

GettyGuide: Creating Digital Content for Multiple Platforms at the J. Paul Getty Museum

Erin COBURN

Head, Collections Information & Access, J. Paul Getty Museum
ecoburn@getty.edu

GettyGuide is a digital repository of interpretative material and documentation about the J. Paul Getty Museum's collection and exhibitions. This electronic resource consists of rich interpretative material such as: lengthy object descriptions; artist biographies; thematic presentations; exhibition material; high-quality images; detail and technical views; zooming capability; audio; and educational videos. GettyGuide allows visitors (both physical and virtual) the opportunity to interact and engage with the Museum's collection and exhibitions. Taking into account that visitors learn and explore differently, and seeking to match different types of content with the most appropriate technologies, the Getty currently offers multiple tools for delivering digital content: in-gallery videos, interactive kiosks, audio listening stations, and handheld devices, for example. This presentation will look at several of the technologies the Getty Museum has used over the past few years for delivering digital content, as part of GettyGuide, to enhance visitors' experience with the collection and exhibitions. With each example, results from evaluations and usability studies will be shared to better learn how successful the content and tools were in achieving stated objectives.