insites
to digital heritage

YOUR GUIDE TO

Digital Cultural Heritage Technology Toolkit

September 2022
Digital Cultural Heritage
Technology Toolkit

By
Banbridge and District
Enterprises

www.**insitesproject**.eu

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to digital heritage

INTRODUCTION TO THE **INSITES TOOLKIT**

Welcome to the **Insites Toolkit**, your one stop shop for the **best low or no cost digital tools** for your cultural heritage project. We have summarised the main features and benefits for each tool, so you can quickly review and choose the one of most interest to your particular project.

Sophisticated technology is increasingly becoming available to people without extensive coding or digital skills, but with a strong mission and willingness to learn. These tools have been selected as the most user friendly products available and we include links to step by step guides in video and text formats so you can learn and implement them as quickly as possible.

The tools we are introducing will help you to develop new digital products that will increase your impact and satisfaction levels in your current customers as well as communicating with new audiences. They can give your businesses and organisations a more appealing profile that makes you more sustainable in a world where technology is completely embedded and embraced in every aspect of our lives.

The types of projects this toolkit can enable you to develop include virtual reality, augmented reality, digital heritage games, digital tours, podcasts and videos. If you have a story to tell there is a low or no cost tool here that will help you to tell it digitally.

Investing a little time in learning to use any of these tools will pay dividends and build your confidence if you want to move on to a larger immersive digital heritage project. Planning and working with technical experts for example is easier when you know the language and concepts.

The toolkit is available for you to use online or as a pdf download so you can share it and use it whenever you want. If you want to find out more about the Insites project drop in to our website or social media, where there are more resources and examples of projects to inspire you.

Timeline JS

Timeline JS is a tool that delivers information in a timeline format which can be embedded on any site or blog. It creates a visual representation of historical events that can communicate your story or site in a more effective way.

WHAT MAKES TIMELINE JS A GREAT DIGITAL HERITAGE TOOL?

TimelineJS is free and doesn't need a lot of technical knowledge to use. Beginners can create a professional looking timeline using nothing more than a Google spreadsheet template provided for you. You simply add things like dates and the text you have written into the template, with other resources also added that will help tell the story, like photos, audio and video clips. You can pull in information and links from Twitter, Flickr, YouTube, Vimeo, Vine, Dailymotion, Google Maps, Wikipedia, SoundCloud, Document Cloud and more!

When you are finished you can publish the timeline on any website or in any blog and have appealing, interactive content you can update or add to at any time. An additional feature of the tool is that it will translate your content into different languages for you, opening up new audiences round the world.

View some examples of TimelineJS: TimelineJS Examples
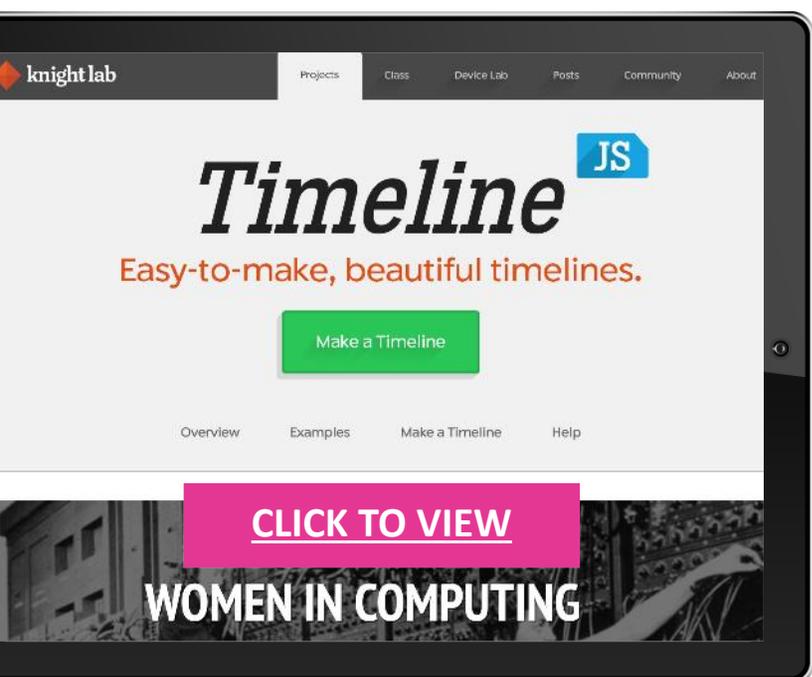
WANT TO GIVE TIMELINE JS A TRY?

Learn the four easy steps involved in creating your own timeline here: Four easy steps

You will find a short introductory video that will quickly walk you through the Google spreadsheet and creation process here: How to Use TimelineJS on Vimeo

CLICK TO VIEW

WOMEN IN COMPUTING

Canvas

02

Canva is a great tool for producing different kinds of graphics and videos without bringing in a designer. It helps you to create more professional looking digital content and marketing.

WHAT MAKES CANVAS A GREAT DIGITAL HERITAGE TOOL?

Canva has been around for a while and has developed a really impressive suite of graphic design tools with online support that allows the beginner to learn to use it with ease. You can use Canva to design social media posts, videos, newsletters and lots more.

One interesting tool in Canva's suite is its Storyboard Creator. A storyboard is a written or graphical representation of the elements that will be included in a digital story. So Canva can be used to brainstorm and plan your Digital Stories as well as to create them.

WANT TO GIVE CANVAS A TRY?

You can get started using Canva in minutes on your desktop, you don't need to login in or create an account to get started. However, creating a free Canva account allows you to save your designs and come back to edit them, so having one is advisable. You can also install Canva App (for free) on your mobile from either Play Store or App Store respectively for Android or iOS. To start using the app, you will ``need an account. If you decide that Canva is the tool for you you can move onto the pro level with more features and design options for £99 a year. Canva also has free pro packages for education and non profit bodies.

You will find an introduction to Canva here: Canva Intro Video

Download Canva for Windows
Download Canva from Google Play Store
Download Canva from Apple App Store

What will you design today?

n Canva, it's easy to engage your audience, build your brand, and create amaz visual content together — no design experience needed.

Sign up for free

CLICK TO VIEW
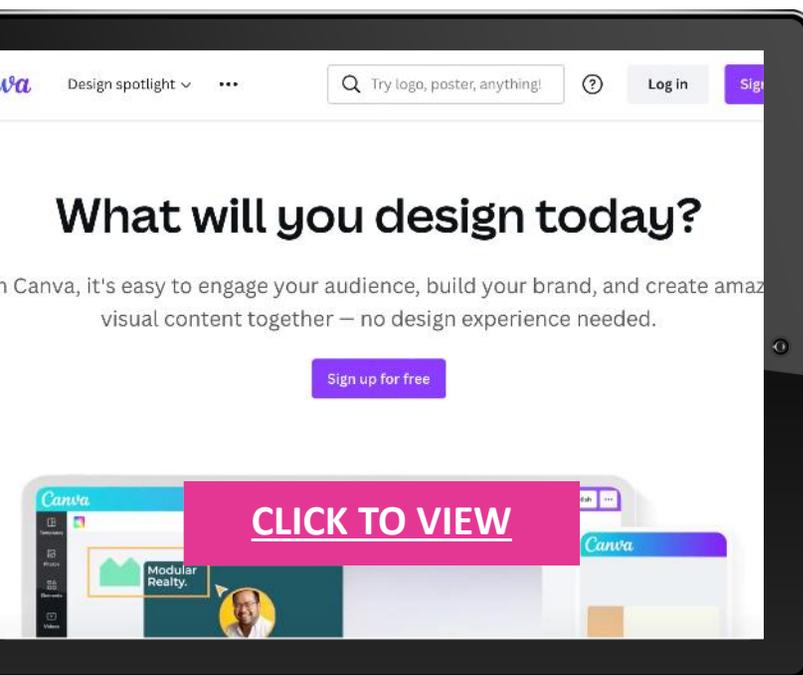
StoryTracks

StoryTracks is a dynamic platform that can be used by local people to preserve their own stories and histories. Storytracks opens up the "Real" authentic stories of a destination.

