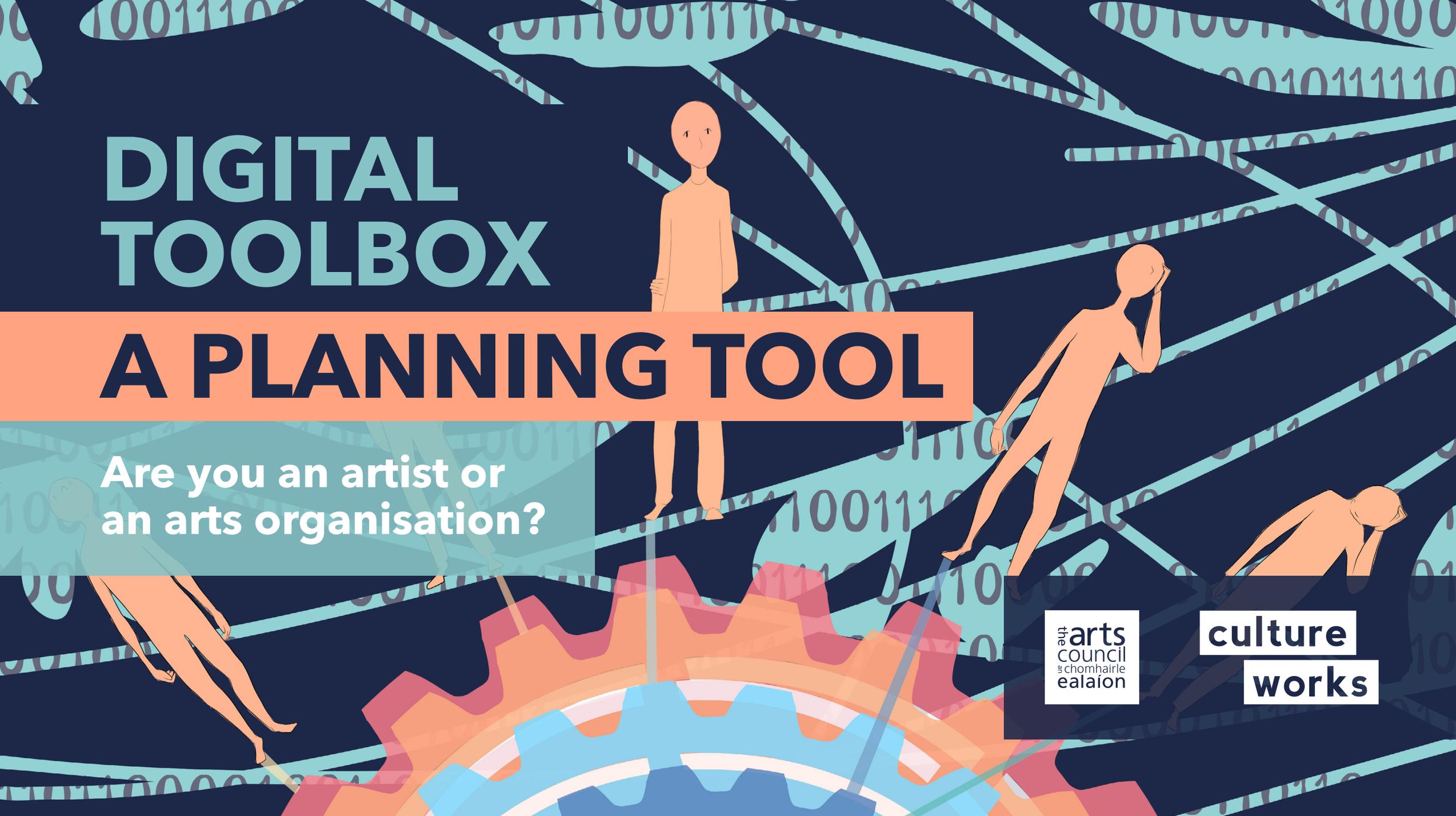


# DIGITAL TOOLBOX

The background features a dark blue field with light blue binary code (0s and 1s) scattered throughout. A series of overlapping, colorful gears in shades of orange, red, and blue are positioned at the bottom. A stylized orange human figure stands on a path that leads from the gears towards the top of the frame. The path is composed of dark blue and black segments, suggesting a digital or networked environment.

## A PLANNING TOOL

Are you an artist or  
an arts organisation?

the arts  
council  
de chomhairle  
ealaíon

culture  
works

# HOW TO USE THIS TOOLBOX

This toolbox contains a set of resources and checklists which are designed to help you think about how and why to make work available digitally and what is involved. It contains four sections. In each section you will find a series of questions or prompts to inform your thinking about presenting work digitally.

