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

Unique Project
Develop a unique online **Project** hosted by the **Organization:**
- The **Project** must be hosted at a dedicated URL (e.g. domain or sub directory) and be based on an autonomous web architecture and data repository.
- 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.

Accessible and Inclusive Project
- Ensure that the **Project** conforms to the current Web Content Accessibility Guidelines (WCAG) and the DMC Technical Requirements.

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 including the selection of a web development agency (see DMC resource LINK).
- Manage and compensate internal staff and contractors in all roles such as:
    - curator, project manager, interpretive planner, writer, researcher, audience evaluation specialist, 3D experiences producers, education specialist, web development agency, accessibility expert, videographer, photographer, translator, editor, etc.
- Oversee the work of the web development agency
- 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 5 phases and the associated DMC deliverables as described in Annex A.

Content and User Experience
- Plan and implement the content and user experience, including:
    - Research
    - Interpretive planning
        - e.g., identification of target audiences and outcomes, 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, animating, etc.
  - o Writing, editing and translation.
  - o Formative evaluation and user testing with target audience(s).
  - o Copyrights and intellectual property clearances for all content.

Web Development, Design and Accessibility
- Develop, design and produce the **Project:**
- Create features and enhancements (e.g., immersives, interactives, games, etc.).
  - o Oversee the web development agency and designer to ensure the form, function and technologies support the user experience and audience outcomes.
- Ensure the **Project** meets accessibility and inclusive design standards.

DMC Visibility

- Acknowledge DMC in the credits or funding page, using 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.
  - DMC logo

- 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
  - o 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 institutional website, and from the institutional website sitemap page.
- Promote the **Project** to target audiences.

- Monitor and maintain the **Project** throughout its lifespan, including:
  - Ensure that the **Project** infrastructure and functionality is managed and maintained (including payment of associated hosting service fees) on an ongoing basis for 5 years following the launch of the **Project**.
  - Conduct quarterly verifications of all hyperlinks included in the **Project** and correct as required.
  - Be responsible for responding to public feedback received about the Project in a timeline manner.
- Seek and obtain the **Museum**'s prior approval, not to be unreasonably withheld, prior to making any changes to the **Project** and ensure that any changes to the **Project** made after the launch conform to the terms and conditions of this **Agreement.**