



Broadening the Reach of the Museo de San Juan through Transmedia Storytelling and Website Design



WPI



MUSEO DE
SAN JUAN



Acknowledgements

A huge thanks to the Staff at the Museo de San Juan, especially Luis Moisés Pérez Torres, Kelvin Rodríguez Soto, Raysa Rodríguez García, Frances Pagan de la Rosa, and Irmarie Reyes Pérez. Special thanks to the Municipality of San Juan and the Director of Art and Culture Antonio Morales Cruz, for their interest and support. Finally, we would like to thank our advisors and mentors, Professor Leslie Dodson and Professor Robert Hersh.

The Problems Faced by Museums Today

- Maintaining Relevancy in Society
- Post COVID-19 and Hurricane Maria
- Digitization of Museums

Our Project

Exploring digital storytelling possibilities by creating a website prototype & investigating a content management strategy to support the Museo and future website.



Our Objectives

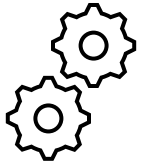
- Assess the Museo's current archival system
- Explore methods of digital storytelling
- Develop a website prototype





Methodology

1. Compared collection management options
2. Investigated multimedia storytelling techniques
3. Created and combined our website designs into one prototype



Collection Management Systems (CMS)

- Allows for more access to the Museo's collection
- Provides a structure to archival management
- Other features



Researched CMS systems

	TMS	Collective Access	Omeka S	Past Perfect	Catalog It	Artwork Archive
Open source		x	x			
Offline Data Entry		x	x	x		
Supports objects	x	x	x	x	x	x
Object Fields	x	x	x	x	x	x
Object Location	x	x	x		x	
Online Exhibitions	x	x	x			x
Search Features	x	x	x	x	x	
Multimedia content	x	x	x	x	x	x
Print metadata				x		
Metadata import	x	x	x	x	x	x
Language compatibility	x	x	x			
Authority control	x		x		x	x
Cost	High	Low	Low	Medium	High	High

Museo de San Juan

SIGNED IN AS WPI_IQP Logout

Search items

- Sites
- RESOURCES
 - Items
 - Media
 - Item sets
 - Vocabularies
 - Resource templates
- ADMIN
 - Users
 - Modules
 - Jobs
 - Settings
 - Assets
 - Logs
- MODULES
 - CSV Import
 - Comments
 - Export