WHAT MAKES STORY TRACKS A GREAT DIGITAL HERITAGE TOOL?

Storytelling is integral to communities across the EU. Tapping into the talents and creativity of local storytellers is what the StoryTracks app aims to do. It preserves and promotes the authentic stories of a locality, making sure they do not die with the teller.

Currently it is home to hundreds of personal and traditional stories that bring a heritage and culture to life. You can listen to Mary Flynn talk about the first time she tasted ice-cream while on holidays as a child in the town of Castlerea or an Irish folklore story of Queen Meabh on the hill of Knocknarea.

WANT TO GIVE STORY TRACKS A TRY?

You can get started using StoryTracks in minutes! StoryTracks App is available as a free download on IOS and Android. For more complex or branded projects, StoryTracks offers a bespoke and tailored service for heritage, tourism organisations and businesses. For more details on this bespoke offering contact Fergal in StoryTracks.

Storytracks introductory video: Storytracks Demo

Download Storytracks from Google Play
Download StoryTracks from Apple App Store

StoryTracks- Bringing Local Stories to Life!

StoryTracks scratches beneath the surface of the obvious and brings you the "Real" authentic stories of destinations and local communities . Get involved and join our community; trigger stories on the move as well as create your own StoryTracks as you travel, explore, immerse, engage and give back.

CLICK TO VIEW

We would love
and place on o

Kuula

04

Kuula is a 360° Virtual Tour builder and platform for beginners with professional level tools available.

WHAT MAKES KUULA A GREAT DIGITAL HERITAGE TOOL?

Build a professional looking virtual tour for your cultural heritage attraction or business without a steep learning curve, Kuula can be picked up in a few hours.

Kuula is a very visual tool. Using panoramic images shot with any 360° consumer cameras or professional equipment you can create media enriched, immersive Virtual Reality experiences. Users can explore the tours using their smartphones, laptops or a variety of VR headsets. You can embed your tour on a website or email links to your customers.

WANT TO GIVE KUULA A TRY?

Kuula has a free account option that you can use to learn and develop your tour and share it with a limited number of people. If you decide it is for you, the pro version with unlimited, high quality access for users will cost $16 a month.

Guide to creating a virtual tour:
Step by step guide

Introductory Video Introducing Kuula

Examples: Kuula Tours

CLICK TO VIEW
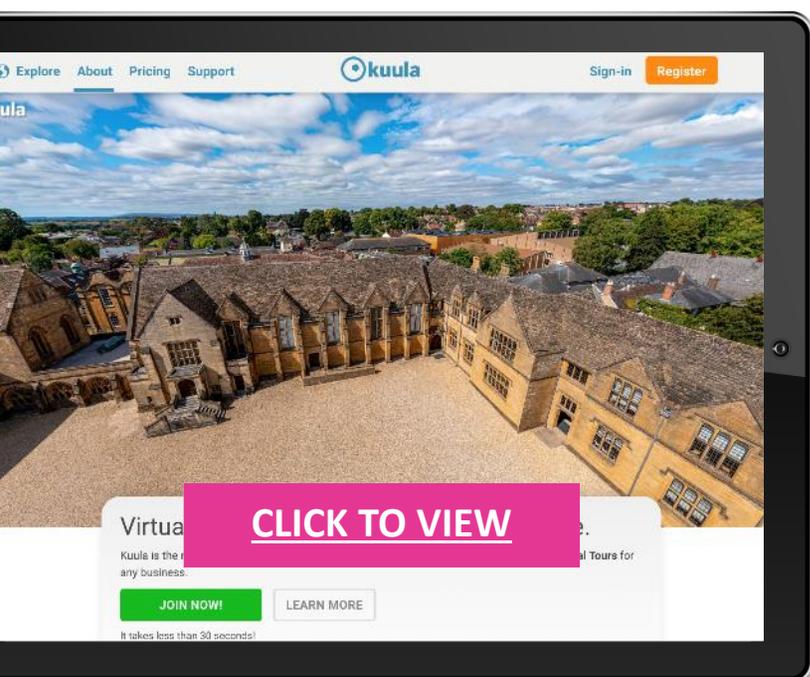
Guri VR

GuriVR allows anyone to make Virtual Reality experiences with the lowest possible learning curve.

WHAT MAKES GURI VR A GREAT DIGITAL HERITAGE TOOL?

Virtual reality is a great way to make your cultural heritage a truly immersive experience. Many of the large heritage sites across the EU are developing sophisticated experiences that take teams of technical experts and take a lot of funding. With Guri you don't need be a coder to create VR experiences. It provides a quick and easy online editor that interprets your words and creates the virtual reality world you describe. Guri even makes it possible to create a 360 panorama that works with headsets like the Google Cardboard and Oculus rift.

Guri organizes your stories into sequential scenes. Each scene is mapped with a paragraph in your description as soon as you specify the scene length. You can create as many scenes as you want and add different elements, including your own photographs of your site. You can save your stories and a share link is generated every time you save. Guri is a free, open source product, so it is free to use and is being developed by a community of coders. It doesn't look as sophisticated or have much technical support as a commercial product, but it doesn't cost as much either!
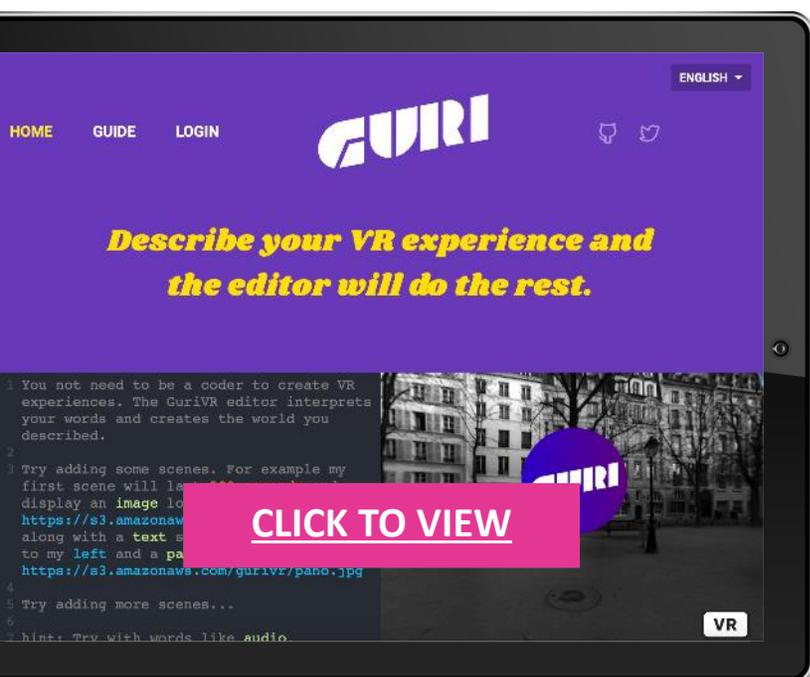
WANT TO GIVE GURI VR A TRY?

The easiest way to learn how to use the editor is to have a go on the homepage, where you will also find sample scenes to get started Guri Homepage . You will find a brief guide that walks you through the process here Guri Guide

If you want to save and share your work you will need to set up a free account.

Audacity

Audacity ® is a free, easy-to-use, audio editor and recorder. You can use Audacity to record and edit a wide variety of audio formats to create podcasts and other sound based products

WHAT MAKES AUDACITY A GREAT DIGITAL HERITAGE TOOL?

Sound is a major factor in making heritage experiences immersive. Whether it is voices, music or soundscapes, audio can be very evocative and transport the listener into a different time or place. You can use Audacity to record directly or digitise recordings from other media, improve the sound quality, combine recordings, put in special effects and export your finished audio track in different formats. This makes your podcasts or soundtracks more professional and engaging for your customers who may well be used to the increasingly sophisticated audio experiences provided by other heritage sites or businesses.

WANT TO GIVE AUDACITY A TRY?

