

Digital Cultural Heritage Research Group ICOM Italia

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WHEN MUSEUM GO ONLINE

The Law & Digital Cultural Heritage Day
11, December 2020

THE WEB IS AN OPPORTUNITY **BUT...**

- 1) **How to measure and evaluate the museums effectiveness on the web?**
- 2) **How to encourage active participation and reuse of digital reproduction of museum's collections by a correct legal approach ?**

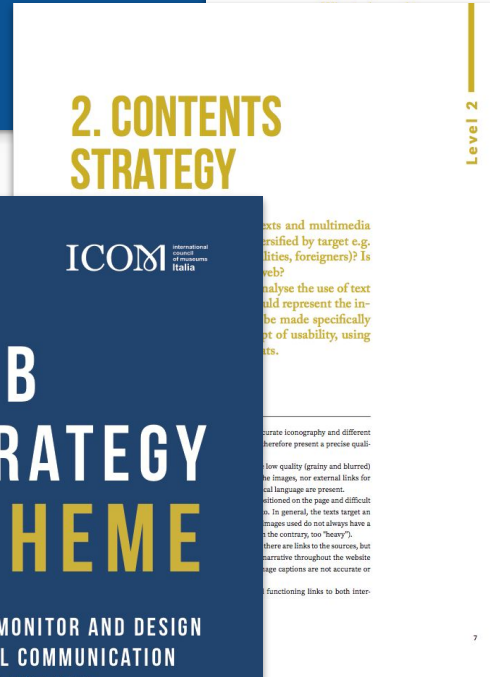
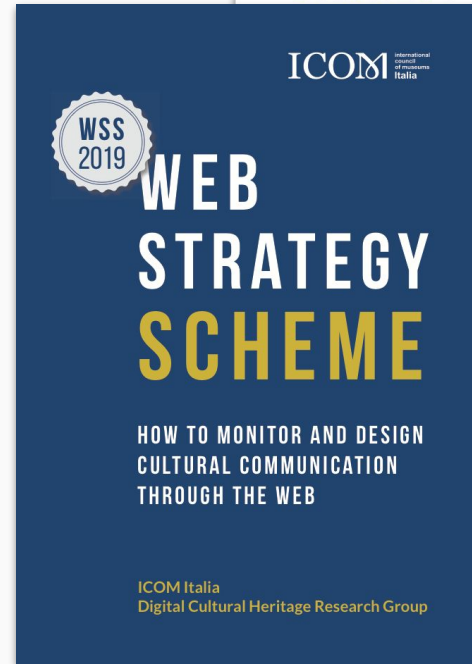


WEB STRATEGY SCHEME

1) How to measure and evaluate the effectiveness on the web?

17 parameters

- self-evaluation and **MONITORING TOOL** for museums on the level of the development of their web strategy
- Is also a **TRAINING** tool since by showing the ranking assigned, it indicates what would be the possible integrations and implementations steps
- Can also be a support to **DESIGN**



WEB STRATEGY SCHEME VISION

LEVEL 1 INFORMATION ARCHITECTURE	1.1 MENU AND CONTENTS 1.2 EXTERNAL AND INTERNAL LINKS 1.3 WRITING FOR THE WEB
LEVEL 2 CONTENT STRATEGY	2.1 KIND OF CONTENTS 2.2 CONTENTS FOR DIVERSIFIED AUDIENCE 2.3 INFORMATION 2.4.INTERNATIONALIZATION
LEVEL 3 INTERFACE DESIGN	3.1. OPERABILITY 3.2 RESPONSIVE DESIGN 3.3. VISUAL IDENTITY
LEVEL 4 CREATING COMMUNITIES	4.1. SHARING TOOLS 4.2. MUSEUM - PUBLIC DIALOGUE 4.3. ONLINE CATALOGUES 4.4. MONITORING TOOLS
LEVEL 5 CREATIVE (RE)USE OF CONTENTS	5.1. MANAGEMENT AND REUSE OF CONTENTS 5.2. LICENSES FOR THE CONTENTS REUSE 5.3. USERS EDITING CONTENT CREATION

WEB STRATEGY SCHEME VISION

LEVEL 1 INFORMATION ARCHITECTURE	1.1 MENU AND CONTENTS 1.2 EXTERNAL AND INTERNAL LINKS 1.3 WRITING FOR THE WEB	ACCESSIBLE
LEVEL 2 CONTENT STRATEGY	2.1 KIND OF CONTENTS 2.2 CONTENTS FOR DIVERSIFIED AUDIENCE 2.3 INFORMATION 2.4.INTERNATIONALIZATION	
LEVEL 3 INTERFACE DESIGN	3.1. OPERABILITY 3.2 RESPONSIVE DESIGN 3.3. VISUAL IDENTITY	
LEVEL 4 CREATING COMMUNITIES	4.1. SHARING TOOLS 4.2. MUSEUM - PUBLIC DIALOGUE 4.3. ONLINE CATALOGUES 4.4. MONITORING TOOLS	SOCIAL
LEVEL 5 CREATIVE (RE)USE OF CONTENTS	5.1. MANAGEMENT AND REUSE OF CONTENTS 5.2. LICENSES FOR THE CONTENTS REUSE 5.3. USERS EDITING CONTENT CREATION	PARTICIPATORY

