

AGREEMENT NO. ###

DIGITAL PROJECTS STREAM



Digital  
Museums  
Canada

Musées  
numériques  
Canada



THIS AGREEMENT IS MADE ON THE [Click or tap to enter a date.](#)

**BETWEEN:** The Canadian Museum of History  
100 Laurier Street  
Gatineau, QC K1A 0M8

Hereinafter “the **Museum**”

**AND:** Organization’s name and full address  
XXX

Hereinafter “the **Organization**”

**PROJECT:** “Project Name”

## 1 Spirit of Program and Agreement

- 1.1 The **Organization** undertakes to create a project provisionally called “Exhibition Name” (hereinafter “the **Project**”).
- 1.2 The **Museum** recognizes the freedom of creators. At the same time, it requires a safe, inclusive and educational online environment.

## 2 Safe Project

- 2.1 The **Organization** must deliver **Project** that is respectful, open, inclusive and accessible. The **Project** must show respect for the subject being addressed, as well as audiences and communities. Any aspect of the **Project** that may be incompatible with the the *Canadian Charter of Rights and Freedoms* or the *Criminal Code*, particularly in relation to hate speech, is contrary to the spirit of the program.

## 3 Nature of Project

- 3.1 The **Project** may not be used for political, ideological or religious aims above all. In addition, it may not be used for commercial or fundraising purposes. For example, the **Organization** may not embed within the **Project** elements or links aimed at promoting the sale of goods or services.

## 4 Respect for Spirit of Program

- 4.1 The **Organization** must ensure that the **Project** reflects the program’s spirit. Should this not be the case, if the parties cannot find a mutually agreeable solution that brings the **Project** into line with the program’s spirit, the **Museum** can modify or cancel the **Project**, following a written 15-day notice.

## 5 Investment Amount

- 5.1 The **Organization** shall not arrange or incur any expenditure other than those stipulated in the **Agreement**, on behalf of the **Museum**, without prior authorization by the **Contracting Authority**.
- 5.2 Release of funds for the completion of the **Project** phases shall be as follows:  
Investment not to exceed \$xxx,xxx.xx. All amounts are in Canadian funds.

## 6 Schedule for Release of Funds

- 6.1 In accordance with the General Conditions and upon completion of a phase of the **Project** to the satisfaction of the **Museum**, and in exchange for delivery of the **Project**, as defined in the statement of phases in this **Agreement**, the **Museum** shall release funds to the **Organization** in accordance with Annex A: Deliverables and Release of Funds

6.2 If, in the opinion of the **Museum**, the **Project** does not satisfy all the technical and content requirements set forth in this **Agreement**, the **Museum** can, as appropriate and in its sole discretion, cancel any release of funds or part thereof.

## 7 Terms of Agreement

7.1 The **Project** shall be initiated within **four (4) years (or less)** of the signing of the **Agreement**. The term of the **Agreement** shall extend from its signing by the parties until **Click or tap to enter a date**. The **Organization** shall complete the phases of the **Project** in accordance with the deadlines set forth in Annex A of the **Agreement**. The **Museum** reserves the right to withhold funds or withdraw from the **Agreement** if the **Organization** does not complete the work in accordance with the established schedule or within four (4) years.

7.2 The five (5) year maintenance phase will commence from the date of release after final approval by the Program Officer as indicated in **Annex A, Phase 5 – Final Version**.

## 8 Appendices

8.1 The parties undertake to comply with the call for projects documents and the entirety of this **Agreement** and its schedules, including the following documents:

Available on the DMC website:

- [General Conditions \(“GC”\)](#)
- [Responsibilities – Organization](#)
- [Responsibilities – Museum](#)

And the following documents attached to the **Agreement**:

- **Annex A: Deliverables and Release of Funds**
- **Annex B: Project Description and Scope**
- **DMC Technical Requirements**

These documents form an integral part of the **Agreement**.

8.2 In the event of discrepancies and inconsistencies or ambiguities arising between the provisions of the schedules and the **Agreement**, the provisions contained in the schedules prevail over the provisions contained in the **Agreement**. In the event of discrepancies, and inconsistencies or ambiguities between the General Conditions and the other schedules, the other schedules shall prevail.