Audacity can be used for free for any personal, commercial, institutional or educational purpose, including installing it on as many different computers as you wish. Take a look at the introductory video and if it is right for you simply use this link to download the software: Audacity Download Installation and editing guides are on their support page: Audacity Support

As a free service, the level of support available is limited, but you can also visit their Wiki for access to guides and manuals: Audacity Wiki Homepage

Introductory Video: Step by step tutorial

CLICK TO VIEW
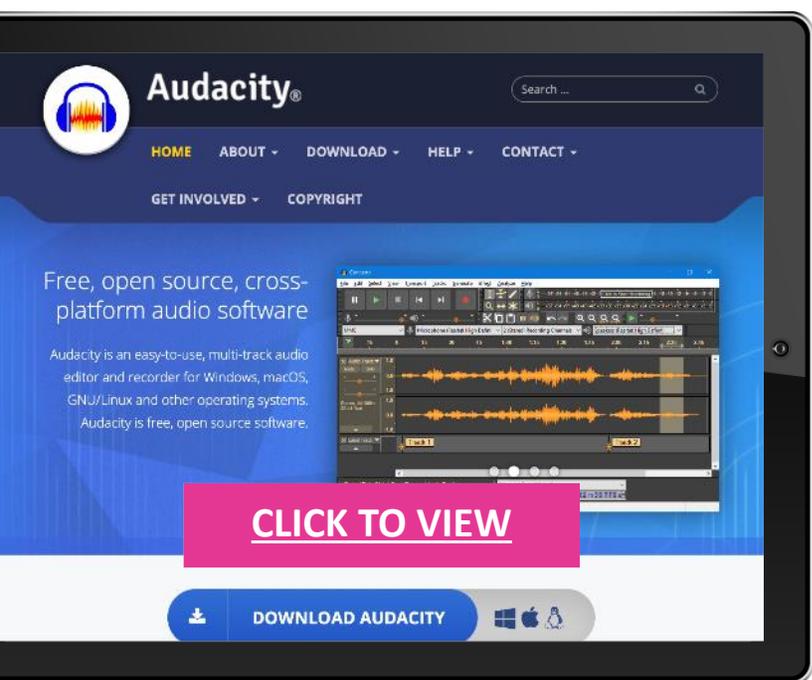
Capcut

CapCut is a free all-in-one video editor and video maker app with everything you need to create high-quality videos. Beginners can get started with CapCut in a matter of seconds, while advanced users have all the functions they need to edit videos professionally.

WHAT MAKES CAPCUT A GREAT DIGITAL HERITAGE TOOL?

This tool can help you target a whole new audience. Create videos on your smartphone that can tap into youth culture and spread to older audiences by going viral on TikTok, YouTube, Instagram, WhatsApp, and Facebook!

Capcut VR is versatile and easy-to-use. In addition to its basic features, such as video editing, text, colors and music, CapCut also offers free advanced features, including keyframe animation and slow-motion effects. It gives your marketing and storytelling a new dimension.

WANT TO GIVE CAPCUT A TRY?

To get started with CapCut simply download it from either the Apple app store or the Android app store

A guide to creating your video with a downloadable manual: Capcut VR step by step guide

Spark Your Creativity

A free all-in-one video editing solution for everyone, everywhere

Get started for free →

Download for Mac ↓

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Descript

**08**
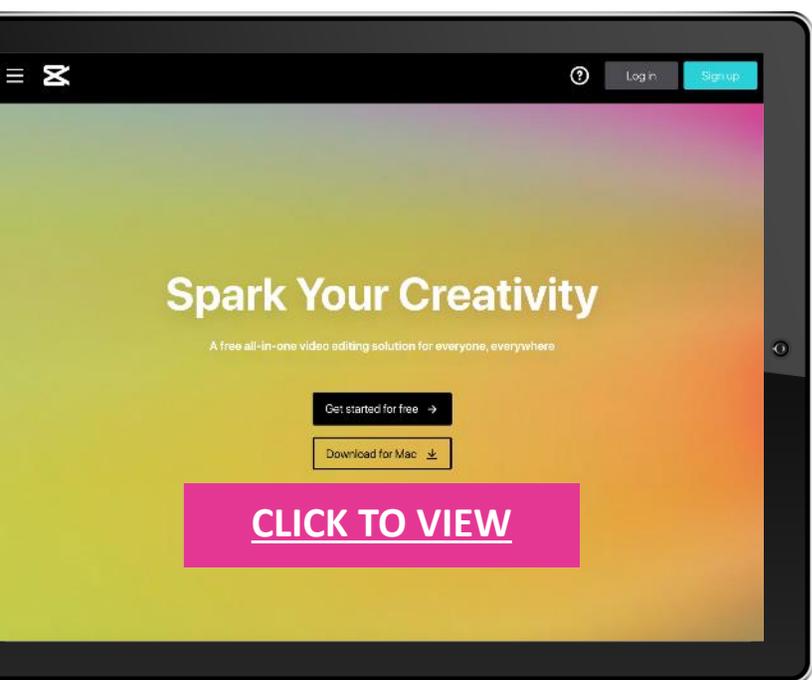
Descript is a very simple to use software tool that lets you edit and produce videos and audio recordings by editing text files instead of using complex technical onscreen gadgets

WHAT MAKES DESCRIPT A GREAT DIGITAL HERITAGE TOOL?

Descript cuts out a lot of the time and tedious work that is needed to make your videos and podcasts more professional and more engaging, giving you more time to focus on developing your immersive story.

It is a much easier and more intuitive process to grasp when you are trying to work out how to present your story in sound or video, so well suited to the beginner. It gives you the tools that make your end product a well crafted, smooth and immersive experience for your customer.

WANT TO GIVE DESCRIPT A TRY?

Click the Get Started For Free button on the home page to create a free account and visit the support page Descript Help for video tutorials and user forums. If you think this tool is for you, a monthly pro subscription is $30, and there are special rates for educators and non-profits.

Find out more on YouTube:
Introducing Descript

CLICK TO VIEW

7/13: Storyboard – our biggest update ever. Get early access →
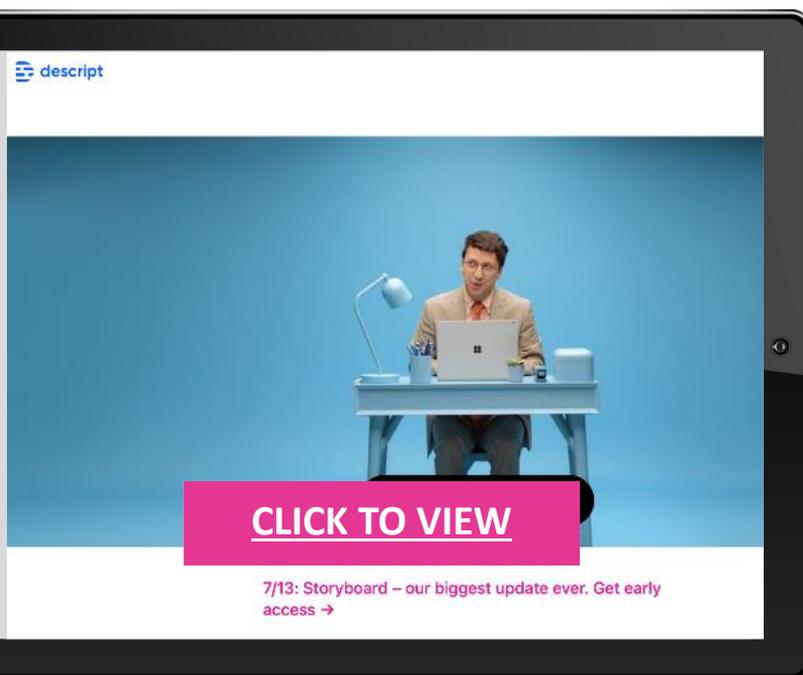
Thinglink

Thinglink will allow you to add interactive points to an image, video, virtual reality or animation with an intuitive editor you can learn in 2 minutes.

WHAT MAKES THINGLINK A GREAT DIGITAL HERITAGE TOOL?

This is a great way to pull your visitors into an image and let them dive deeper into the place or the story you want them to be immersed in. It does this by allowing you to add "hotspots", where people can click and follow the link into different levels of text, videos, audio and types of information. It gives the user complete freedom to find their way around and decide what is most interesting to them.