**Step 1** Read the questions and considerations at the beginning of each section

- (1) [General Objectives](#)
- (2) [Production Planning](#)
- (3) [Disseminating](#)
- (4) [Evaluation](#)

**Step 2** Consult the resources and links embedded to help you answer the questions



**Step 3** Work out your answers to the questions posed

Before you get started on each section, let's look at your objectives for delivering your work digitally.

## GDPR Disclaimer

Please note that making and presenting work digitally carries the same internal policy obligations as any other work you may do, and you should satisfy yourself that your GDPR, Child Protection or any other policies are being adhered to in all that you do.



## GENERAL OBJECTIVES

### The *why* and *how* of presenting work digitally

This section sets out a series of questions and considerations around digital planning.

# YOUR OBJECTIVES

It helps to have some clear objectives for delivering your work digitally , here are some for you to think about.

## **Public / Audience Engagement**

If maintaining engagement and/ or building new audiences are your objectives, think about and plan for how you quantify existing or new audiences.

Think about what is involved in these areas and clarify for yourself what you hope to achieve.

## **Capacity Building**

Where new skills or artform development are involved, your objectives for you and your team may be learning these skills and building knowledge in your organisation. Identifying these skills will help you plan for them.

## **Financial**

If achieving certain budget targets with the project or programme is your objective, you can plan for this by determining if the project can generate a revenue stream and the likely income you can hope for. It is also possible to ensure that you manage project costs by keeping a close eye on budget targets.

## **Evaluation**

It is important to have clear goals so that you can evaluate the project at the end, see how everything went and then decide what if anything you would do differently next time. Digitally, it is very important to build your reporting into how the project is set up.

# PLANNING CONSIDERATIONS

To get you started, consider these general questions before presenting your work digitally:

1

How would you describe your project and how would you present it digitally?

2

What resources do you need to create digital work? Can you identify these additional resources that you need to create work well?

3

Are you or your team properly resourced to move to or create digital work? Do you know where to find the skills that you need and who can assist?

4

How do you measure quality when moving, creating and presenting digital work?

5

How do you support artists and / or your team to transition to live streaming, online exhibitions and performances?

6

Can you extend your existing or reach a new audience through digital work?

7

How do you communicate that your work is now presented in a hybrid of live and digital formats?

8

Can you contingency plan in the event of changes to current public health guidelines?

9

Do you know what technical requirements are needed as an artist or organisation to create your artwork/ project for digital formats.

To help you decide if you should make your work digital, consider:

Why make a digital art work?

Is it possible to present this work digitally?

What is it and why are you creating a digital piece?

Is it going to serve your work?



