

# Digital Projects for Arts & Culture

Learn how to define key elements of your project, conduct relevant research, draft a request for proposals, select a vendor, and maintain your project once it's built. We'll also discuss common project types and key terminology, so you can feel confident talking to partners, funders, external stakeholders, and your team.

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## HOW TO GET STARTED

### The Five Key Takeaways

- Do your research upfront
- Help everyone understand your audiences, their needs, and expectations/goals
- Communicate with partners earlier in the process
- Think about content early and often
- Continue to support and fund your project after launch

## DOING YOUR RESEARCH UPFRONT

### Important Questions for New Projects

- Why are you doing this project?
- Who are you building this for?
- Who are your stakeholders?
- What are you trying to build?
- What resources do you have available?
- What research is needed?
- How much is this going to cost?

## Terms & Definitions

**Agile** – An iterative software development workflow, where the development process is broken into small pieces for regular testing and iteration.

**API (*application programming interface*)** – A way for one web service to communicate with another service for sharing data or content (e.g. Google Maps API for embedding maps).

**Front-end Development** – The “client-side” code that users see when they go to a website. This includes the look-and-feel and interactivity, then connects to server-side code to add in logic or pull in relevant content from a database.

**Hybrid Mobile App** – A mobile app built using web technologies, then packaged to be deployed to the different app stores. One set of code, but more limited features available.

**Native Mobile App** – A mobile application built using the native programming languages of the operating system, e.g. Objective C or Swift for Apple, Java for Android. This generally means that each mobile app will be built independently using different code.

**Responsive Web Design** – A website that adapts to different changes in environment, from screen size and resolution to orientation.

**Server-side Development** – The “behind the scenes” code where most of the logic for a website or app lives, including access to database-driven content.

**Usability Testing** – Evaluating a product or service by testing it with potential, representative users. Can be conducted individually, in groups, or remotely.

**Waterfall** – A sequential software development workflow, where steps in the development process are completed in order. Does not allow for change or iteration.

**Wireframes** – Unstyled blueprints of a website or application, generally created to outline the overall layout and flow a user might follow.

Are you currently working on any digital projects in your organization?

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What research has your organization conducted in the last two years?

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What technologies are exciting to you and your organization?

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What digital projects have inspired you?

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