Items

Add new item

1 of 9 < > 1-100 of 855

Advanced search

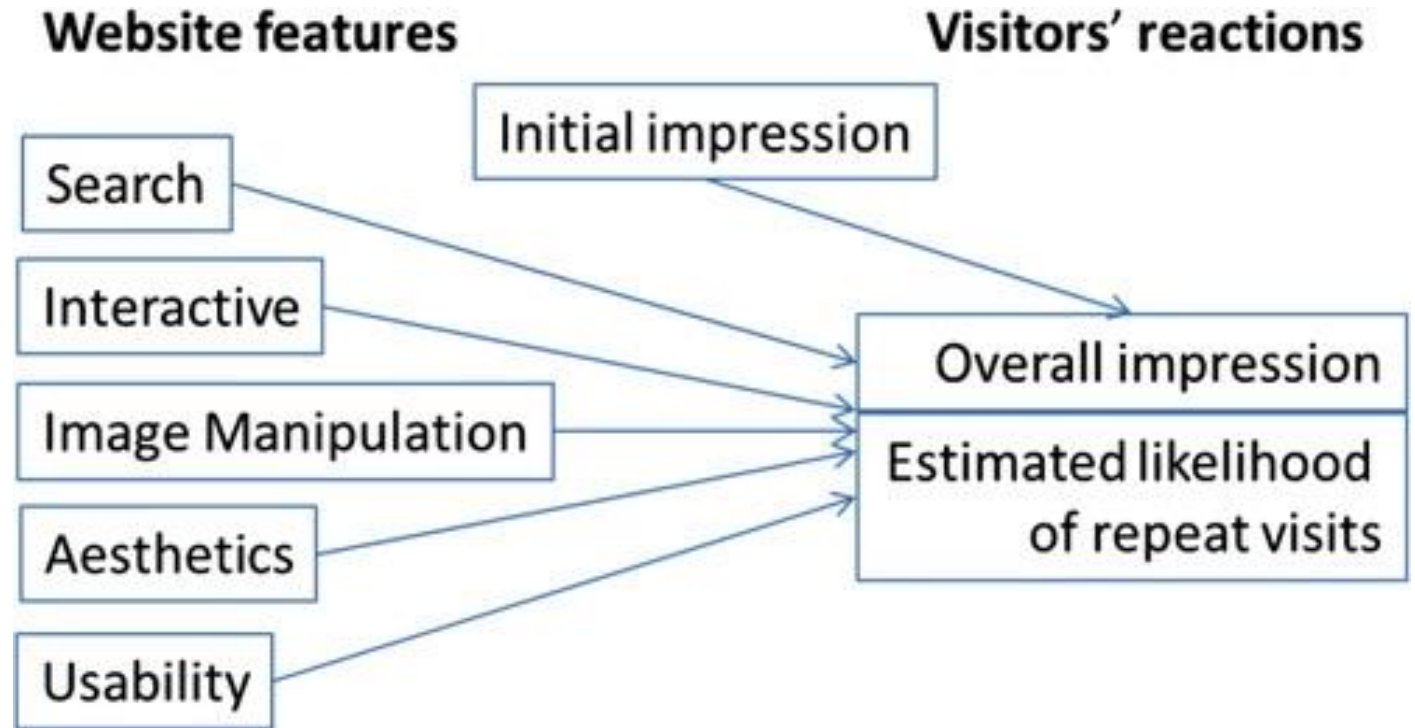
Created ▾ Descending ▾ Sort

Batch actions ▾ Go

<input type="checkbox"/>	Title	Class	Owner	Created
<input type="checkbox"/>	Plano de iluminación realizado para Ardiente Paciencia, de Antonio Skármeta (2000), estrenado en el Tapia con intervención de Axel Anderson. Donado por: Toni Fernández diseñador de luces	Physical Object	WPI_IQP	Nov 16, 2021
<input type="checkbox"/>	Caja de maquillaje donada por Griselle P. Dávila, Taquillera del Taller de Histriones.	Physical Object	WPI_IQP	Nov 16, 2021
<input type="checkbox"/>	Teofilo Torres como Isabel I. Contradanza	Physical Object	WPI_IQP	Nov 16, 2021
<input type="checkbox"/>	Vestuario para el recital que Maricusa Ornes, declamadora internacional, se presentó en el Tapia.	Physical Object	WPI_IQP	Nov 16, 2021
<input type="checkbox"/>	Boceto de escenografía para la obra La Muerte, de Emilio S. Belaval	Physical Object	WPI_IQP	Nov 16, 2021
<input type="checkbox"/>	Boceto de escenografía para la obra Vejigantes, de Francisco Arriví, 1966 9no Festival del Teatro del Instituto de Cultura Puertorriqueña	Physical Object	WPI_IQP	Nov 16, 2021
<input type="checkbox"/>	Zapatillas	Physical Object	WPI_IQP	Nov 16, 2021
<input type="checkbox"/>	Abanico	Physical Object	WPI_IQP	Nov 16, 2021
<input type="checkbox"/>	Mitones	Physical Object	WPI_IQP	Nov 16, 2021
<input type="checkbox"/>	Zapatos	Physical Object	WPI_IQP	Nov 16, 2021
<input type="checkbox"/>	Máscara de caballo, diseño diseño de Cheko Cuevas para la obra Equis	Physical Object	WPI_IQP	Nov 16, 2021
<input type="checkbox"/>	Máscara y peluca para la Bestia diseño de Oscar Mestey	Physical Object	WPI_IQP	Nov 16, 2021
<input type="checkbox"/>	Libreto de dirección de Los Ángeles se han fatigado	Physical Object	WPI_IQP	Nov 16, 2021

CMS example

Design Feedback



Lopatovska's chart relating website features to visitor reactions (Lopatovska, 2015).



OUR HISTORY

of the museum's history below. From supermarket to movie studio, the building's rich history has always been tied to San Juan's community members.

vin Rogriquez, educator, speaks about the history of the Museo building



PRESENT DAY

The Museo de San Juan continues to be an active part of the community by hosting events and tours which highlight Puerto Rican culture and history.



... Zeno, La Plaza de Armas

Art, Image, & Devotion: San Juan 500 Years



500 Years of San Juan History: A City in Time

Click into our virtual tour and drag to look around!



Location
Norzagaray, Viejo San Juan, San Juan,
Puerto Rico, 00901

Hours
Wed-Sat 9am-12pm / 1pm-4pm
Sun 10am-12pm / 1pm-3pm

Free Admission

Contact Us
museodesanjuan@sanjuan.pr
787-480-3547



© Museo de San Juan All rights reserved.

Our Prototype



What We Learned from our Experience



A photograph showing two hands wearing blue nitrile gloves. Each hand is holding a small, brown, fossilized skull fragment. The fragments appear to be of different species or stages, with varying degrees of facial structure. The background is a plain, light-colored surface.

Questions?

Photo Courtesy of Kelvin
Rodriguez Soto