It can be embedded in any website and it can work with Microsoft Office, Google, Canva and so on. It is a very flexible tool that gives you a lot of options for engaging people in your site, your business or your cultural heritage. It will work on phones, tablets, desktops, TVs, touch screens and VR devices.

Explain complex ideas, products or services with interactive visuals and collect data on engagement

CLICK TO VIEW

START

WANT TO GIVE THINGLINK A TRY?

There is a free trial without publication but the basic subscription starts from $25 a month and costs rise with the number of views you have. There are non profit discounts.

Click the Try For Free button at the top of the home page to begin account creation and then follow the introductory videos to get started.

Introductory Video on YouTube:
What is Thinglink?
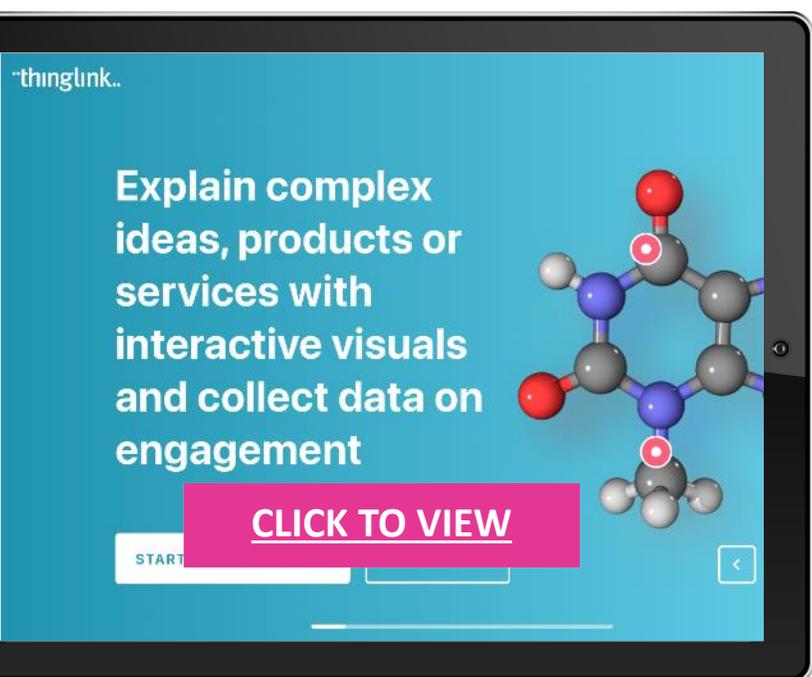
Questo

Questo is a platform for real-world city exploration games that will help you build an interactive heritage game and will host promote and sell it.

WHAT MAKES QUESTO A GREAT DIGITAL HERITAGE TOOL?

Whatever the age, people love games and heritage games are a great way to engage people and get your story across in a fun way. Questo not only makes it possible for you to create a heritage game easily, once the game you create hits 50 views, and if it hits an average rating of 4.3, you can earn 75% of the revenue from your game.

City Exploration Games are a new form of urban entertainment for travellers and locals that want to explore and have fun in cities on their own. While following a thematic route in the city, the user interacts with their surroundings

and the narrative of the game. All on their smartphone. You solve puzzles by searching your surroundings. You discover new places in town. You unlock the fun history behind each spot. You can role-play as an iconic character and choose between outdoors games in the city or indoor games in castles, museums, villas and many other places.

Each game is unique and created around a specific theme, which can be inspired by a historical fact, or local culture or whatever your imagination can come up with!

Play a city exploration game

Clues & riddles 👀

Search cities & games

CLICK TO VIEW

Chat with us

Walk and play around cities worldwide
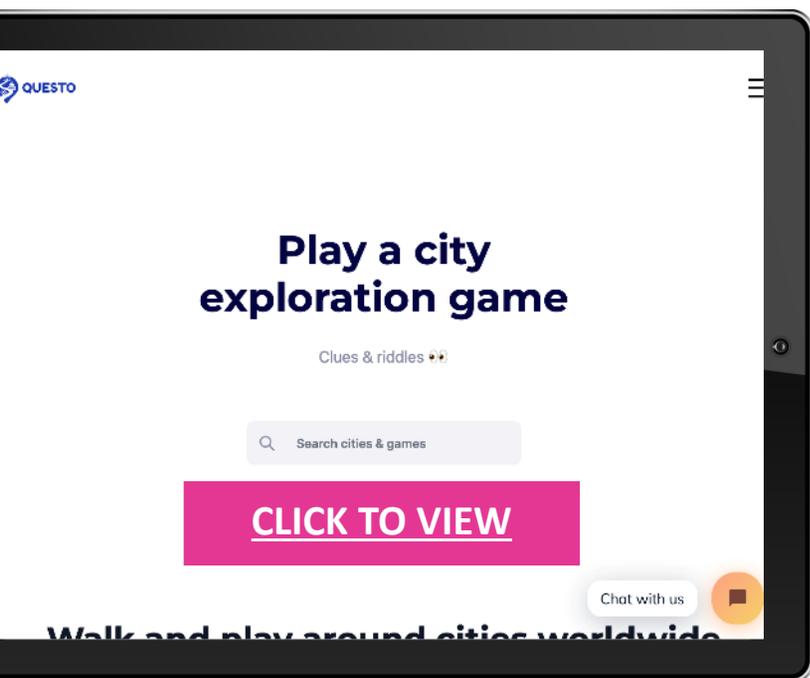
WANT TO GIVE QUESTO A TRY?

On the homepage click the navy sign in button at the top of the page to create your free account by entering the name you want to use and a password and then complete the rest of your profile information. Once you have your profile setup, click on the Become a Creator link at the top of the page. The following page will guide you through how to start creating your game.

Tool Intro Video: Questo game demo

Four simple steps to getting started:
Questo Creator Room

Izi Travel

Izi Travel is an open and free story-telling platform for producers to publish their audio tours on smart phones.

WHAT MAKES IZI TRAVEL A GREAT DIGITAL HERITAGE TOOL?

It connects cities, museums, heritage sites and their stories with travelers, who want to explore the world in a brand new, innovative way: via a global, open and free platform. Izi.TRAVEL's story telling platform has 25000+ audio guide publishers and 5 million downloads. Their aim is to help organisations in the culture, heritage and tourism sectors bring their stories to life.

They also want to make exploring heritage more inspiring and enriching for visitors and travellers alike. It is a dynamic hub where you can easily share your content and create multimedia guides for millions of travellers. Their platform is free and the is supported by a team of more than 50 professionals around the globe.

WANT TO GIVE IZI TRAVEL A TRY?

From the homepage click the Create button to begin, click either For Individuals or For Professionals and then click the Start Now button to create your free account. Fill in your name, business and email address and then click on the link sent to your email to confirm your account, after providing a password fill in your organizations details and click on the Go To audio creation page. Click on the +Create button at the top of the page and the select the type of guide you want to create and then add the audio and text files to create your tour.

Introduction Video:
izi Travel on You Tube

izi.TRAVEL the storytelling platform audio guides   create a guide   api   about us   login

A/B Testing Tool Unlike Others
Check out VWO's features and learn how you can A/B test within different environments VWO

15 000 Audio Guides

LISTEN   **CLICK TO VIEW**

StorymapJS

12
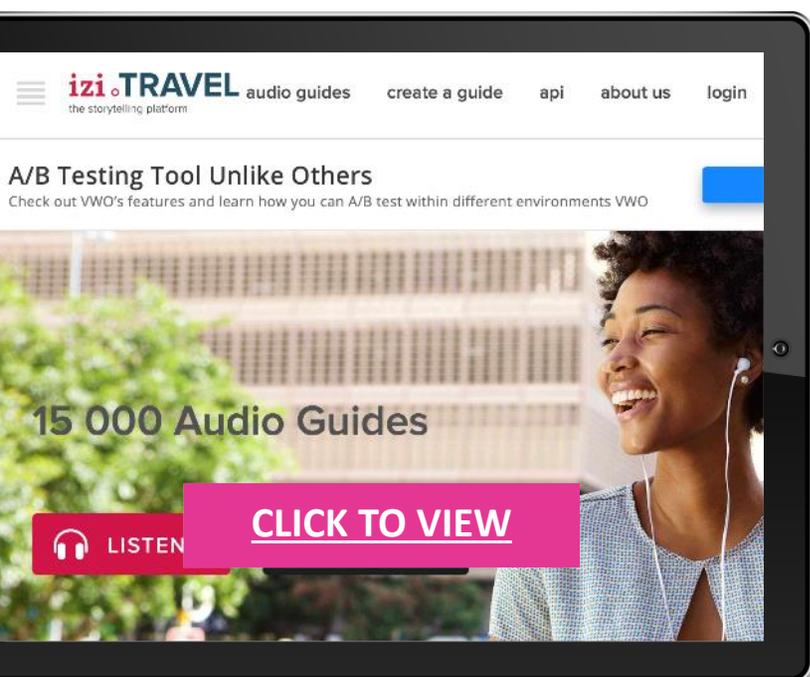
StoryMapJS is free and and has an easy to use editing tool to help you tell digital heritage stories based on a map and the locations of a series of events.

