



Responsibilities – The Organization (Community Stories)

The **Organization** agrees to create a Community Stories **Project** from start to finish that is unique, user-centred, and bilingual. The **Organization** agrees to perform the work as follows:

Unique Project

Develop a unique online **Project** hosted on the Communities Stories website using DMC's website-building platform.

- The **Project** cannot be a replica of an existing onsite or online exhibition or product (such as a digitized catalogue or duplicate of a physical exhibition).
- The **Project** can use existing research or materials as a starting point, but it must be a unique, standalone product conceived for an online audience.

Project Languages

- Produce the **Project** in both English and French (and verify the translation).
- The **Project** may also be presented in additional languages.

Project Development

Project Management

- Build a complete **Project** team.
- Manage and compensate internal staff and contractors in all roles such as:
 - project coordinator, curator, writer, researcher, videographer, photographer, translator, editor, etc.
- Plan, monitor and control the budget and schedule to align with the **Project's** scope.
- Communicate with DMC in a timely and responsive manner.
- Complete all 3 phases and DMC deliverables as described in Annex A.

Content and User Experience

- Plan and implement the content and user experience, including:
 - Research and Interpretation
 - e.g., identification of target audiences, storyline development, big idea, key messages, etc.
 - Material selection and creation
 - e.g., artefacts, specimens, artworks, images, videos, audio, intangible heritage, etc.
 - Material presentation
 - e.g., digitization, photographing, recording, writing, illustrating, etc.
 - Writing, editing and translation.
 - Community consultation.
 - Copyrights and intellectual property clearances for all content.

Design and customization

- Integrate the content and customise the layout in the website building platform to support the desired user experience and audience outcomes.



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DMC Visibility

- Acknowledge DMC in all communications materials related to the launch of the **Project** with the following credit line:
Developed with the support of the Digital Museums Canada investment program. Digital Museums Canada is managed by the Canadian Museum of History, with the financial support of the Government of Canada.
- Seek and obtain the **Museum's** prior approval of all communication materials prepared by the **Organization** for the purposes of ensuring that recognition of the Government of Canada's financial participation is included in any public communications material that makes reference to the **Project** or to DMC, as required.

DMC Launch Form and Promotional Images

- Complete the DMC Launch Form provided by the **Museum** in English and French.
- Provide the **Museum** with no fewer than three (3) high resolution images.
 - Images should measure no smaller than 1200 pixels wide and include a caption, credit line and alternative text for each image, in English and French and all applicable languages, that may be used by the **Museum** to promote the **Project** and (or) DMC including on social media. The **Organization** will not unreasonably deny the **Museum's** request for specific images and/or higher resolution files.

Post-Project Launch

- Add a link to the **Project** in a prominent location on the organisation's website.
- Promote the **Project** to target audiences.
- Be responsible for responding to public feedback received about the Project in a timeline manner.



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SAMPLE