

INTERACTIVE KNOWLEDGE

DIGEST

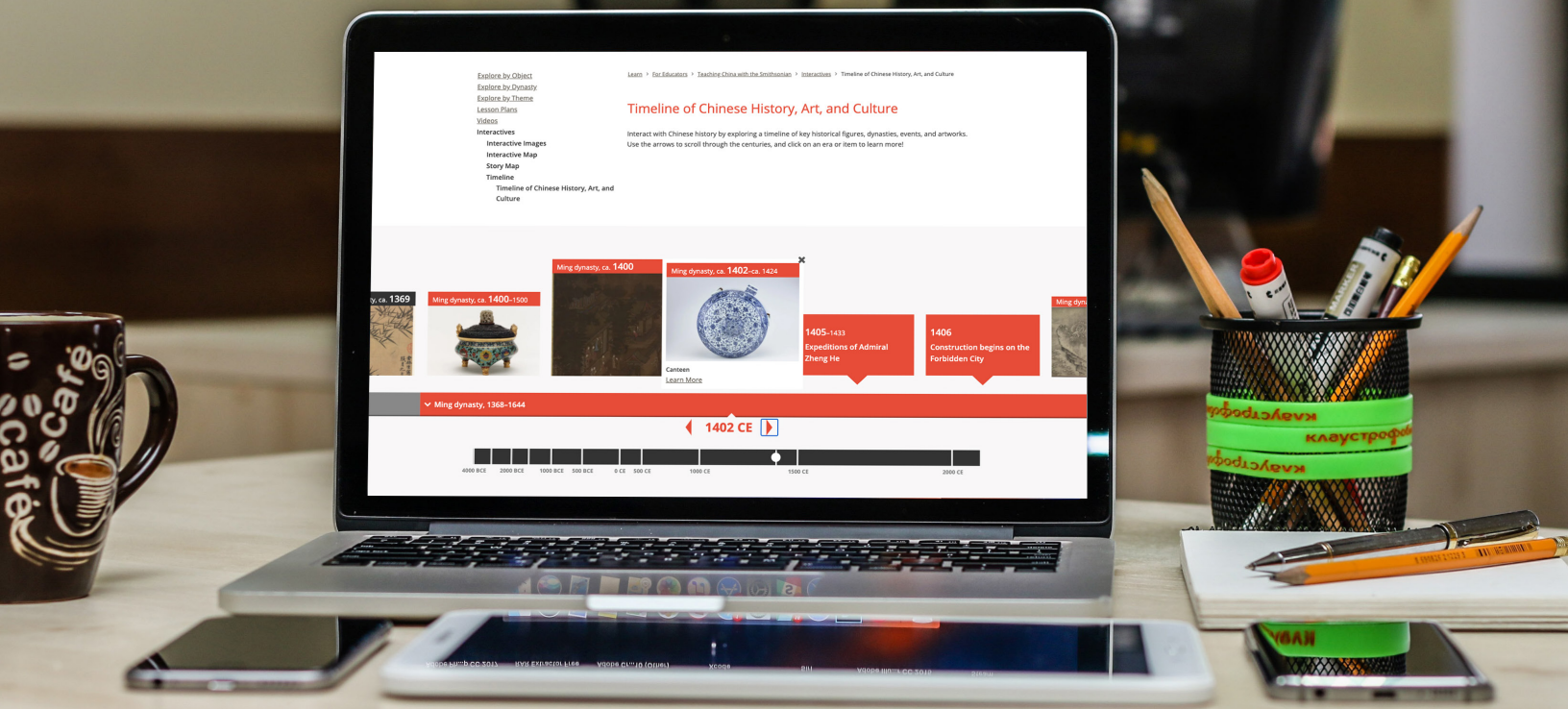
August 2020

Digest is a periodic publication that highlights news and announcements from Interactive Knowledge, a strategic digital technology firm with an established history of working with many of the best-known cultural organizations and nonprofits in America.

We are working closely with our clients in response to the current pandemic. This issue features new projects that support online learning and augmented reality applications we are creating for our museum and university partners.



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Teaching China with the Smithsonian Online Learning Content Launches at Asia.SI.edu

The Smithsonian National Museum of Asian Art (Freer | Sackler Gallery) hired Interactive Knowledge to create an extensive collection of teacher resources titled, Teaching China with the Smithsonian. Interactive Knowledge designed and produced this engaging addition to the Asia.si.edu website and it launched in June 2020, in time for teachers across the country to consider adding it to their list of pandemic induced online learning resources.

“I want to reiterate how happy we are with the final product and the wonderful feedback we have received since launch!”

Sarah Yarrito, Project Coordinator
Freer Gallery of Art and Arthur M. Sackler Gallery

Teaching China with the Smithsonian is a WordPress website that integrates a wide variety of educational techniques designed to inspire students to learn about Chinese art, culture, and history. In addition to an extensive array of lesson plans, student-focused content includes thirty-two videos as well as interactive maps and a timeline that spans 6,000 years of Chinese art. The educational resources are all based on objects from the museum’s collection. Students can interact with the collection by viewing annotated, 3D, and 360° images.

KEY WEBSITE FEATURES



Interactives

Students will be captivated by the breadth of interactive activities included in *Teaching China with the Smithsonian*:

- Three types of Interactive Images include Annotated Images, 360° Images, and 3D Models. Three examples of each type are included.
- An Interactive Map locates the origins of selected works of art as well as a variety of art and craft traditions on a map of China.
- A Story Map delivers annotated content to describe a handscroll dating to the Ming Dynasty.
- An Interactive Timeline features over one hundred images and events placed on a visual timeline that describes China’s history from 7,000 BCE to the present day.