WSS SCHEME EN 2019

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WEB STRATEGY SCHEME

HOW TO MONITOR AND DESIGN
CULTURAL COMMUNICATION
THROUGH THE WEB

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APRIL FEBRUARY 9, 2019

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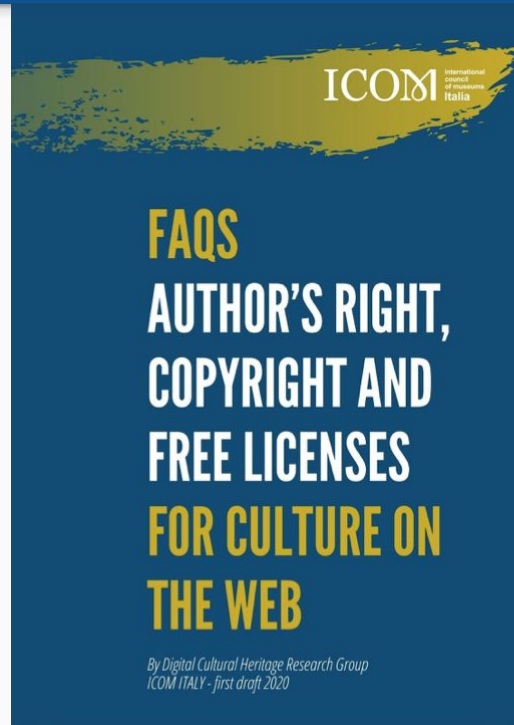
THE WEB IS AN OPPORTUNITY **BUT...**

- 1) How to measure and evaluate the effectiveness on the web?
- 2) **How to encourage active participation and reuse of digital reproduction of museum's collections by a correct legal approach?**



FAQs AUTHOR'S RIGHT, COPYRIGHT AND FREE LICENSES FOR CULTURE ON THE WEB

2) How to encourage active participation and reuse of content by a correct legal approach ?



2020

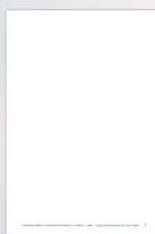
100 questions and answers for museums, archives and libraries

FAQ with practical guidance for museums, archives and libraries, with the aim of clarifying the opportunities and legal limits related to the reuse and dissemination of digital reproductions of cultural resources on the web.

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FAQS AUTHOR'S RIGHT, COPYRIGHT AND FREE LICENSES FOR CULTURE ON THE WEB

By Digital Cultural Heritage Research Group
ICOM ITALY - first draft 2020



FAQs

AUTHOR'S RIGHT, COPYRIGHT AND FREE LICENSES FOR CULTURE ON THE WEB

DEFINITIONS	<p>Does an author always exist? What is meant for compilations and collective works? Who does the author's right/copyright belong to when the work is created by an employee or is made for hire? What is meant for public domain? Can Cultural heritage institutions track a work in public domain?</p>
TYPES OF CONTENTS	<p>How many kinds of photographs exist? - Does the law fix a minimum level of creativity in order to grant protection? - Which are the rights of use connected to photographic works and to simple photos? How can they be transferred? - Which is the difference between legal and illegal modification/integration?</p>
WEB TOOLS	<p>How should I mention the source? If the author is not identifiable or does not respond to the request for consent? Who rules the Internet? And what applicable law rules Internet? Does copyright apply also to Internet?</p>
LICENSES and REUSE	<p>What is a license? What are the Creative Commons licenses compatible with open access? Which museums have adopted open licenses or public domain tools for reproductions of their collections? Which licenses are adopted in Open Access policies? How did museums motivate the open access policy?</p>
PROBLEMS AND SOLUTIONS	<p>What is an author's right infringement? What penalties are provided for in case of author's right infringement? How is the damage related to the author's rights violation estimate? If a Cultural Institution Director decides to share images under open licenses, does he run the risk of causing financial losses? Is it possible to settle a dispute by using the Code of Conduct to which my museum complies?</p>

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LICENSES FOR CULTURE ON THE WEB

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By Digital Cultural Heritage Research Group - ICOM ITALY

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Communities

December 8, 2020

Book Open Access

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SARAH DOMINIQUE ORLANDI; Anna Maria Marras; Deborah De Angelis; Pierfrancesco Fasano; Mirco Modolo

130 questions and answers for museums, archives and libraries

By Digital Cultural Heritage Research Group - ICOM ITALY. Sara Dominique Orlandi coordinator, Anna Maria Marras, Deborah De Angelis, Pierfrancesco Fasano, Cristina Manasse e Mirco Modolo

FAQ with practical indications for museums, archives and libraries, with the aim of clarifying the opportunities and legal limits related to the reuse and dissemination of digital reproduction of cultural resources on the web, in order to be able to take decisions on topics of a complex world with a better awareness.

First draft 4 Dic 2020 - work in progress: some questions are still under review

Final version publication is scheduled for the end of January 2021



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SHARING WITH THE NATIONAL AND INTERNATIONAL COMMUNITY

We wish the scheme and FAQs could be adopted by a larger research community. We would appreciate the opportunity to **hold comparative studies** with other cultural realities.

We shall be more than happy to answer your questions and receive your suggestions and comments at our email address: **digital.cultural.icomitalia@gmail.com**

CONTACT

digital.cultural.icomitalia@gmail.com

Thank you!

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