### Resources

Click here for resources to help you plan and present your work digitally



### Check List

Answer these questions to help you decide to create a digital project



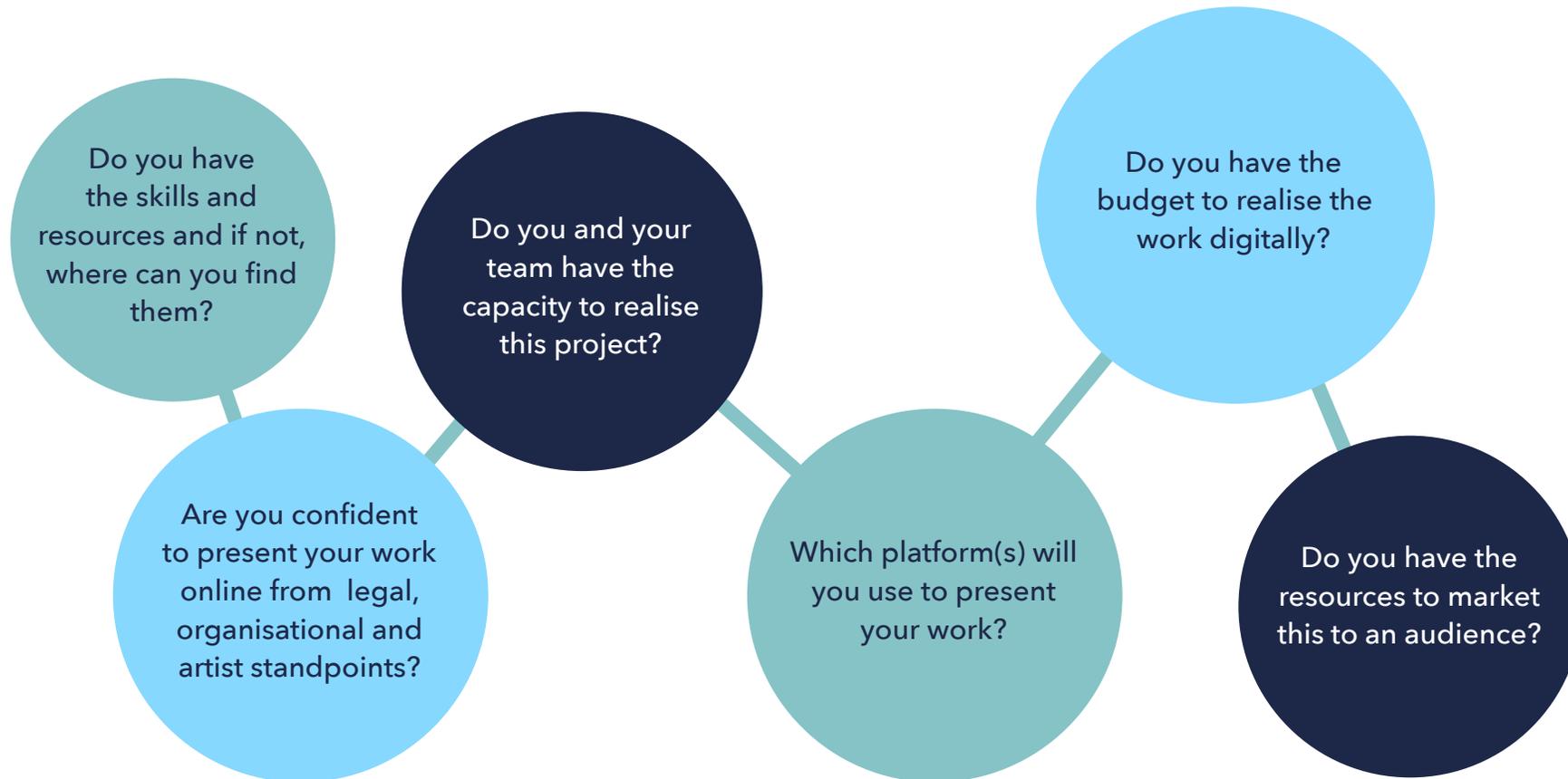
### Video

Click here for resources to help you plan and present your work digitally

## PRODUCTION PLANNING

If you have decided to produce work digitally, the following section provides you with a series of prompts and questions to guide you through the production process.

## What resources do you need to make work digitally?



### Resources

Click here for resources to help you plan and present your work digitally



### Check List

Answer these questions to check your budgets and resources



### Video

Click here for resources to help you plan and present your work digitally

# How will your work be presented?

How is your work being presented? i.e. is your work going out as a 'live-stream' or 'a pre-record as live'?

Have you identified the equipment and resources that you need?

Do you have the technical capacity to host this work and how do you link your audiences to this new digital work?

Who are the audiences for your digital work? Track your audience on your platform(s) and set up metrics from the start.

Does your crew have the skills to execute the project?

Identify equipment and resources that you need.

What is the timeline for the project?

What digital considerations impact the timeline of your project? e.g. it takes up to two weeks to caption, audio describe and upload between the finished date of digital work and your broadcast date.

Do you have the technical capacity to host this work and how do you link your audiences to this new digital work?



## Resources

Click here for resources to help you plan and present your work digitally



## Check List

Answer these questions to help you with the technical aspects of converting to or creating digital work



