Interactive Content Checklist

Dear colleagues,

to make things easier for you, we developed a content checklist that allows you to keep track of the submitted content. You can fill out this checklist in Word or you can print it out.

The fields with grey shadows are **optional** – you don’t have to submit those and you don’t have to check them off. However, if you decide to deliver – let’s say an extra photo – of course all the fields below referring to that photo will have to be submitted as well (e.g. captions).

One general word about photos and captions: Each photo needs captions. Captions are not the same as titles. A title is short and helpful in the CMS. Captions on the other hand will be seen on the frontend by our target group and should have 15-25 words. If you submit 10 photos, each of those 10 needs to have a different text, even if it is about the same event. We will not publish any photos without captions.

Please note that our editor can only work with the information you give him. He’ll make sure it sounds great and if you wrote too much, he’ll reduce it to the essence. But if there is no info in the captions, he’s not going to google the information or make something up.

**Here’s an example for titles and captions:**

Image title: 01-BasilicaOfAquileia\_GianlucaBaronchelli.jpg

Captions:

* 1. A view of the historic center of Aquileia, World Heritage Site of UNESCO since 1998: its Basilica and archaeological area rank among the most important Roman sites of all Italy. – Photograph by Gianluca Baronchelli

Ideally, you will place the photos of each attraction into the respective (sub)folder on Dropbox along with a Word document (one document per attraction, not one document per photo) in which you’ll list the photographs and its captions. Numbering the photos will help immensely (you can rename files inside the Dropbox). Extra points if you add the credits.

**Please note that we are asking for 6 attractions + 4 experiences = 10 total. Additionally, 3-5 stories.** You may deliver up to 12 attractions and 10 experiences, but we need additional experiences as well.

The folder structure on Dropbox is as follows:

Attractions

* 01-Attraction
  + 01-Photo
  + 02-Photo
  + 03-Photo
  + 04-Photo
  + 05-Photo
  + Word document with photo captions
  + Word document with long description of the attractions
* 02-Attraction
* 03-Attraction

Content Checklist

|  |  |  |  |
| --- | --- | --- | --- |
| **A** |  | **MAIN PAGE (Overview)** | **Additional Information** |
| 1 |  | Long description of 500-600 words |  |
| 2 |  | How to get there (less than 100 words) | Sentences rather than bullet points |
| 3 |  | When to visit (less than 100 words) | e.g. would you like more people to visit in the off-season? |
| 4 |  | How to visit (less than 100 words) | How will they have the best visitor experience? E.g. do they need special clothing? |
| 5 |  | Embeddable video in English > 3 minutes  OR 360° material | Optional. Link to Vimeo/YouTube |
| 6 |  | Contact Information | URL, Email, Phone, Address |
| 7 |  | Sponsor Logos | Optional - but if submitted, include their URL and a short description of up to 200 characters |
| 8 |  | 15-20 high quality photos | Good light, crisp colors, sharp, no filter, color photo unless historical image |
| 9 |  | 10-20 Photos with the following specifications for each | |
| 10 |  | Image size: longest side 2000 pixel |  |
| 11 |  | 72 dpi |  |
| 12 |  | Jpg format |  |
| 13 |  | File size less than 2MB | In Photoshop, save with HIGH quality (9), not highest (12) |
| 14 |  | Correct title format  (Images can be numbered for next step) | Short title and credit e.g. 01-NationalMuseum\_FrankBiasi.jpg |
| 15 |  | Descriptive captions of ca. 25 words in English (longer captions will be shortened) | Captions should give information about cultural context – why is this remarkable? Not just “Cathedral” |
| **B** |  | **ATTRACTIONS (6-12)**  PLACES TO VISIT: **Museums, Villages, Landmarks, Monuments,  other WH Sites,…** | |
| 1 |  | **Name:** |  |
| 2 |  | Long description of 200-400 words |  |
| 3 |  | Embeddable video in English > 3 minutes  OR 360° material | Optional (if you have video, we need less text) - Link to Vimeo/YouTube |
| 4 |  | Contact Information | URL, Email, Phone, Address |
| 5 |  | Location | Address and/or Geo Data (decimal) so that we can add it to the map |
| 6 |  | Opening Hours |  |
| 7 |  | Entry Fees |  |
| 8 |  | 1-5 Photos per attraction with the following specifications for each | |
| 9 |  | Image size: longest side 2000 pixel |  |
| 10 |  | 72 dpi |  |
| 11 |  | Jpg format |  |
| 12 |  | File size less than 2MB |  |
| 13 |  | Correct title format |  |
| 14 |  | Descriptive captions of ca. 25 words in English | Why is this remarkable? |
| **C** |  | **EXPERIENCES (4-6)**  THINGS TO DO: **Events, Guided Tours, Activities** | |
| 1 |  | **Name:** |  |
| 2 |  | Description of 200-400 words |  |
| 3 |  | Embeddable video in English > 3 minutes  OR 360° material | Optional (if you have video, we need less text) - Link to Vimeo/YouTube |
| 4 |  | Contact Information | URL, Email, Phone, Address |
| 5 |  | Location | Optional: Address and/or Geo Data |
| 6 |  | Opening Hours |  |
| 7 |  | Entry Fees |  |
| 8 |  | 1-5 Photos per experience with the following specifications for each | |
| 9 |  | Image size: longest side 2000 pixel |  |
| 10 |  | 72 dpi |  |
| 11 |  | Jpg format |  |
| 12 |  | File size less than 2MB |  |
| 13 |  | Correct title format |  |
| 14 |  | Descriptive captions of ca. 25 words in English | Why is this remarkable? |
| **D** |  | **STORIES (3-5)**  LOCAL VOICES & LEGENDS: **Legends and myths, interviews with experts or  local characters, short article about a specific attribute of the site or region** | |
| 1 |  | **Title:** |  |
| 2 |  | Article of 400-600 words or video with brief description |  |
| 3 |  | Author name | Leave it blank if the source is unknown |
| 4 |  | Author description | Leave it blank if the source is unknown |
| 5 |  | Embeddable video in English > 3 minutes  OR 360° material | Optional (if you have video, you need less text) – Link to Vimeo or YouTube |
| 6 |  | Contact Information | Optional |
| 7 |  | 1-5 Photos per story with the following specifications for each | |
| 8 |  | Image size: longest side 2000 pixel |  |
| 9 |  | 72 dpi |  |
| 10 |  | Jpg format |  |
| 11 |  | File size less than 2MB |  |
| 12 |  | Correct title format |  |
| 13 |  | Descriptive captions of ca. 25 words in English | Why is this remarkable? |

**IMPORTANT**: You must confirm with the copyright holders that UNESCO and National Geographic have the permission to publish the photos on the website. If you are not sure, please do not send   
the photos until you have confirmed.

Next steps:

We upload your content and edit it. Then you will be given access to the content management system (CMS) to correct details like contact info or addresses. The main text should only be corrected if absolutely necessary (e.g. wrong figures or historical dates/facts), because major edits would jeopardize our editor’s hard work. Once the text is edited (by us) and corrected (by you), it will be translated into French and Chinese.

Since all text needs to be translated and implemented before the end of this year, we don’t have much time left for you to submit the missing content. Don’t wait to submit until you’ve gathered ALL the material. It’s better to submit as soon as you have completed one entry. Photos you already submitted in a bigger file size have most likely been edited and reduced by now. You might want to check your page in progress to see which photos have already been implemented (let me know if you need a link). **Don’t upload those again!**

I hope you’ll find this checklist useful to keep track of all your deliveries.

Keep up the good work!

Anika