

Doing Digital on a Budget

JCPaton
MUSEUMS
HERITAGE
LIBRARIES



Housekeeping

- Everyone is on mute - please do not unmute yourself unless asked
- This webinar is being recorded (& the internet is forever)
- There will be a chance to ask questions at the end
- Please put any questions you have during the presentation in the chat & I promise I will get to them

Approaching Digital

- Don't let it intimidate you
- The computer works for you
- Need it done right now? Google "how to [goal] in [program] [version]"
- Want to learn? Make yourself a safe space and just push buttons

Open Source

"Open source projects, products, or initiatives embrace and celebrate principles of open exchange, collaborative participation, rapid prototyping, transparency, meritocracy, and community-oriented development."

<https://opensource.com/resources/what-open-source>

<https://opensource.com/open-source-way>
<https://opensource.org/osd>

Licenses

- Apache License 2.0
- BSD 3-Clause "New" or "Revised" license
- BSD 2-Clause "Simplified" or "FreeBSD" license
- GNU General Public License (GPL)
- GNU Library or "Lesser" General Public License (LGPL)
- MIT license
- Mozilla Public License 2.0
- Common Development and Distribution License
- Eclipse Public License version 2.0

<https://opensource.org/licenses>

PHOTO EDITING

01

ONLINE:  PIXLR

FREE:



(It stands for GNU Image Manipulation Program)

PHOTO EDITOR

NEW GENERATION PIXLR

Pixlr, the World's Favorite #1 Online Photo Editor lets you edit photos right in your browser for Free. Experience next level, intuitive photo editing with AI-powered tools for quick yet professional edits. Our editor opens almost any image format such as PSD (Photoshop), PXD, JPEG, PNG (transparent), WebP, SVG and more.

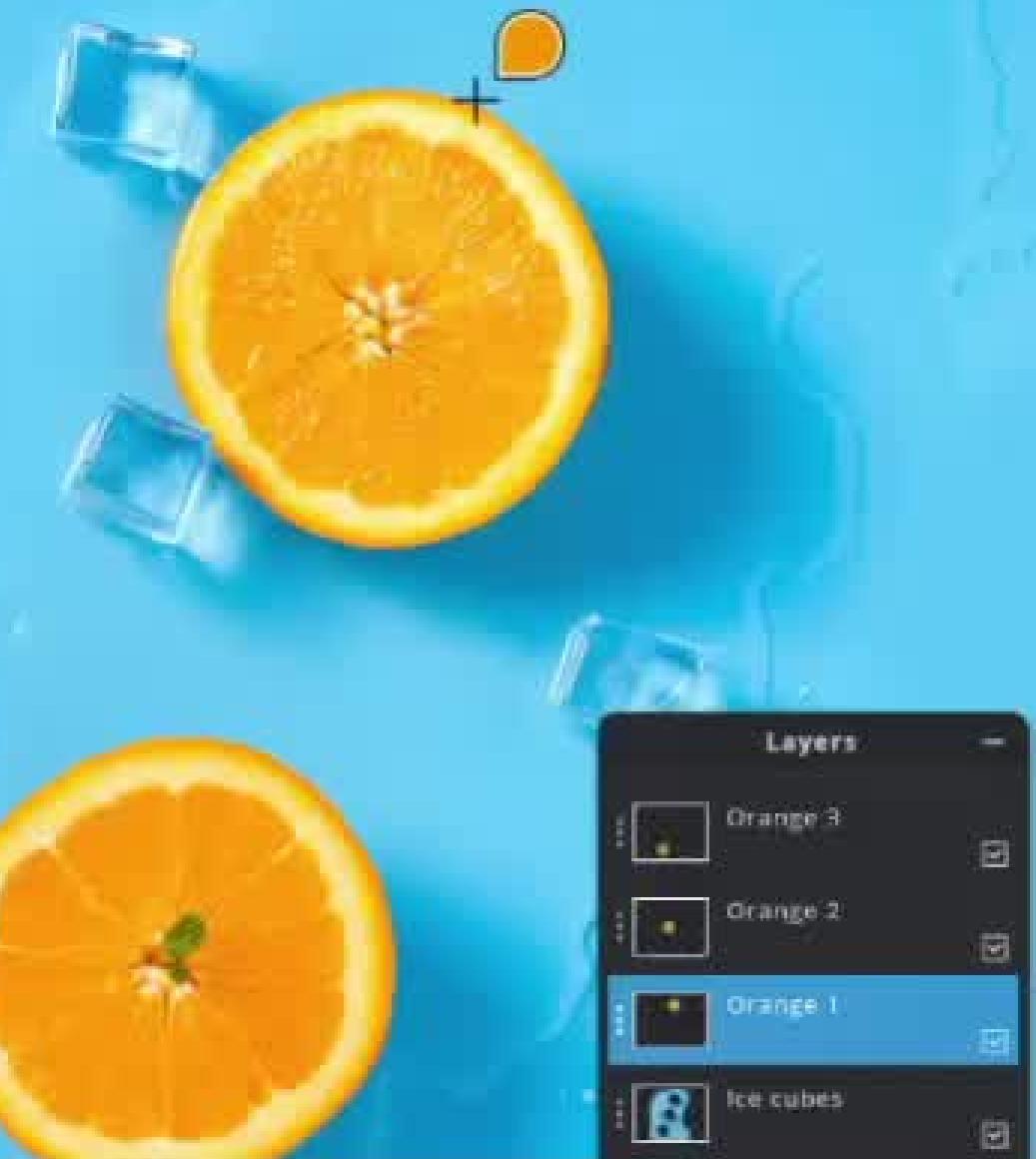
[ADVANCED PIXLR E](#)