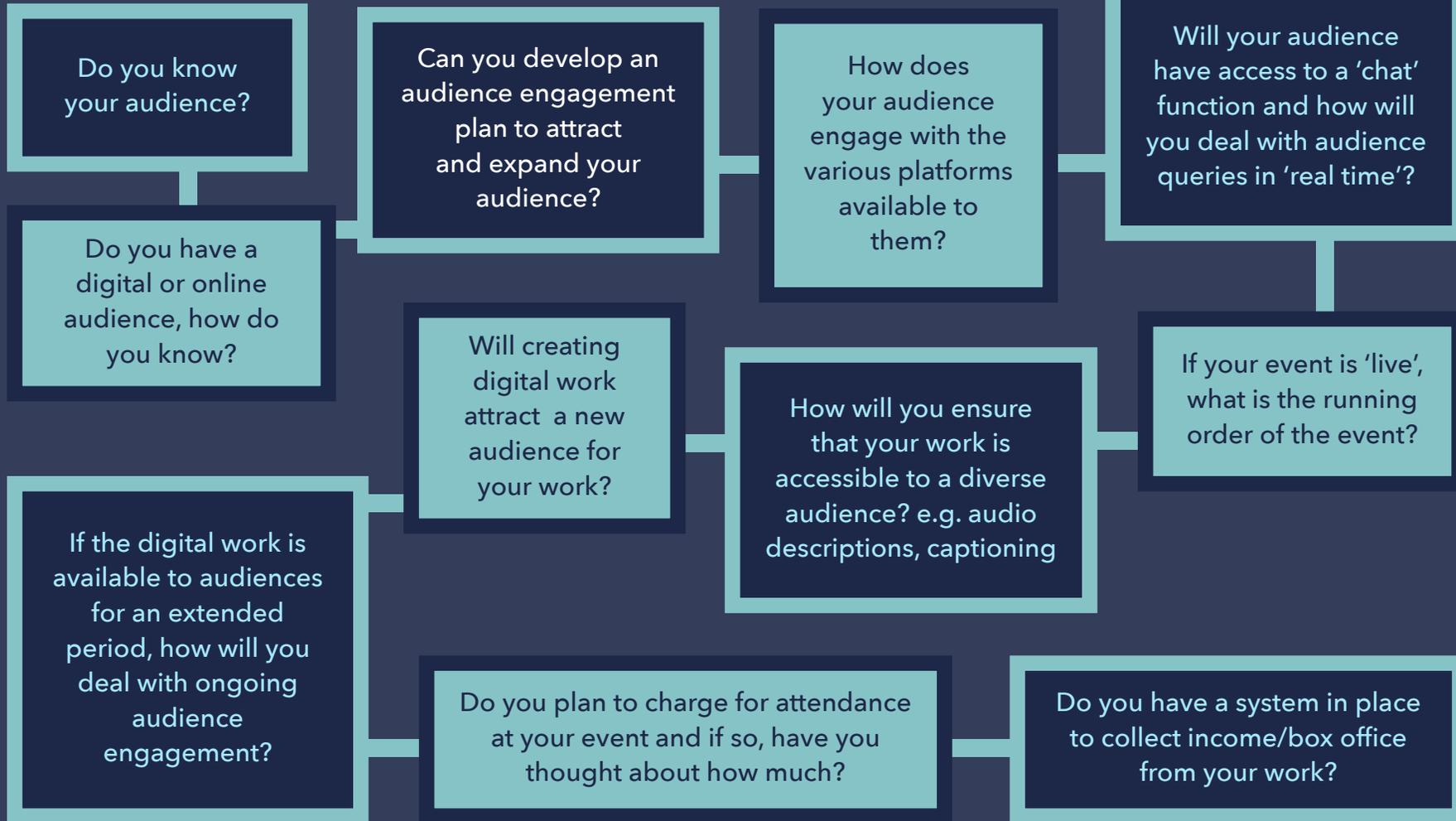
## Video

Click here for resources to help you plan and present your work digitally

## DISSEMINATING YOUR WORK

How do you reach an audience with your digital work? The following section provides you with ideas and considerations as to how to engage with existing and attract new audiences.