## 9 Language of Agreement

9.1 The parties have requested that this **Agreement** and all related documents be drafted in French.

IN WITNESS WHEREOF the parties have hereunto set their hands on the date aforesaid.

**The Museum**

**The Organization**

\_\_\_\_\_  
Select a name

\_\_\_\_\_  
\* We are authorized to sign this **Agreement** on behalf of the **Organization** and bind the **Organization** to it.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name and title

\_\_\_\_\_  
Date

## Annex A: DELIVERABLES & TERMS OF RELEASE OF FUNDS

Phase		Deliverable	Delivery date	Release of Funds (upon approval of deliverable)
1	Production Plan	-Revised Project Description -Updated Schedule -Updated Budget	XXX	30% \$ XXX
2	User Experience Approach:  <i>Content, Design and Technical</i>	-Interpretive Plan -Information Architecture -List of enhancements & written accessibility approach -Sample texts -Design approach	XXX	15% \$ XXX
3	Preliminary Version	<i>Part 1 (prior to coding):</i> -Final design with accessibility accommodations presentation and walkthrough  <i>Part 2</i> -User testing report -Fully functional preliminary version	Following close of Phase 2  XXX	20% \$ XXX
4	Final Version - 1 Language	-Final Version - 1 language  -Translation sample (in second official language)	XXX	15% \$ XXX
5	Final Version – English & French (and any additional languages)	-Final Version – multilingual  -DMC Launch Form & promotional images  -Report of Expenditures	XXX	Final 20% \$ XXX
LAUNCH DATE: XXX				

### DMC review time:

- Upon submission of a deliverable, DMC requires up to 10 working days in Phase 1 and up to 20 working days in the other phases to review.
- Plan for **2 review cycles** for each phase. This allows time for revisions of the deliverable to meet the requirements set forth in this **Agreement**.

### PHASE 1: Production Plan

**Objective:** Refine the materials submitted at the proposal stage to ensure accuracy, alignment, and feasibility of the **Project**.

## Deliverables

- Revised Project Description
- Updated Schedule
- Updated Budget

## **PHASE 2: User Experience Approach: Content, Design and Technical**

**Objective:** Prior to beginning coding, map out the user experience, interpretive approach, content, preliminary design, technology, and accessibility of the **Project**.

## Deliverables

- **Interpretive Plan** including:
  - **target audience(s) and user outcomes**
  - **writing tone & style intent** based on the target audience and user outcomes
  - **a messaging plan**
    - the “*big idea*”, *main and secondary message*
    - *themes and subthemes*
  - **a content grid**
    - *a clear and detailed plan of the type of content (i.e., texts, media) and how they will be organized and presented to the user*
    - Content should be selected to support the messaging, user experience and audience
  - **user experience**
    - *an overview of the user flow*
    - *A description of how the user will interact with the various elements of the **Project***
    - Provide specifics on items such as interactive maps, zoom functions to images, carousels, timelines, etc.
- **Information Architecture (IA) diagram**
  - *Developed in collaboration with the technical team, this is a visual diagram that shows how all elements in the content grid will be structurally organized.*
- **List of enhancements**
  - *A list of key features or functionality that will enhance the **Project** beyond the pages of basic text and images.*
  - The list must describe the features and how it should behave (e.g. interactive timelines, interactive maps, slideshows, lightboxes, parallax scrolling, full-screen background videos, games, forms (e.g. registration and sign-up mechanisms), animation, etc.); and specify which technologies or products will be used to implement the feature (e.g., the name of a specific embedded widget, programming API, code library or plugin, programming framework or any other technology beyond core HTML or CSS3).
- **Written accessibility approach**
  - *A narrative description explaining how the **Project** will meet the DMC Technical Requirements*
- **Sample texts**
  - *sample of each type of text (title, intro, main body, captions, labels, descriptive transcript, interactive text alternative text, closed captioning, etc.)*
- **Design approach**
  - *A visual representation of the desktop and/or mobile experience – e.g., wireframes, mood boards, style guides, etc.*

### **PHASE 3: Preliminary Version**

**Objective:** To approve the final design and accessibility accommodations of the **Project**. To undergo user testing and integrate their feedback into the preliminary version. To produce a fully functional, coded preliminary version of the **Project** with sample content.