WHAT MAKES STORYMAP JS A GREAT DIGITAL HERITAGE TOOL?

It's a great way for you to organise and present the information you have in a visual way and it adapts to local, regional or national stories. You simply add a slide for each place in your story and show photographs, works of art, historic maps, and other image files. StoryMap JS can pull in media from a variety of sources. Twitter, Flickr, YouTube, Vimeo, Vine, Dailymotion, Google Maps, Wikipedia, SoundCloud and Document Cloud to give you material beyond your own archives that brings text to life.

To give you an idea of it's potential have a look at the completed timeline created by the Newberry Collection. In this timeline you can travel to the past via first-hand accounts from letters, diaries, and rare books. Witness the Chicago Fire, join the Lewis and Clark expedition, and marvel at the World's Fair through manuscripts transcribed by online volunteers

WANT TO GIVE STORYMAP JS A TRY?

To make the most of the tool and its easy editing features you will need to sign up for a free Google account.

You will find a handy You Tube explainer video here: Introduction to Knight Lab's StorymapJS

To access the Storymap editor go to the webpage: StorymapJS

CLICK TO VIEW

Locatify

Create and share tour guides, games and other location based mobile immersive experiences simply.

WHAT MAKES LOCATIFY A GREAT DIGITAL HERITAGE TOOL?

Location based apps are a great way to engage with your audience and generate revenue. Locatify allows you to create audio guides and quiz games in different languages and deliver them direct to your customers' phones without the need to buy and manage headphones or tablets. You can get up and running quickly and then add updates and new content as your projects develop.

Locatify allows you to design interactive maps, points of interest, tours and treasure hunt games, turning any location into a tourist destination. There are two Locatify products you can try, Turf Hunt is a treasure hunt style quiz game app where users can exlore and learn about their surroundings, complete challenges, earn points and compete with friends or play on their own. Smart Guide lets people explore their surroundings with audio narration, music, videos, maps and points of interest. It can be used onsite or as a virtual guide at home, giving you the opportunity to appeal to people researching a possible visit to your site.

WANT TO GIVE LOCATIFY A TRY?

You can try out Locatify free by clicking the CREATOR CMS button at the top right hand side of the Locatify homepage and setting up a creator account. This will take you into an area where you can build, save and publish your app.

There are step by step video and text guides for creating and publishing your apps: Step by step text guides

Smart Guide:
How to create a Locatify Smartguide

Turf Hunt:
How to create a Locatify Turf Hunt

If you decide this is the product to invest in it will cost you $495 a year for 5 apps and unlimited downloads.

Locatify

Games & Guides Everywhere!

Welcome to the leading platform for creating location-based storytelling & gamification apps.

GET STARTED

CLICK TO VIEW

Open me if you need help!
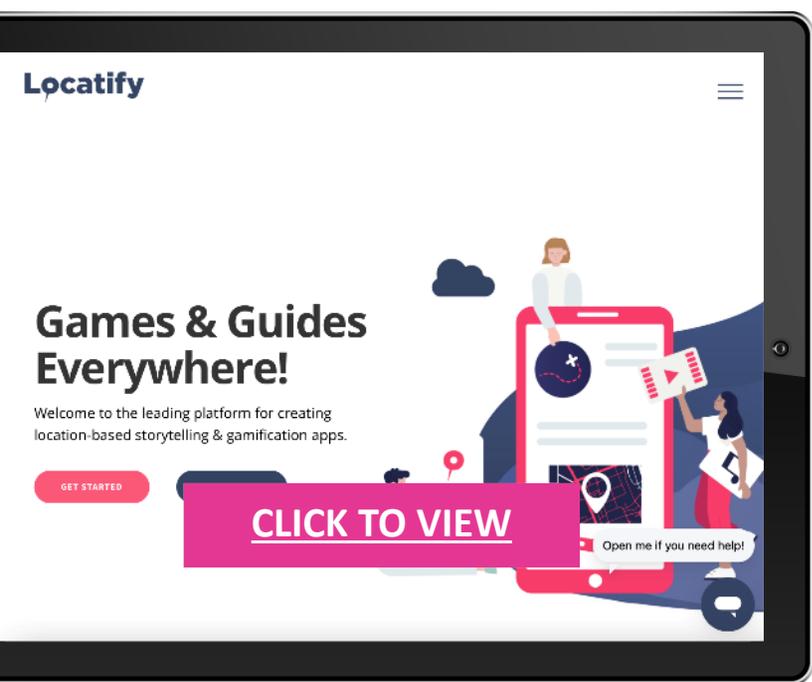
Podbean

Podbean is an easy way to create, promote and monetize podcasts. You can record podcasts in studio quality from anywhere and livestream.

WHAT MAKES PODBEAN A GREAT DIGITAL HERITAGE TOOL?

Podbean is a huge digital platform for your heritage stories with over 10 billion downloads and helps you make a professional product with ease. You can create compelling podcasts with the podcast recording app or capture any moment with professional-quality Podbean live streaming. Publish your audio and video in one ultra-simple, secure platform to grow your digital audience quickly and easily. Expand your digital audience by boosting awareness on connected social accounts and distribute your podcast to the most popular listening apps like Spotify and Apple Podcasts with just a few clicks.

You can create and sell as much premium content as you want, with no costs for storage or downloads. You can also take advantage of "in the moment" purchasing power: listeners can purchase content in a couple clicks when they're listening in the Podbean app. Finally Podbean gives you insites into your audience with customer analysis to continue improving your digital heritage products.
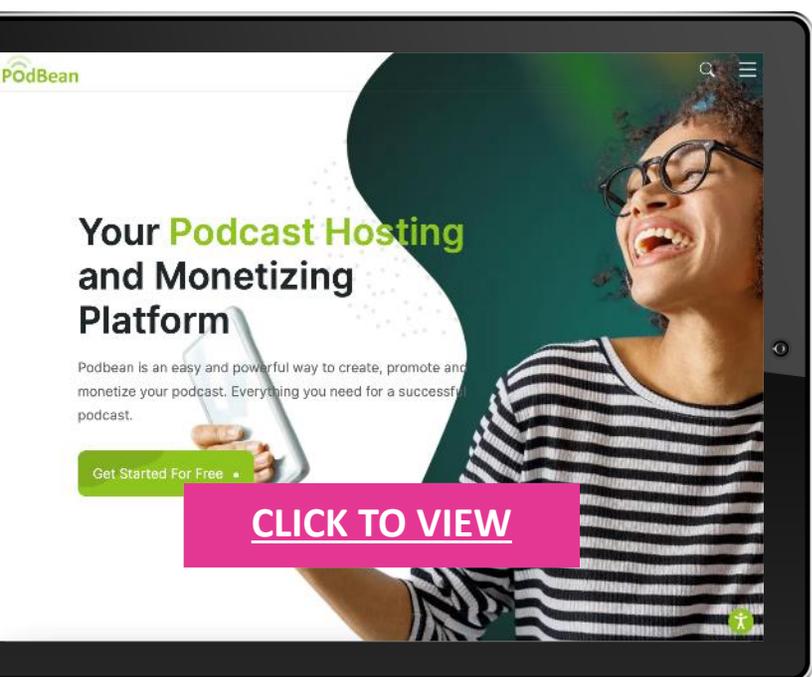
WANT TO GIVE PODBEAN A TRY?

