

APPROPRIATE WORKS OF ART IN A PLAYFUL AND DIGITAL WAY CASE STUDY: CREATE AN AUDIO GUIDE


General Objective

The aim of this Practical Sheet is to present several examples of audio guides in museums. Another aim is to explain how to use izi.Travel software to create audio guides. You can use this idea with your learners during the workshops.

In this practical sheet, you will:

- ✓ discover audio guides creations,
- ✓ learn how to use izi.Travel software,
- ✓ learn to re-use your knowledge of the software to create an audio guide with your learners.

You will need:

- ✓ a computer with Internet access an email address to create an account on the izi.Travel platform,
 - ✓ a phone with Internet access and the izi.Travel app,
 - ✓ the content used for the audio guide (text, image, sound).
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Challenges and settings

Audio guides have been part of the museum since 1980. Traditionally, they are used to give formal information about the works, and mainly to allow foreigners to understand the works with the texts translated orally. Today, audio guides help the visit and serve to interpret the works. They are mediators for the dissemination of knowledge and the development of audiences.

Today, there is a concern about the use of audio guides in museums: this tool would be used mainly by people alone and would isolate them in a group. However, the audio guide brings autonomy and freedom to the visitors. The individual appreciation of the work, accompanied or not by an oral explanation, then the exchange with the rest of the group, is a privileged practice, even without an audio guide. Moreover, this tool, by providing additional information and interpretation keys, even encourages exchanges between adults and between an adult and a child.

When designing an audio guide, it is important to ask yourself for which audience you want to create this tool: for adults? for children? for both? Recordings play a major role. For children, the audio must be adapted in terms of vocabulary and content. It is better to have a narrative based on a story and characters, which can be included on the images, which will accompany the child in the discovery of the works. It is possible to add games like quizzes to make the visit more interactive. For adults, there are two possibilities: either to follow a narrative or thematic path (a subject, an artist, a point of view), or to go through an independent description of each work. In this way, the adult can choose the order in which s/he wants to view the works.



Regarding the recordings, they must be of good quality: with voices, atmospheres, music. The audio must be linked to what the visitor sees by the description of the work but also its position in the museum. It is important to give visual guides to accompany the visit. For the description of the work, it is not enough to describe it on the surface. It is necessary to direct the eye and to bring elements of understanding. It is possible to punctuate the visit with literary quotes or moments with only music. You must pay attention to the total duration of the visit: 1 hour of recording corresponds to 1h30 of visit. Each audio should last about 1 minute to avoid tiring the visitor.

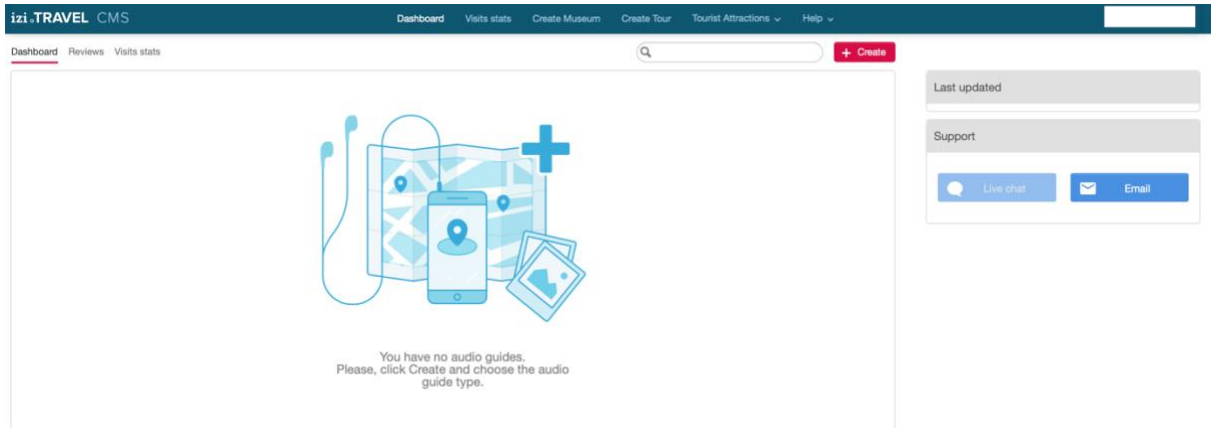
Another question to ask is: which path to take and around which artworks? Should the audio guide include all the works or just a selection? Should it cover the permanent collections or the temporary collections? Will the explanations go beyond the works and talk about the place, the architecture, the history, the context? The visit must follow a logical path with the reality of the museum and the location of the artworks in the space. The titles and other elements of the audio guide must be consistent with the physical collection. In the rooms, the signage must be adapted to the audio guide and the QR codes or track numbers must be highlighted in a visible and adapted way with pictograms for example. Finally, don't forget to indicate the presence of an audio guide at the ticket office and at the entrance. The receptionists should be able to show how to use the audio guide. A loaner counter for tablets with the application installed on them, and a loaner for headsets can be set up. In the case of izi.Travel, it is possible to set up a WIFI terminal to allow visitors to install the application on their phones.