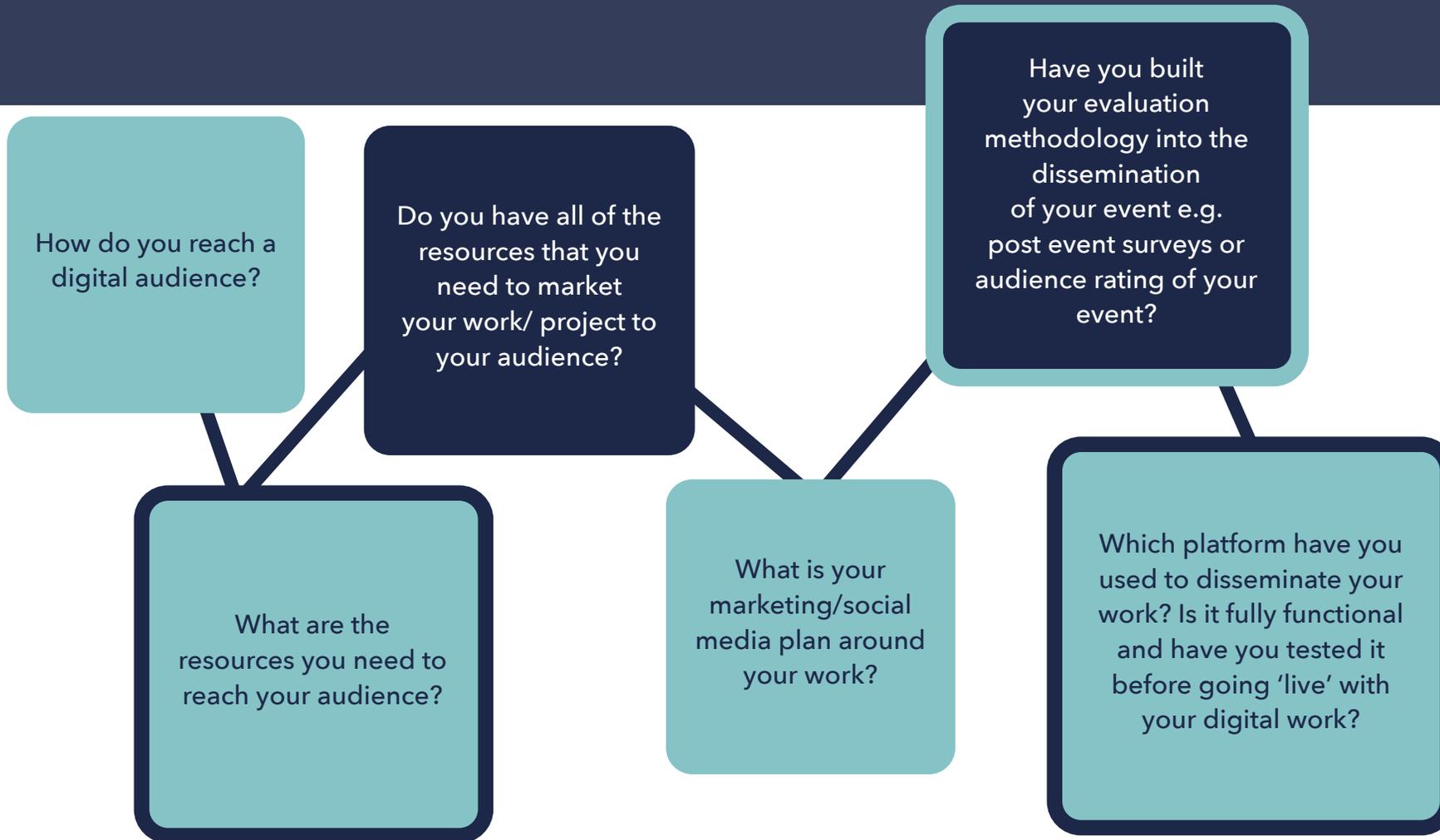
# ENGAGING WITH YOUR AUDIENCE



## Resources

Click here for resources to help you plan and present your work digitally

# DISSEMINATION



## Resources

Click here for resources to help you plan and promote your work digitally



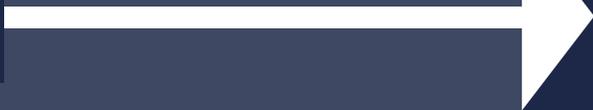
## Video Resources

Click here for resources to help you plan and present your work digitally

## EVALUATION

This section can help you build evaluation into each step along the way in your project. It is important to have clear project goals that help you define areas you want to evaluate and collect relevant data.