You can get started by registering for a basic free account which gives you your own Podcast site with limited access. The basic subscription if you think Podbean is going to reach your digital audiences is $14 a month or $108 a year.

There's lots of support on Podbean. They provide tutorials, videos, webinars and live events on the art of podcasting.

Find step by step guides here;
Podbean Academy

Your Podcast Hosting and Monetizing Platform

Podbean is an easy and powerful way to create, promote and monetize your podcast. Everything you need for a successful podcast.

Get Started For Free

CLICK TO VIEW

Headliner

Automatically turn Podcasts into videos you can share on your social media

WHAT MAKES HEADLINER A GREAT DIGITAL HERITAGE TOOL?

Headliner helps you to market your podcasts by making them look more lively and appealing. By adding images, video clips, additional audio, animations, and captions to your heritage podcast you create a visual representation of your show to help you grab the attention of new listeners and potential subscribers to your channel.

You can export your videos and share them across your social accounts. Social video tends to get a lot more shares than just images and text and is likely to appeal to the digitally sophisticated younger audiences that cultural heritage providers typically struggle to engage.

CLICK TO VIEW

WANT TO GIVE HEADLINER A TRY?

You can try for free, just sign up on the website with your email address. If you want more videos and features a subscription costs $9.99 a month or $96 a year. There wizards to help you through the process when you sign up and there are plenty of guides to get you started on the Headliner website: How to Guides

Basic overview: Getting-Started-Guide
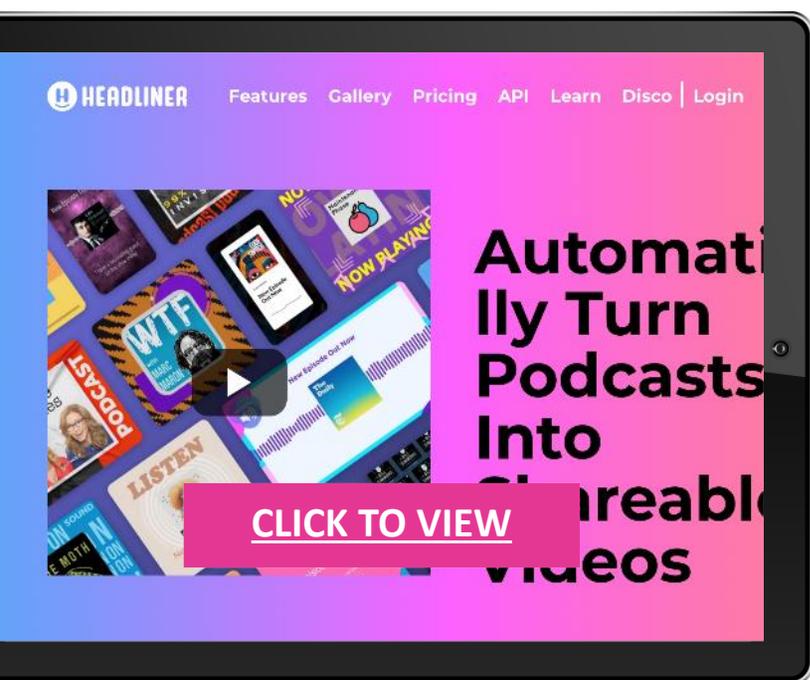
Pixton

Pixton is a tool for creating and communicating with digital comics

WHAT MAKES PIXTON A GREAT DIGITAL HERITAGE TOOL?

Pixton was created by educators specifically to engage younger people in learning in a way that was more natural to them. It uses the pop culture phenomenon of comics as a storytelling tool. Designed to be used in schools, it doesn't need a lot of technical skills to create something that will help you share your heritage knowledge and passion in a creative and visual way without being a graphic artist. You can quickly design and add characters and text for your story with a drag and drop approach.

There are a lot of people who have grown up with comics as a form of entertainment and they can vary from the simple comic strip to the more content rich comic novel . Adopting the pop culture phenomenon of comics can communicate cultural heritage stories with younger audiences in a way that they find more engaging and immersive. Tapping into the heritage worlds you create in a way that feels more natural to them.

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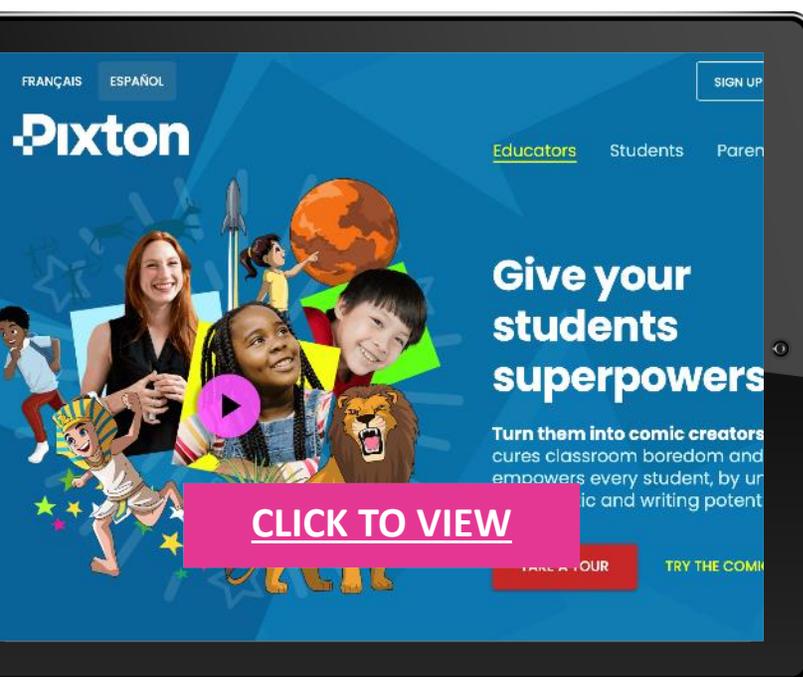
WANT TO GIVE PIXTON A TRY?

To get started go to www.pixton.com, register for a basic free account and immediately begin to create a comic strip, a storyboard or a graphic novel. Your comics can be downloaded in different formats. To get unlimited access to the software it will cost a business $59 a month or $300 a year.

Quick introduction to Pixton:
Pixton on You Tube

Artsteps

Make your own virtual reality exhibitions. **Artsteps** provides you with a platform to create, design and share your exhibitions.

WHAT MAKES ARTSTEPS A GREAT DIGITAL HERITAGE TOOL?

ArtSteps turns you into a digital curator for your cultural heritage. You can build your own digital exhibitions by designing realistic 3-dimensional rooms that the visitor can go through at their own pace and focus on the things that interest them. You could use this as a standalone virtual exhibition or alongside a physical exhibition.

It is an easy-to-use tool. Upload your images, videos, text, select from a variety of 3D models from a vast collection provided by Google's Poly API or import your own 3D objects in any size you like, and give them a title, description and copyrights. Define the space of your virtual area, place walls and select colors and textures to create a unique experience and drag and drop things into it. Add music and narration to create more impact. Place guide points across your VR space, stage your own narratives and share your stories with your visitors. When you have published your exhibition you can share it on social media and it can be viewed on smartphones.