Adaptation

1. Preparation

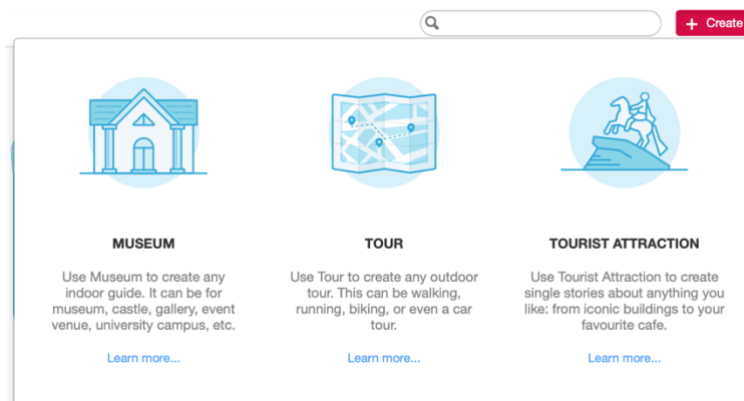
To use this software, we recommend that you have already prepared the content (text, image, sound) in a folder. Each content must be correctly renamed, in connection with the physical collections. Regarding

the audio: it should be of good quality. The sentences and the atmosphere must be work on. Then go to [this link](#) and create an account or log in. There are many languages available (English, French, Italian, Spanish, Russian). Once your “Professional” account is created, you can create audio guides.

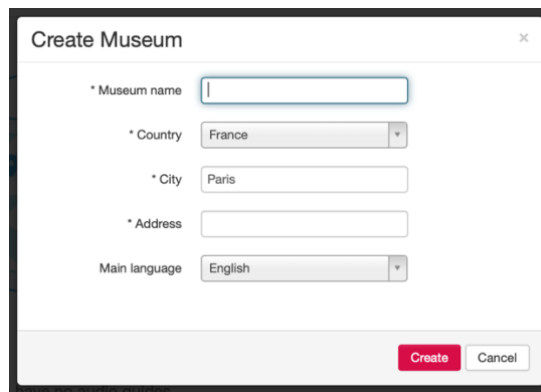


2. Create your audio guide

You can now create a new audio guide. Three types of guides are available: museum, tour, and tourist attraction. For creating an audio guide for your museum is “museum”, the “tour” is for a town tour with highlights, the “tourist attraction” is for one piece of art.

