for your audience(s). For example, will the project: Inform them? Teach them a new skill? Connect them to other people? Inspire them to take action? Prompt a change in attitude? Surprise and delight them?

If students are an audience, give the main curriculum competencies.

(Maximum 500 words)

3d. What aspects of your project will you evaluate with your target audience(s), and how?

Evaluation can be formal or informal but should provide enough information to judge if a project is likely to meet its intended audience outcomes.

(Maximum 500 words)

Relevance

4. Why is your project important?

Explain how your project is relevant to your organization, your target audience(s), and the broader community.

(Maximum 500 words)

Content (16 points)

5. What material will you use in your project? Where will it come from?

Describe the content you plan to use or showcase, and how it supports your subject and your audience outcomes. Content examples: physical sites, objects, specimens, images, documents, audio, video, other media, etc. Estimate quantities for each kind of content and identify your proposed content sources. Indicate if the content already exists or will be created. If your project includes user-generated content, explain how you will collect and manage it.

Include a plan for meaningful consultation with peoples or groups whose histories are represented in your project.

(Between 500 and 1000 words)

User Experience (20 points)

6. What experience do you want users of your project to have?

Describe a user experience that brings your content and audience outcomes together. Explain how you will organize your content. Then put yourself in the user's shoes and describe what they will see, hear, do, think, feel, etc. as they engage with your online project. Think about what makes the experience different from, or not feasible in, the physical world.

(Between 500 and 1000 words)

Technology (12 points)

7a. Which digital tools and technologies will you use to create the user experience?

Identify specific tools and technologies and explain how they will enhance the user experience and support your audience outcomes.

(Maximum 500 words)

7b. How will you ensure your web content is accessible to all users regardless of their abilities and the platform or technology they use to access it?

Even if your online project is focused on immersive technologies and interactive media, think of how the content you are sharing with your audience can be made available to as many users as possible, regardless of their abilities, their bandwidth and the tools they are using to access the web. Describe your proposed approach for making your content as accessible as possible and for implementing [Web Content Accessibility Guidelines \(WCAG 2.1\) on which the DMC technical requirements are based](#).

For more information, refer to our [technical requirements](#)

(Maximum 350 words)

7c. How will you support these digital tools and technologies, and host your online project?

Think about the expertise and technical infrastructure you will need to work with these tools and technologies during the development of your project and after its launch.

(Maximum 500 words)

Project Team (16 points)

8. What roles will you need on your project team? Who will do the work?

List the roles needed to deliver your project.

For example: project manager, researcher, interpreter, writer, editor, translator, interviewer, videographer, content producer, content consultant, designer, web developer, evaluator, test audience, marketing coordinator, etc.

Identify the people who will fill the roles on your project team.

Indicate their title and place of work, if applicable, and describe their relevant expertise and experience. Include representatives of peoples or groups whose histories are represented in the project. One person can play more than one role. If some roles are not filled yet, explain your plan to fill them.

List up to 15 roles

Role	Person or Group (Name, Job title and Place of work)	Relevant expertise/experience (or how you plan to fill the role)

Schedule and budget (16 points)

9a. What are the tasks? How long will it take?

Create your schedule using the format of your choice.
Save the file as: 2022_ORGANIZATION NAME_SCHEDULE.

Structure it around your planned launch date, and the deliverables and DMC quality assurance reviews associated with each of the [five project development phases](#) – production plan, interpretive plan, preliminary version of the online project, developed version and final version.

Indicate the duration of each task and who will perform it.

Schedule your project to start no earlier than June 2023.

The schedule needs to:

- be formatted for all pages to print clearly and legibly on 11" x 17" paper, in landscape orientation
- be uploaded as a PDF

9b. Provide these key project dates from your schedule.

Dates must be formatted as: DD/MM/YYYY

Project start	
Phase 1 – Production plan	
Phase 2 – Interpretive plan	
Phase 3 – Preliminary version	
Phase 4 – Final version in one language	
Phase 5 – Final version in both official languages	
Phase 5 – Final version (updated)	
Project launch	

9c. How will you promote your project to your target audience(s)?

Provide a high-level promotional outline covering the launch of your online project and the five-year period post-launch.

Note: The DMC does not cover marketing costs.

(Maximum 500 words)

10a. What are your project expenses? Who will cover them?

Download the [budget template](#) to create your budget.

Save the file as: 2022_ORGANIZATION NAME_BUDGET

Ensure that the value of the DMC investment is within the value of the Large investment.

Make sure it aligns with your schedule. Refer to [eligible and ineligible costs](#) when you fill in the DMC investment column. The lead organization and organizations involved in the project should cover some of the costs. In the “Notes” column, show how you calculated your costs. If quotes are available, upload them.

The budget needs to:

- be formatted for all pages to print clearly and legibly on 11" x 17" paper, in landscape orientation
- be uploaded as a PDF

10b. Insert the totals from your budget template here.

Budget values cannot contain commas or spaces - (e.g. 100000.00)

DMC Investment	
Lead Organization – Financial	
Lead Organization – In-kind	
Other – Financial	
Other – In-kind	
Total Project Cost	

Support letters (to validate information in the proposal)

- Letters are provided by participating organizations.
- Letters confirm the type and (if applicable) value of the support, align with the project description, schedule and (for financial or in-kind contributions) budget.