# EVALUATION - GETTING STARTED



## Resources

Click here for resources to help you plan and present your work digitally



**Evaluation will help you measure the impact and success of your digital activity.**

**Revisit your objectives for presenting work digitally in the first place to set out measurements for evaluation.**

**Things you can consider:**

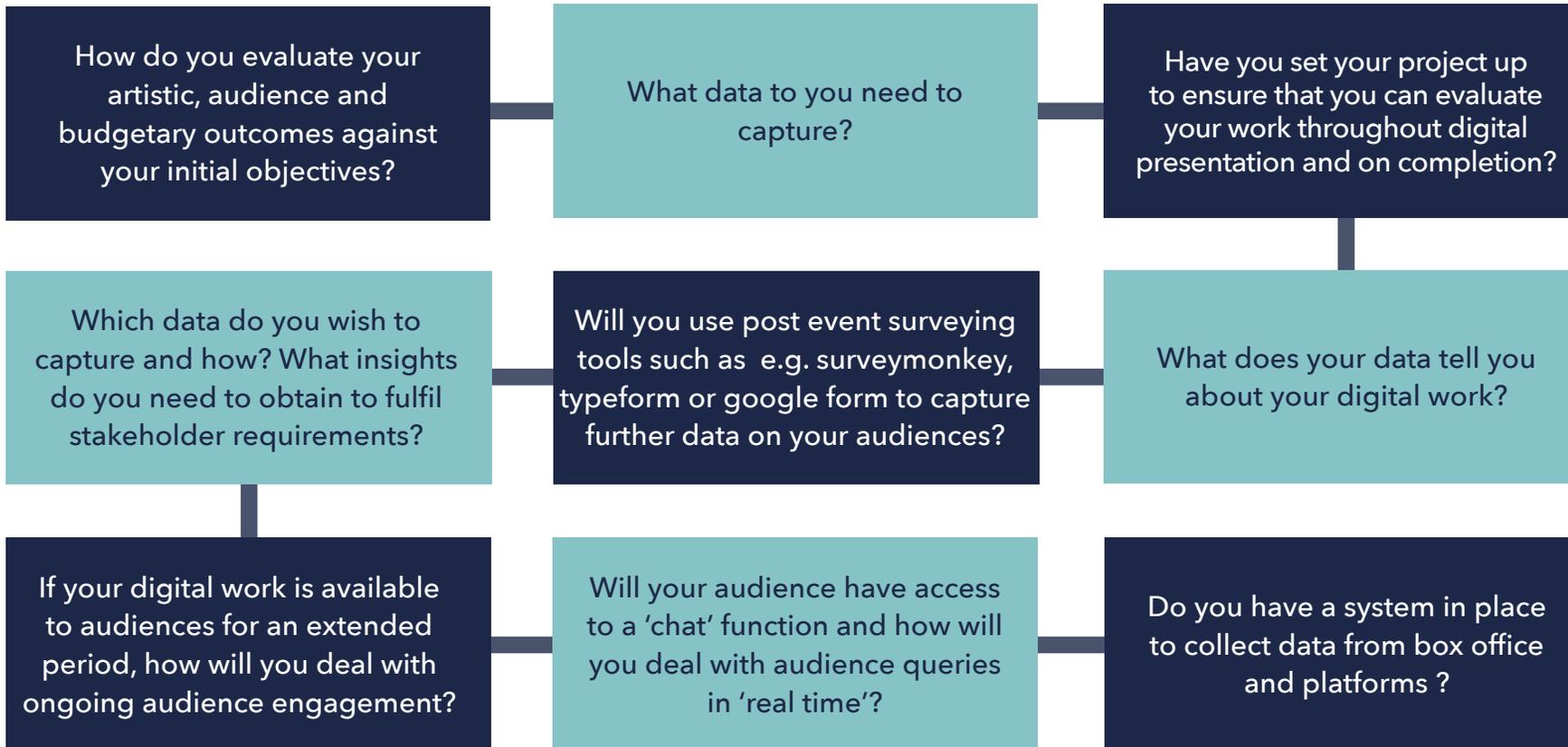