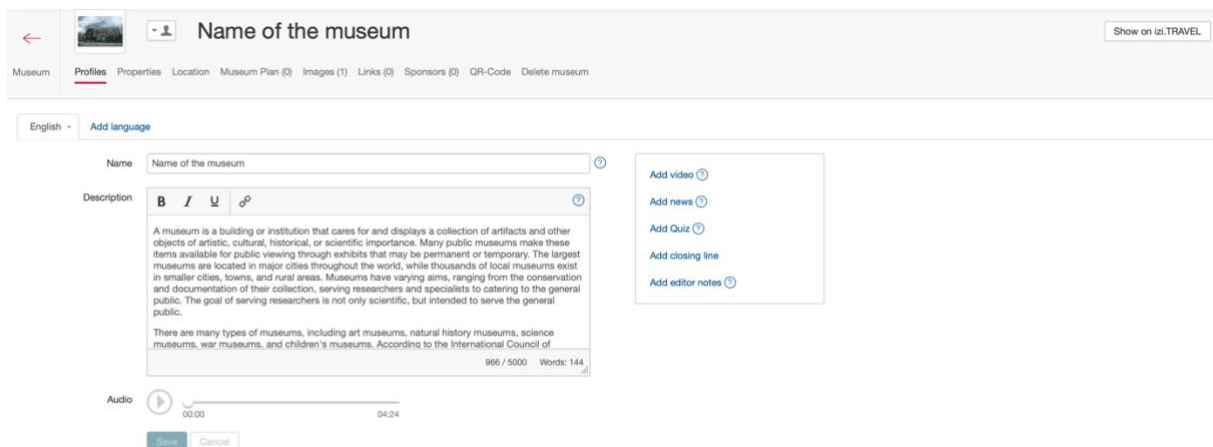


Then you can create your museum. All languages are available for “main language”.



3. Create the audio guide main page

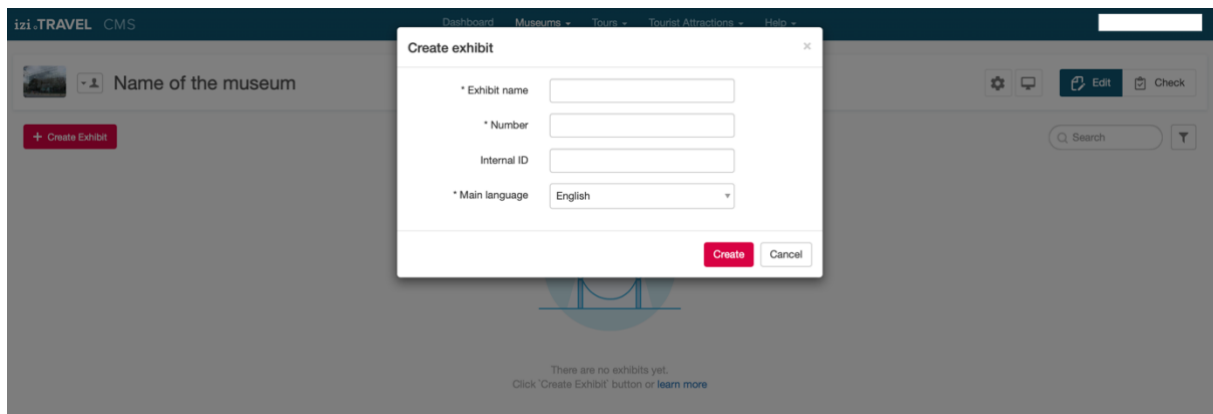
First, you need to create the audio guide main page. It can also be the museum presentation page if you want to create only one audio guide. You can add text description, photos, videos, links, sponsors, QR codes and, of course, audio. You can also add languages if you want to make translations.



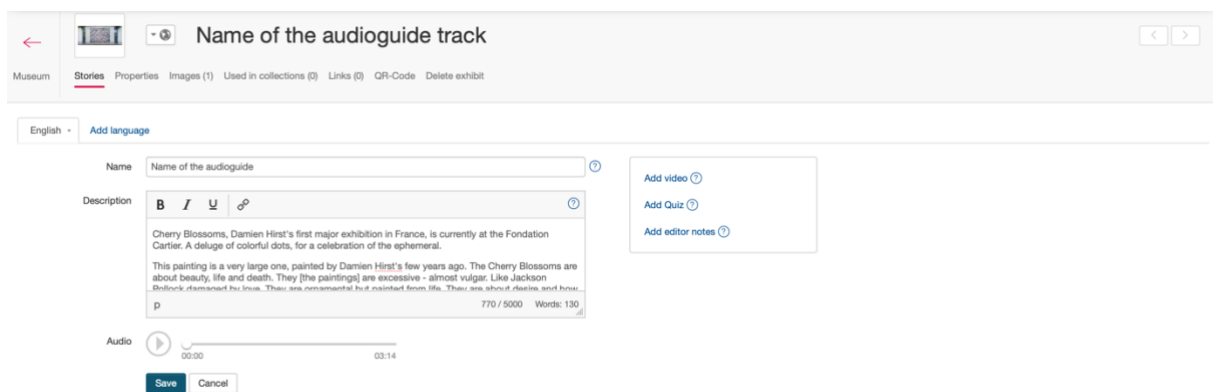
Once you have finished, save, and click on the museum button on the top left of the screen.

