

# A Project to Communicate Heritage : A Website for The National Archaeological Museum of Parma

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Museo Archeologico Nazionale di Parma

Section 4 : Communication



Fig. 1 – Collections Page



Fig. 2 – Veleia's Collections Page

## Project's Description

The National Archaeological Museum of Parma website project came from the collaboration between the administration and its volunteers. Gabriele Mainardi Valcarenghi has spearheaded the project and is following it to completion. The site was developed with the perspective of the visitor in mind, with close attention to client accessibility to the museum and its services. It is considered as access to the Museum for its frequent and potential customers. The website serves has easy reference with concise, essential, and scientific information, but also user friendly to non-experts. The graphics were created to make the site more appealing.

*The website is currently under construction; the following sections have been completed:*

- sections relative to the museum's collections; the evolution of the museum over time and historic collections as well as the research of these pieces
- general information (hours, tickets), periodicals

*The following sections are being added:*

- Museum services, which will include the Service Card and Visitor information
  - the specifics on the Archaeological Museum of Parma, the main museum offices of the Department of Archaeology of Emilia Romagna responsible for the western part of the region. Precise information facilitates more active conservation and better relations with the institutions and private associations active in the area.
- Plans are in progress for a section containing scientific and bibliographical information on preserved materials.

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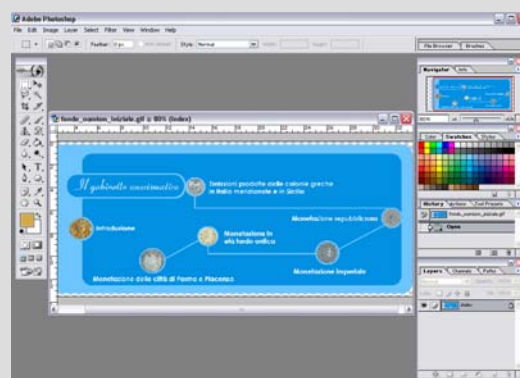


Fig. 3 – Page work, Adobe Photoshop 7

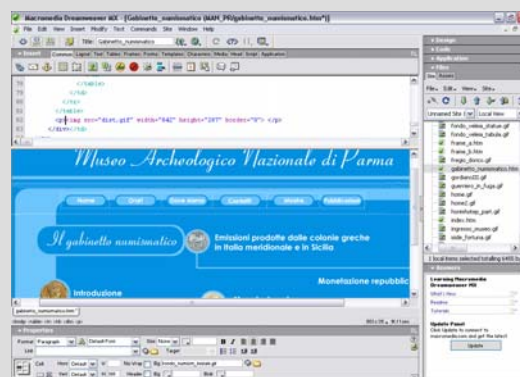


Fig. 4 – Page work, Macromedia Dreamweaver MX

## Technical data

For the website development, two computer software applications were used: *Adobe Photoshop 7* (Fig.3) for the background and graphic images and *Macromedia Dreamweaver MX* to create the web pages (Fig. 4).

Thanks to the features of these software applications, a website was built that will provide information relative to the museum as well as an attractive graphic display that will make for easier navigation. Static web pages were developed to allow for faster rendering of the site for users, who often find it difficult to open dynamic pages.

The web pages are divided into *frames* that act as a setting for groups of two or more pages that can be viewed simultaneously in one browser window, giving you the look of one page. On each page there are a series of *tables* that display information lists, text, or images. Therefore, they are the main structure that designs the layout of our website. The website features has a "Search" function that allows you to quickly find any information available.

The website is under construction; we are in search of portal space that would allow for better visibility and rapid internal and external connections.

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