OR

[PLAYFUL PIXLR X](#)

We have two brand new(ish) editors - select your flavor!

[Looking for an older editor?](#)



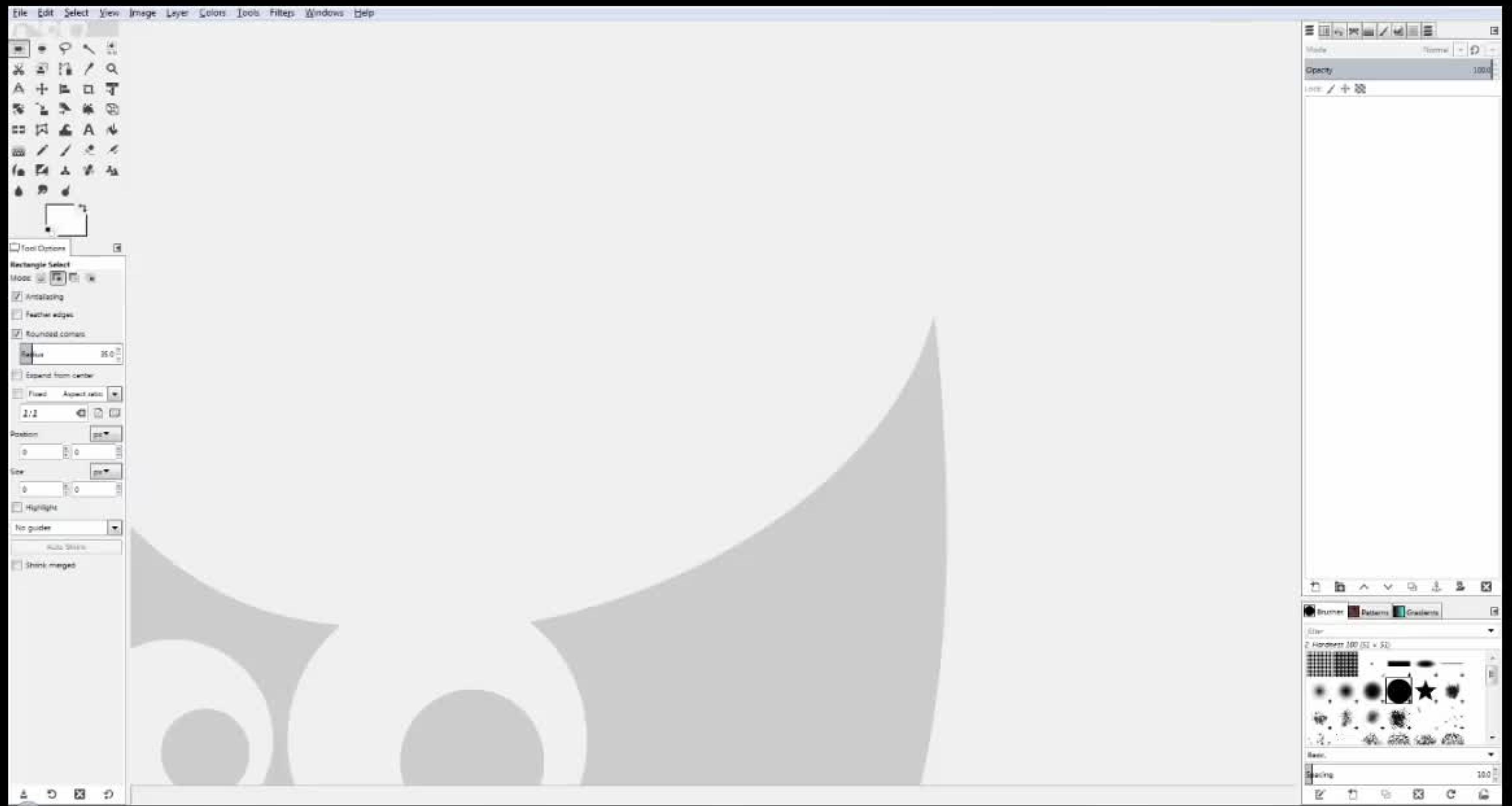


PROS:

- Fully online
- No need to sign up
- Simple, intuitive interface
- Good selection of fonts & ability to add local fonts

CONS:

- Documents are saved to cache
- Limited download options size/file type





PROS:

- Free, open source
- Many, many, many tools
- Can make animated GIFs
- Export in almost any file type

CONS:

- Needs to be installed
- Takes a bit of learning

DESKTOP PUBLISHING

02

ONLINE:

Canva

FREE:



Canvas

Home Templates Features Learn Pricing

① ② Create a design J