4. Create an audio guide track

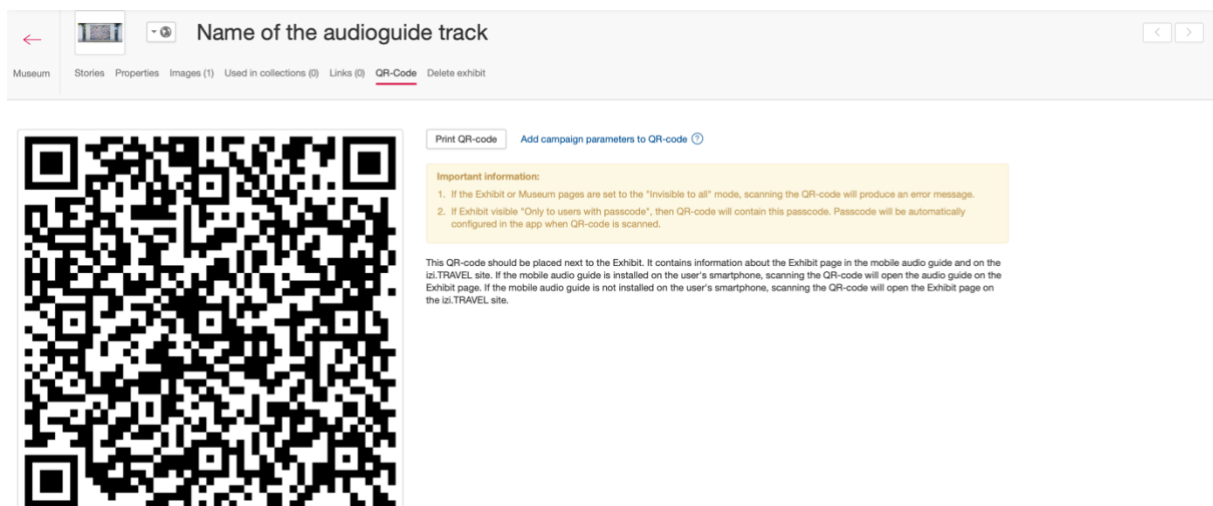
You can create your audio guide tracks here (it is called an exhibition), or you can create your collection.



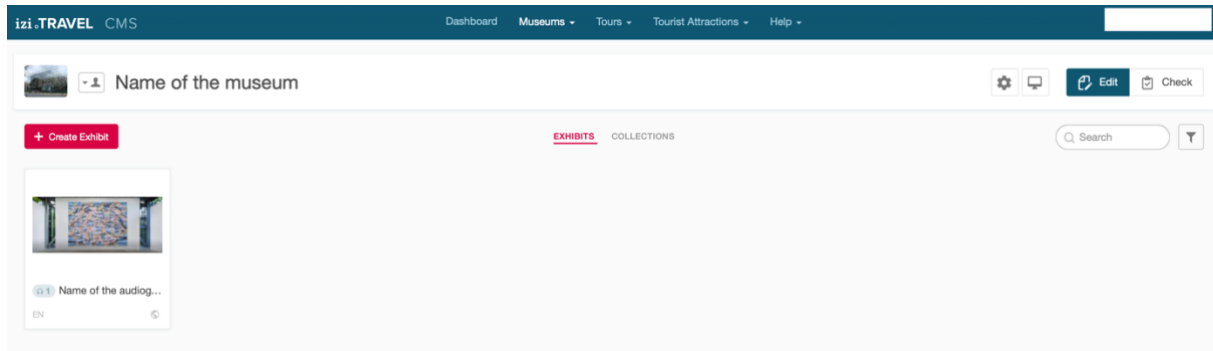
You can add text description, photos, videos, links, sponsors, QR codes and, of course, audio. You can also add languages if you want to make translations. This is the presentation page for your audio guide, at least for one exhibit.