#### **Deliverables**

##### **Part 1 (prior to coding):**

- **Final design with accessibility accommodations**
  - *Via a meeting and walkthrough with DMC, a presentation of the final design approach including how all the enhancements will meet the [accessibility needs](#) and [DMC Technical Requirements](#).*

##### **Part 2**

- **User testing report**
  - *A prototype of the **Project** is tested with the target audience(s) and feedback is provided on topics such as writing tone and style, graphic design, navigation, and overall user experience.*
  - The report must include the number of users from your target audience, dates, testing objectives and methodology, and how these findings were incorporated in your fully functional preliminary version.

##### **Fully functional preliminary version\*** in English or French of the:

- Home page;
- Secondary page;
- Three other content pages;
- Sitemap page;
- Credit page;
- Feedback page;
- Contact page;
- DMC logo and **Organization** logo placement;
- All mandatory navigation elements;
- Fully functional examples of each type of multimedia and interactive elements;
- Links to placeholder content in second official language

\*The exact content of the preliminary version is determined by the **Organization** and DMC

### **PHASE 4: Final Version – 1 Language**

**Objective:** To produce a fully functional, coded, final version of the **Project** in either English or French with final content.

#### **Deliverables:**

- **Final Version in one language**
  - This should use final, professionally edited text and be based on the approved Phase 2 and Phase 3 deliverables.
- **Translation sample** (in either English or French)
  - A sample translation of no less than 250 words from your **Project** that has been professionally revised. DMC will review for equivalent tone and style and appropriate readability for the target audience.

### **PHASE 5: Final Version – English & French** (and any additional languages)

**Objective:** To produce a final version of the **Project** in all languages with final content.

#### **Deliverables:**

- **Final Version in both English and French (and any additional languages)**

- This should use final, professionally edited text in all languages based on the approved Phase 4 deliverable.
- A comparative read must be undertaken to ensure equivalency.
- **DMC Launch Form and promotional images**
- **Report of Expenditures**
  - Submitted no later than 60 days after launch.

On re-submittal of any deliverables identified in the above phases and after having addressed issues raised during the **Museum's** validation of the **Project**, the **Organization** must provide a brief overview describing how the technical issues identified by the **Museum** have been resolved. The approval of a deliverable may require multiple rounds of quality assurance cycles subject to the discretion of the **Museum**.

If, in the opinion of the **Museum**, throughout all phases of the **Project**, any deliverable or element of a deliverable, does not satisfy all the content and technical requirements set forth in this **Agreement**, and after all options have been explored with the **Organization**, the **Museum** can, as appropriate and in its sole discretion, cancel any payment or part thereof.

## Annex B: PROJECT DESCRIPTION & SCOPE

Annex B defines the **proposed** concept and scope of the **Project**. This is generated from the responses in the proposal, with the option of making modifications at the time of signing the **Agreement**. It is understood that the **Project** may evolve during research, creative development, user-testing, or community consultation, but the **scope should be comparable.**

### Project Description

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Topic(s)	Themes	Subthemes (if applicable)
<i>Point form</i>		

### Target Audience

Primary Audience	Outcomes
<i>Point form</i>	
Secondary Audience (if applicable)	Outcomes
<i>Point form</i>	

### Formative User Testing

Audience	Evaluation (how will evaluation take place, number of participants, format, when it will take place – required at Phase 3 but recommended throughout the process)
<i>Point form</i>	

### Materials

Media Assets (e.g., photos – archival or contemporary, video clips, 360s, audio clips, maps, artworks, recording, documents, maps, songs, podcast, newspaper clippings, illustrations, other)	Number of items (approx., provide a range)	Source or collection (if known)	Status - NEW or EXISTING (Ready to use, new, needs digitization, needs creation, etc.)

### User Experience

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Description of user experience	Creative direction/ design	Organization/structure
<i>Point form</i>		

### Technology & Accessibility

Digital tool / technologies	Accessibility
<i>Point form</i>	

### Community Engagement (if applicable)

*Describe how you will engage and involve the community who are represented in the story (e.g. community consultations, advisory committees, interviews, etc.) These should occur throughout the research, development and production.*

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