It is suitable for a wide variety of subjects. Here's one from the Museum of Natural History of the University of the Philippines. An immersive exhibition on different eras of scientific exploration with a wealth of images, text and interactive videos to bring the subject to life and present it to a wider audience. Natural History Virtual Exhibition
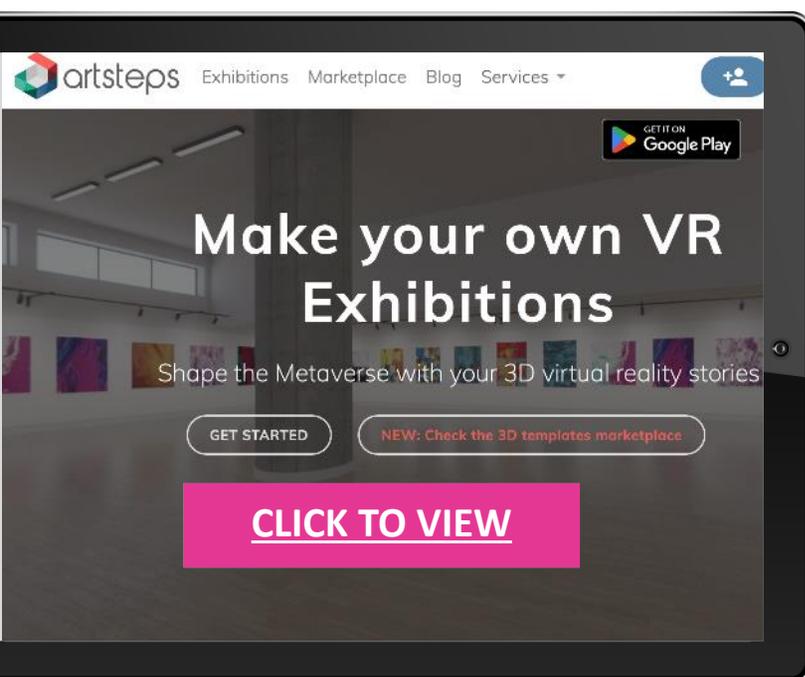
WANT TO GIVE ARTSTEPS A TRY?

Artsteps is a fremium product, so you can sign up for an account on the Artsteps website and your 3D exhibitions can be built and published on the ArtSteps website for free, but if you want to customise your exhibition in any way you will need to pay.
To get started you can use the free templates available or create your own space and then start adding images, objects, video and sound.

Quick guide to starting out: Design guide

You wil find some step by step guides here: Artsteps how to make a VR exhibition

Introduction on You Tube: Artsteps introduction

Polycam

An app that allows you to make 3D models easily and use them in different projects

WHAT MAKES POLYCAM A GREAT DIGITAL HERITAGE TOOL?

You can scan and record objects and the world around you with your mobile device, DSLR camera, or drone to get beautiful, accurate 3D models. You can use the 3D models you create for floor plans, architectural renderings, augmented reality tours and videos. The digital objects you create can be dropped into any 3D software.

It is designed to be an entry level tool that is simple to use, rather than a technically complex full scale commercial product, so it is great for helping you develop your ideas, stories and prototypes without requiring a massive amount of investment in learning technical skills. If you do have the funding for a full scale 3D preservation or animation project this tool will help you prepare and get the best out of that project.
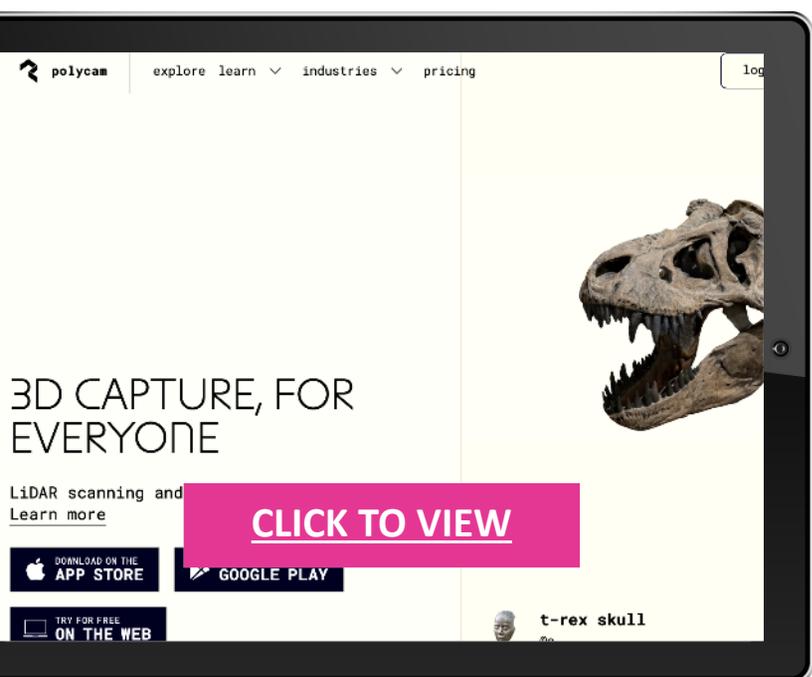
WANT TO GIVE POLYCAM A TRY?

You can try it out for free and if it is for you a pro subscription will cost you $6 a month. You will find lots of video guides on the Polycam YouTube channel: Polycam video guides

This is a quick video introduction to using Polycam: Turn any object into a 3Dmodel using your phone

Examples: Polycam projects

polycam   explore   learn ∨   industries ∨   pricing

3D CAPTURE, FOR EVERYONE

LiDAR scanning and Learn more

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DOWNLOAD ON THE APP STORE   GOOGLE PLAY

TRY FOR FREE ON THE WEB

t-rex skull

Storyblocks

A library of over a million royalty-free video footage clips, templates, music, and photos as well as an easy-to-use video editor.

WHAT MAKES STORYBLOCKS A GREAT DIGITAL HERITAGE TOOL?

On the Storyblocks website you can find historical and archival footage, 360° and VR Videos as well as lots of other types of clips, sound effects and music that will make your content and projects look more professional and immersive. You can introduce still and animated backgrounds to your videos and add sound for a deeper experience for the user. A Storyblocks subscription licences you to download and use video and music clips for ever royalty free.

Storyblocks also has its own simple to use video editor that comes free with the subscription to make creating a video with its stock a simple process. It allows you to customise with logos, animation and colour to make a more polished product that you can download and share.

CLICK TO VIEW
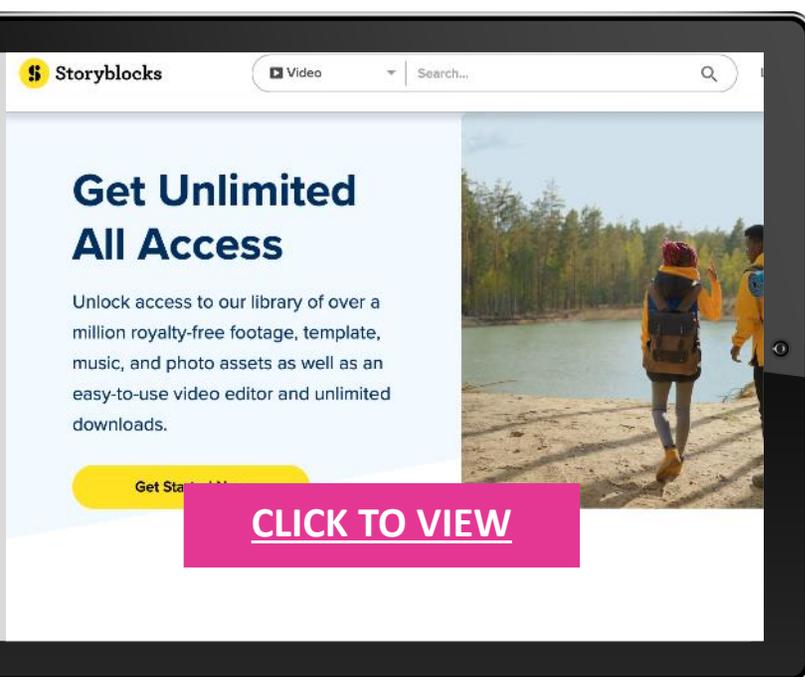
WANT TO GIVE STORYBLOCKS A TRY?

Storyblocks offers monthly subscriptions that can be cancelled without impacting on your licence to use clips already downloaded. The basic subscription costs £180 a year and gives you 5 downloads a month.

To create a subscription visit the website and click on the get started button:
Storyblocks

You will find Maker here:
 Storyblocks Maker

Introducing Storyblocks Maker:
Making videos with Storyblocks Maker

Lens Studio

Lens Studio is a free tool for creating Snapchat lenses that can create 3D augmented reality experiences for immersive content.

WHAT MAKES LENS STUDIO A GREAT DIGITAL HERITAGE TOOL?