Izi.Travel automatically generates a QR code for each track you create (in the QR-code section). You can print it and put it in your physical collection.

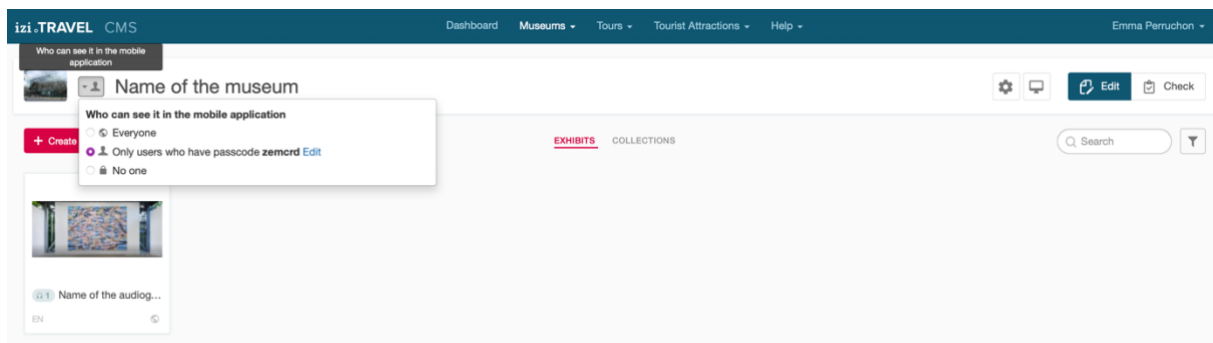


For now, your museum page should look like this, with only one track. Create more exhibits to create more tracks. You could add a number in the title of each track, to help the visitor to recognize a piece of art.



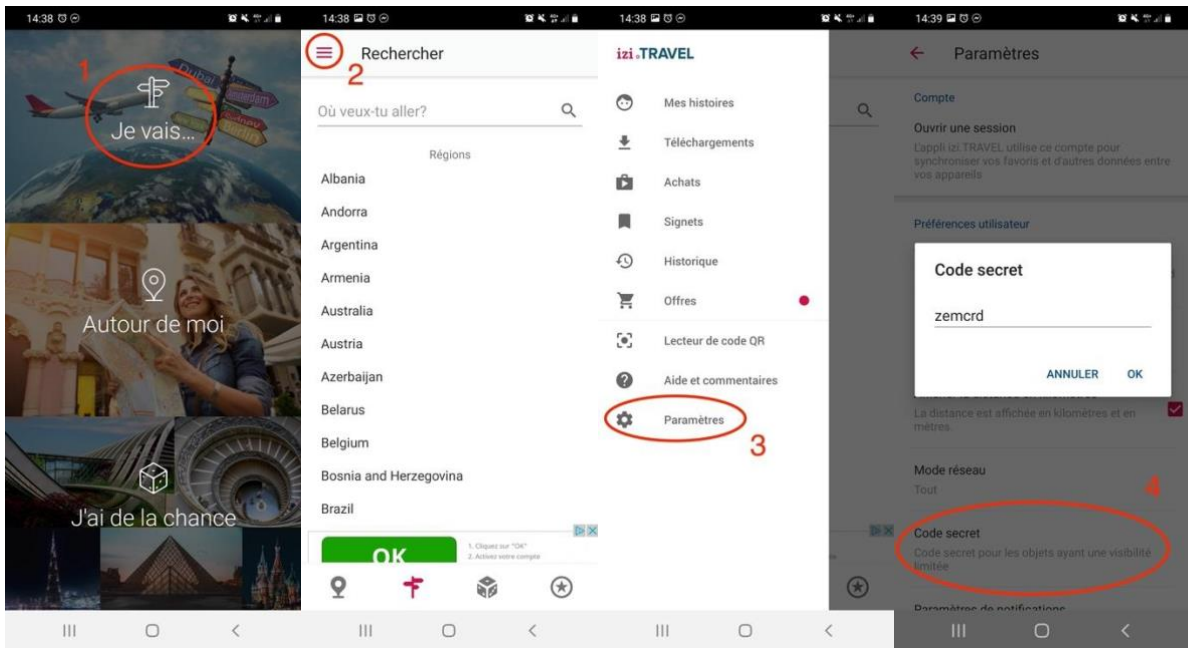
5. Previsualize your work on the app.