WordPress Templates

The Smithsonian National Museum of Asian Art was built using WordPress. Our role was to create a new Teacher Resources section that followed the established themes but added new functionality and content. The project nearly doubled in size when additional features were requested. All of the new content had to work seamlessly within the established framework but we were able to expand the templates to better accommodate the educational goals of the museum’s team.

The Clemson University Digital Media Learning Lab Presents:

SPOT THE TROLL

Spot-the-Troll is the quiz where YOU examine images of *real social media content* and decide whether it comes from a legitimate account or an internet troll.

Start Now ▶

Helping Universities Make Remote Learning Engaging and Accessible

We are very pleased to be working with the Clemson University College of Business to design and produce an online learning project that addresses a growing issue in America—disinformation on social media that is aimed at influencing elections. Our extensive background in creating interactive educational experiences was cited as the reason we were chosen by Clemson. This was our first project with Clemson University. We have worked with several universities including the University of Maryland, North Carolina State University, University of Pittsburgh, the University of Virginia, and most recently, the University of South Carolina.

The Disinformation Online Learning project will present a series of actual posts that were discovered by the Clemson researchers to be the work of trolls from Russia's Internet Research Agency. This same group was indicted during Special Counsel Robert Mueller's investigation into interference in the 2016 presidential election. This project will be available to the public and is designed to help social media users learn techniques for uncovering the source of posts, videos, and articles before sharing them with their friends and family. This site should be ready for launch early in September 2020.

We have recently completed another contract with Clemson, auditing a new, unpublished section of the university's main website. Interactive Knowledge was chosen to provide a detailed analysis of web accessibility issues that did not meet the ADA, Section 508, and WCAG 2.0 AA Guidelines. We created an Accessibility Conformance Report (ACR) that summarized the analysis and documented multiple deficiencies as well as a plan and budget for remediation. Our experience with designing and implementing dozens of WCAG 2.0 AA compliant websites has helped our clients meet their legal and moral obligation to deliver truly accessible content. As more educational institutions are relying on remote learning during the pandemic, we are prepared to provide guidance, assessment, and remediation for all online accessibility issues. In addition to our work with Clemson, we recently signed an open-ended contract for website content strategy and accessibility assessment with the University of South Carolina.



Coming Soon— Fall Release Dates

Augmented Reality Application for the American Battlefield Trust

The American Battlefield Trust, Lumina Datamatics, and Interactive Knowledge are creating an augmented reality (AR) experience for mobile and tablet devices to be used by visitors to the Gettysburg National Military Park. The AR app will offer a wide variety of 3D animations and stills that are based on archival photographs of the Battle of Gettysburg and its aftermath. Visitors to the park will be able to use the app to experience life-like interactions with historic individuals who were at Gettysburg during the Civil War at the exact locations where they stood. The app will include up to six AR experiences in four different locations. Using GPS location technology, the app recognizes the location and gives the user a series of scene placement steps to follow that encompass physical features, horizon line placement, compass directionality, and a custom map that trigger the AR experience. The AR app will offer map-based navigation that will lead visitors to unique and often underutilized locations within the Gettysburg National Military Park.



Augmented Reality offers a fresh context for people who already know the content (i.e. history and Civil War buffs) and creates an exciting introduction for others— particularly families with digital natives who can help their parents with this new type of experience. Due to travel restrictions during the pandemic, we will release a classroom version of the AR app in the fall of 2020 and plan to have the park location version available by Spring 2021.



Smithsonian's National Portrait Gallery Exhibition Website Featuring America's First Ladies

In 2017, the Smithsonian's National Portrait Gallery reinstated one of its most popular exhibitions— [America's Presidents](#). We were hired to design and produce an interactive website that presents the content from the exhibition in one section of the site. A second section offers a powerful search tool that provides easy access to everything in the Smithsonian's vast collection related to the Presidents. The website has been very popular with students and teachers, particularly as an asset for online, stay-at-home learning.

A new exhibition will open in November 2020 and we've been asked to design and produce an interactive website to share the content online. The exhibition is titled: Every Eye Is Upon Me: First Ladies of the United States. The website will include portraits and information on each First Lady including images from the exhibition. The site will also feature advanced tools for researching the Smithsonian's collection of artifacts, documents, images, and media.

Our Comprehensive Set of Services



Technology & Development

Full-Stack Web Development | Drupal Development & Integration | 3rd Party System Analysis & Integration
Data & Database Management and Integration | API Design & Development | Iterative Prototyping
Javascript, React, Node.js Development | Interactive Kiosk & Exhibition Design & Development



Content & Publishing

Subject Matter Research | Content Review | Content Strategy
Content Audit | Web Analytics Analysis | Information Architecture



User Experience & Visual Design

User Journeys & Personas | Use Cases & Scenarios | Storyboarding & Wireframing
Prototyping | Visual & Interaction Design | Environmental Design
Collateral Design | User Testing



Application Delivery, Support & Maintenance

Cloud Hosting | CDN Integration | Application Management
Application Enhancement & Refactoring | Software Updates & Upgrades
Security and Patching



Strategy

Project Planning | Grant and Proposal Writing | Funding Acquisition Consultation
Stakeholder & Audience Surveys/Interviews | Web Analytics Review
Technical Consulting and Planning

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Have Questions or Want To Chat?

We'd like to hear from you. If you have questions about any of our work or services, a project you think we might be interested in reviewing or simply want to discuss the possibilities, by all means, let us know.

Tim Songer, Interactive Knowledge's Founder and President, has been a leader in this field for decades. Take advantage of his experience. Give Tim a call at 704-293-5865, or email him at tim@interactiveknowledge.com.

Visit our website at interactiveknowledge.com to see more of our work and to keep up with the very latest on agency news and announcements.

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