Why make a digital art work?

Is it possible to present this work digitally?

What is it and why are you creating a digital piece?

# EVALUATION PLANNING TOOL

How can you set your project up to make evaluation easier and more worthwhile at the end of the project?



## Resources

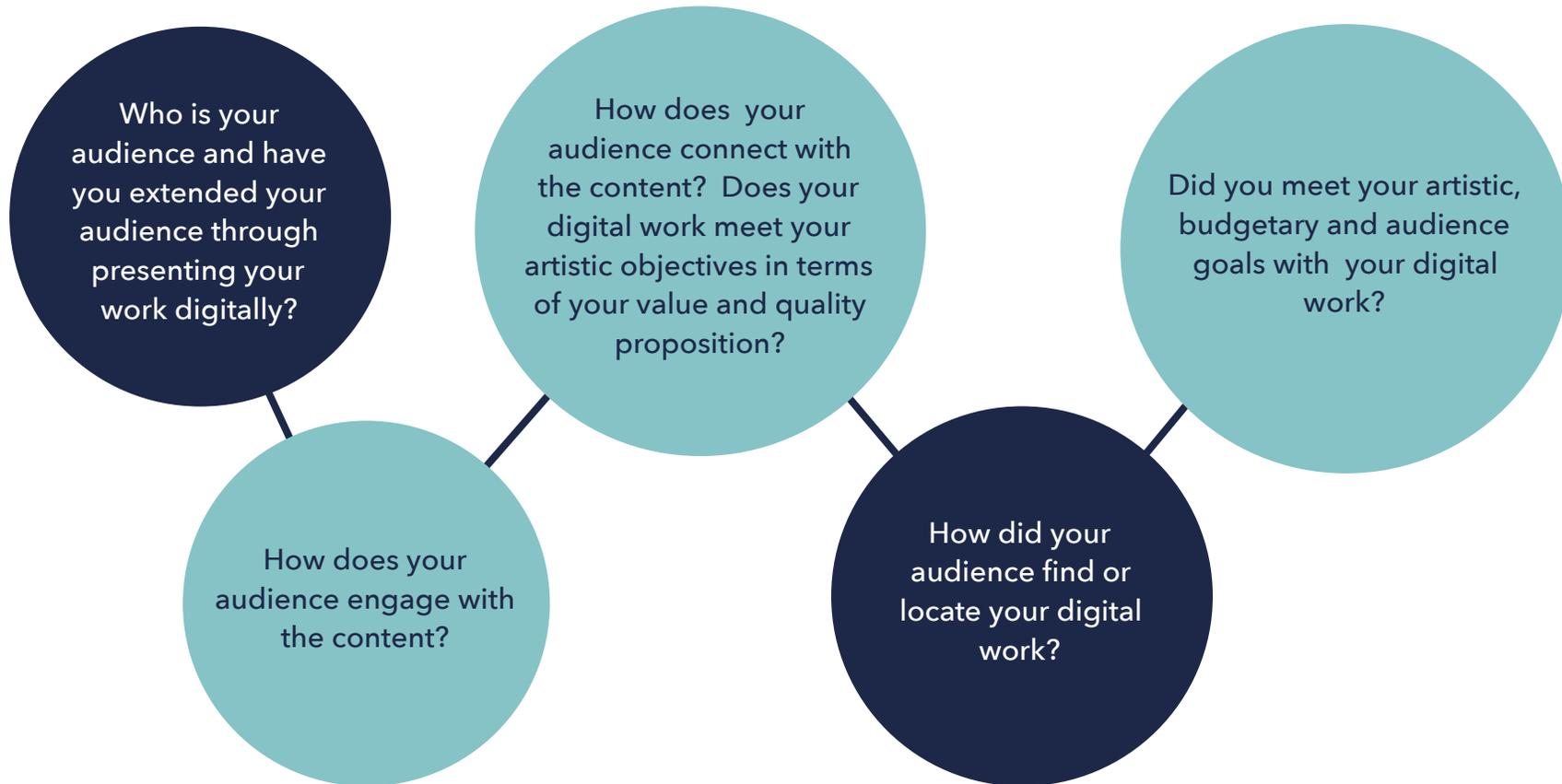
Click here for resources to help you plan and present your work digitally