On the Museum page you create you can click on the face icon to see who can see the audio guide.

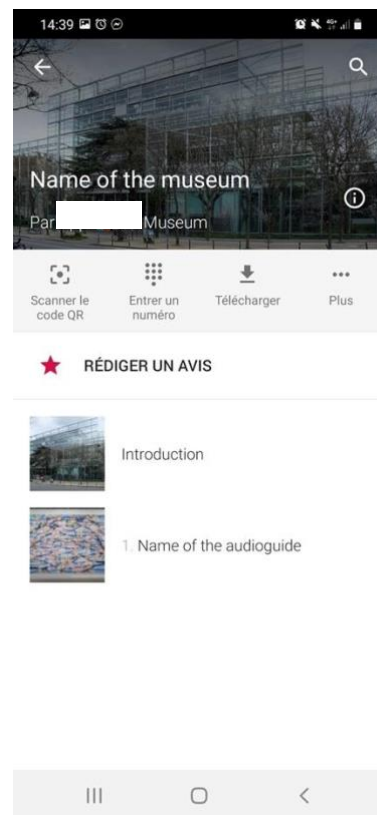
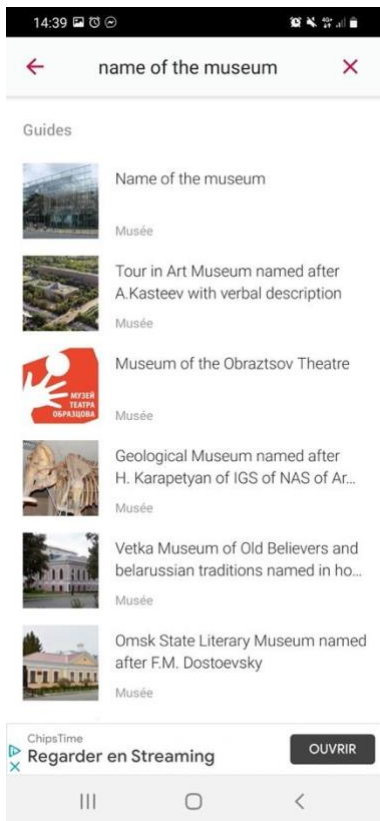


For now, only people with this “zemcrd” code can see my audio guide on the app.

If you want to see the preview of your audio guide, go to the izi.Travel app on your phone. And go to your parameters to enter the “zemcrd” code (for you, the code given by the izi.Travel platform).



Then, you can search as usual the name of your museum in the search bar and click on it.





6. Publish your audio guide

Once you are ready, you can publish your audio guide by changing the “who can see it in the mobile application” from “only users who have passcode” to “Everyone”.

If you have any trouble, check the [Help page of izi.Travel](#), there are a lot of resources (texts and videos).

All the pictures have been retrieved from the izi.Travel website (<https://izi.travel/en>).

Practical examples and inspiration

- You can see on the izi.Travel app many examples of audio guides in museums, sorted by country:
- [Italy](#)
- [Holland](#)
- [Croatia](#)
- and many, many more
- The British Museum also offers its own audio guide: <https://www.britishmuseum.org/visit/audio-guide>

Additional resources

- [How to write the script of an audio guide](#)
- [Writing verbal descriptions for Audio guides](#)