Augmented reality is the heart of Snapchat and over 75% of Snapchat users use its augmented reality features to communicate, play, and learn every day. This makes Lens Studio a good way to engage the Snapchat audience that are typically younger digital natives with more sophisticated expectations of their digital experiences than the typical older heritage audience. You have probably seen the typical comic overlays on photographs of faces that are shared by smartphone. But there are many different ways to create augmented reality overlays (lenses) that tell a heritage story and with some imagination you can reach Snapchat audiences all over the world.
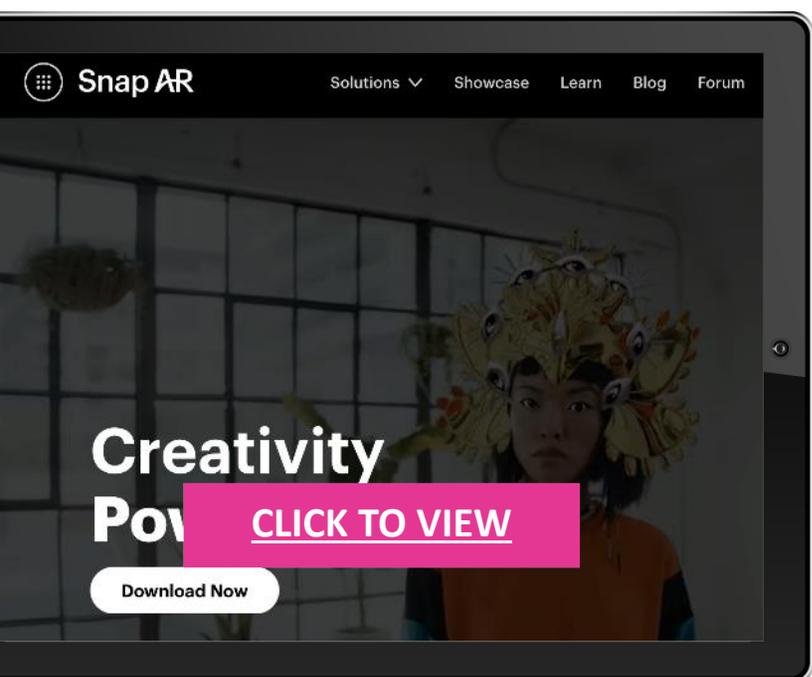
WANT TO GIVE LENS STUDIO A TRY?

You will need some time to get used to the editing tools, but Lens Studio has templates and guides to get you started and see if this is the tool for you..

Intro Video: Lens Studio Overview

CLICK TO VIEW

Effect House

Effect House is a free AR tool that makes it easy to create, publish, and share high-quality augmented effects for TikTok.

WHAT MAKES EFFECT HOUSE A GREAT DIGITAL HERITAGE TOOL?

Made with both beginner and advanced designers and developers in mind, Effect House empowers creators to build interactive experiences for TikTok users around the world.

Effect House brings your storytelling to life through powerful, intuitive, and expressive features. Our built-in capabilities — from advanced tracking to rich interactions — enable you to experiment, create, preview, publish and manage all your effects on TikTok.

CLICK TO VIEW

WANT TO GIVE EFFECT HOUSE A TRY?

Effecthouse is currently in development and at the time of publication of this guide is only available for Mac. It is likely that it will open up for other operating systems as the programme develops.

The software is free and you can
 download it here:
Effecthouse download

Step by step guides:
Starting out with Effecthouse
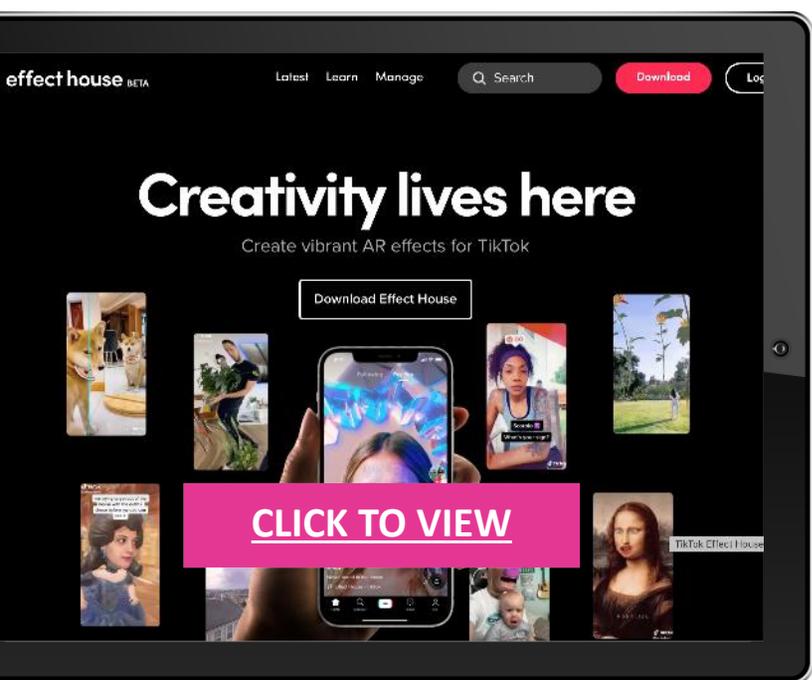
SparkAR

Create augmented reality experiences for Facebook and Instragram

WHAT MAKES SPARK AR A GREAT DIGITAL HERITAGE TOOL?

If you want to make your Facebook or Instagram pages more appealing for a wider range of audiences, this augmented reality tool will give you the ability to be more creative. You can create overlays for real world scenes that will liven up your digital communications.

It will take a bit of time to get used to the language and the way the software works, but since the design concepts are similar across a lot of AR and VR software for social media and other immersive projects, you can experiment for free and give yourself an advantage if you are thinking of moving on to more complex projects.

CLICK TO VIEW
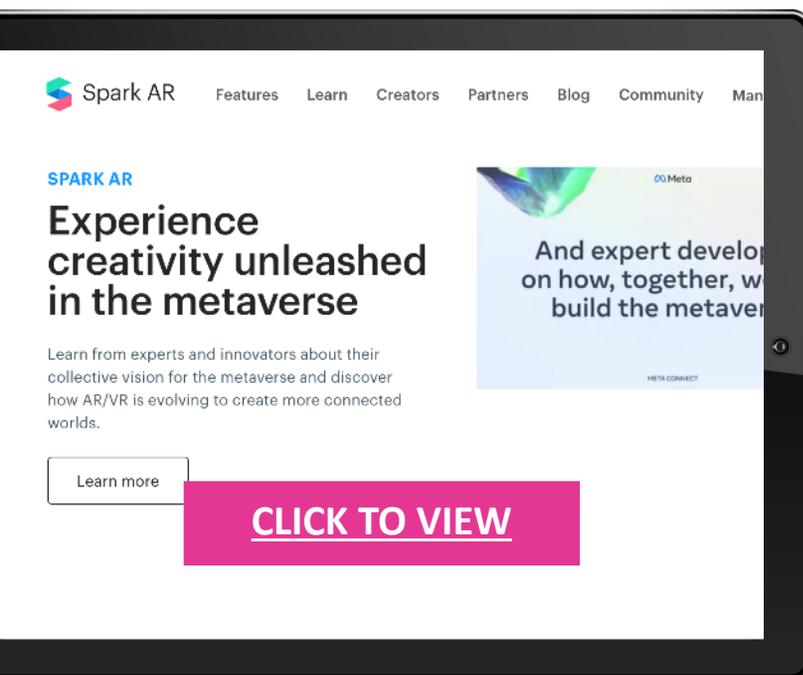
WANT TO GIVE SPARK AR A TRY?

You can download and install the software for free by clicking the get started button on the main page and then clicking the Download SparkAR Studio install button on the get started page:
 Get Started

Finding your way around SparkAR:
step by step guide

Video tutorials and courses:
Tutorials and classes with SparkAR experts
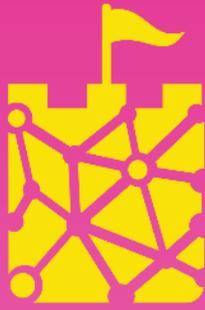
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to digital heritage

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