## Video Resources

Click here for resources to help you plan and present your work digitally

# EVALUATION



## Resources

Click here for resources to help you plan and present your work digitally



## Video Resources

Click here for resources to help you plan and present your work digitally

**GO LIVE**

**Your Final Checklist.**

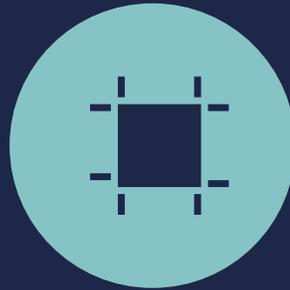
# PRODUCTION

## Summary : How do you make digital work?

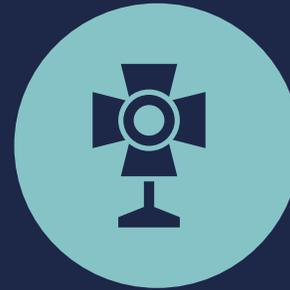
Do you have everything in place that you need?

Do you want to present this yourself or do you wish to work with an external producer?

What is the nature of your work/ event and what skills are required of this external producer?



**Artwork**



**Equipment**



**Team**



**Resources-  
Budgets**



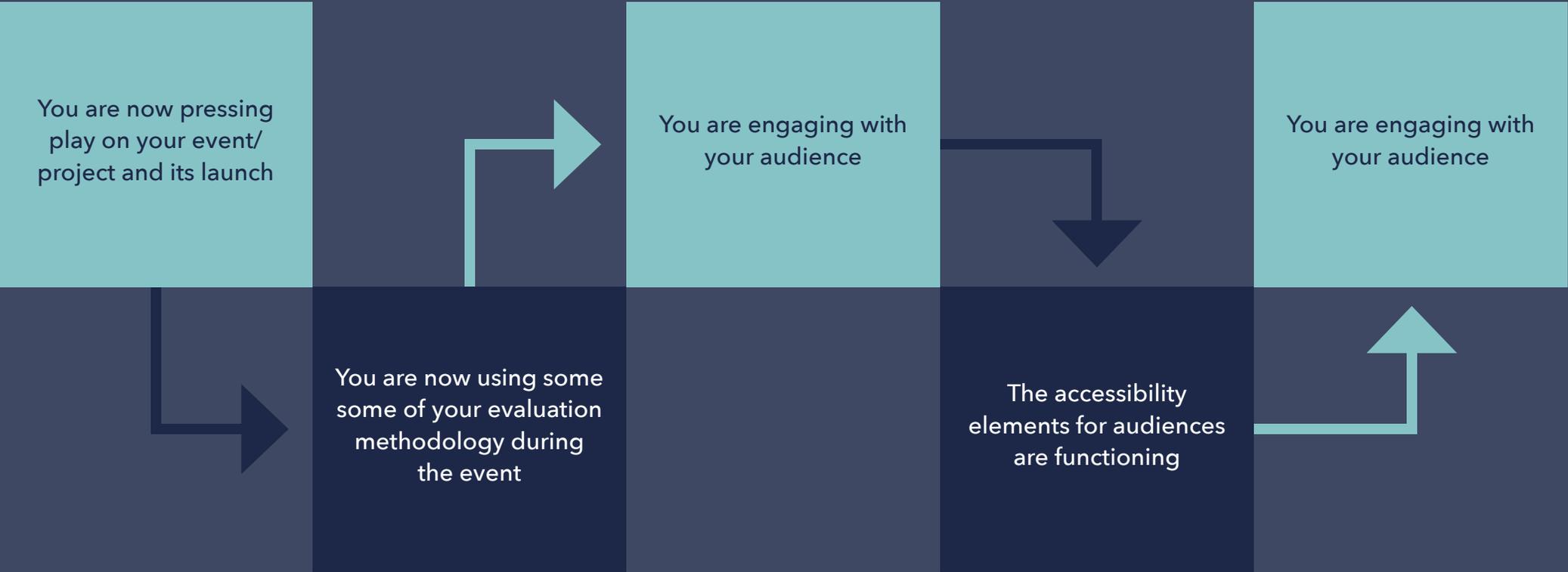
### **Bandwidth**

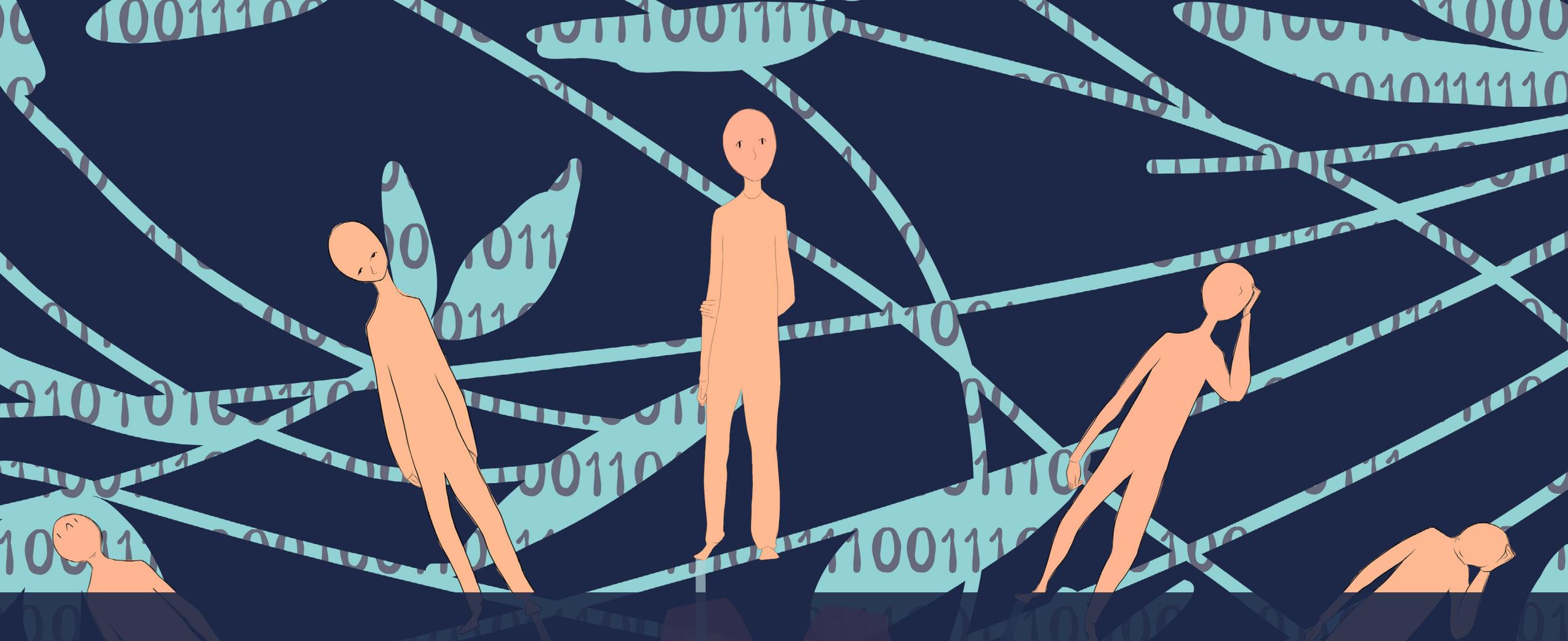
*Internet capability (fibre) and technical capability of the venue*

Can your audience interact with you during 'presentation' or broadcast of your work e.g. regarding difficulty 'getting in' to the event via ticketing?

# DISSEMINATION

## Final considerations when your event is live





Digital Toolbox produced by Culture Works for The Arts Council  
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