Recommended for you

All your designs

Brand Kit

Create a team

All your folders

Trash

Uploads

Design anything.

"Wander are the curious; for they shall have adventures." — Lowell Drachman

Search bar: See more templates

Custom dimensions

Recommended Social Media Events Marketing Documents Prints Video School Personal

Poster Presentation Instagram Post Video Logo Facebook Post Infographic Invitation

Trending templates

Try Canvas Pro

Help 3

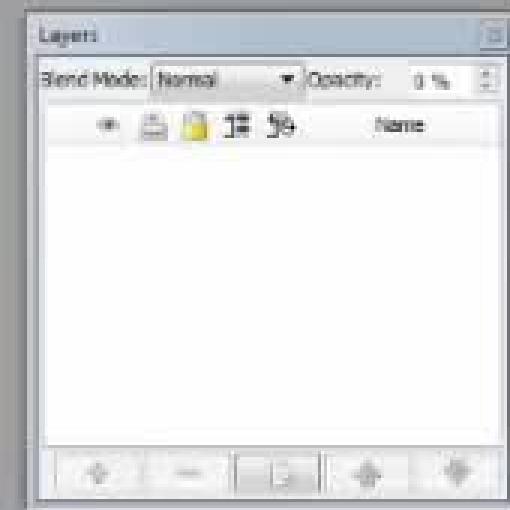


PROS:

- Freemium but with some flexibility
- Extensive free asset and template libraries
- Intuitive
- So many type & export options inc. IG

CONS:

- Freemium
- Login required
- Privacy options limited (without Pro)





PROS:

- Excellent for handling large blocks of text
- Great for sending to Prof Printers
- Actually super powerful
- Colour-blind mode

CONS:

- Grown up publishing for grown ups
- So many settings
- Need to use a tutorial
- Looks like it escaped the 80's

VIDEO EDITING

03

ONLINE:  Sp

FREE:  LIGHTWORKS

Sp Make an impression. Upgrade

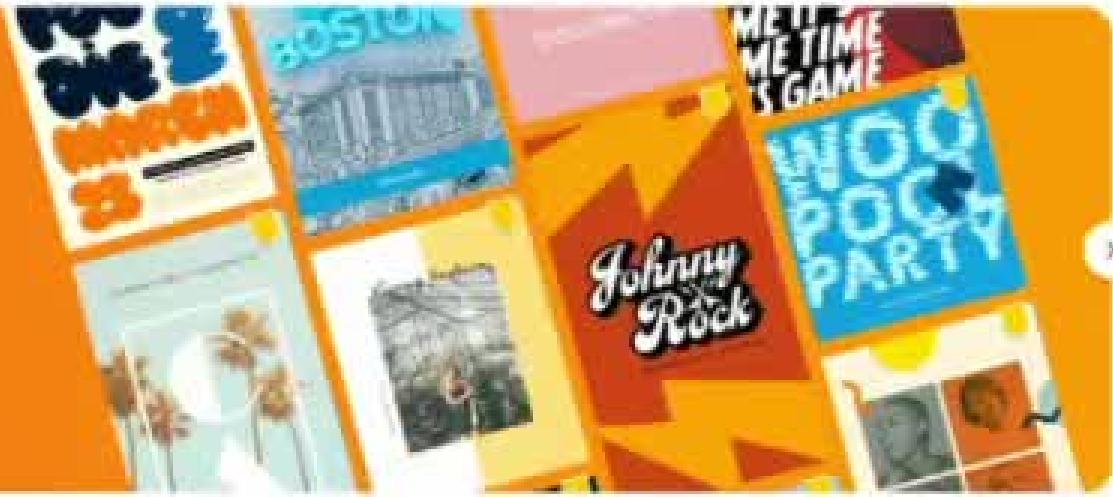
Search Spark Ignition

+ Home Projects Brands Libraries NEW Learn

Unleash your creative potential with premium templates

Professionally designed to take your content to the next level

Check them out!



Here's a few things you can create.

Jenni, tell your story with Spark!

View all >

Instagram story Instagram post Facebook post Photo collage Presentation Slideshow Branded Custom size

Take your designs to the next level

Start from a beautiful template

Explore all templates >

Blog   

Adobe Spark Features Mobile apps Suggest a Feature Privacy Cookie Preferences AdChoices



PROS:

- Freemium
- Extensive free asset and template libraries
- Branding options
- Record V/O in app
- Makes looking good easy!

CONS:

- Freemium
- Login required
- Only takes super short clips

LIGHTWORKS

Local projects

Create a new project..

Restore an archived project..

Sort by name ▾



ADSP Demo



Audacity Demo



BRI Demo



Canvas Demo



E Newsletter Demo



GIMP Demo



RTSI Demo



Kids room



Kidsroom2



LW Edits



Mulchip Demo



Museum Narratives



Lightworks 6.0.0.0 (09/15/2013)



PROS:

- Freemium
- Unlimited length clips
- Semi-professional level editing

CONS:

- Login required
- Can only export in "Youtube" ie. MP4
(which is a standard format anyway??)
- Learning curve

BONUS: ANIMATOR



- Free, open source
- Fully Online
- Animations and 2D Games

ONLINE MEETINGS

04

ONLINE: 

FREE: ALSO  OR



HONOURABLE
MENTION :



Due to increased demand, recordings are temporarily disabled and the maximum duration of a meeting has been reduced to 60 minutes on this server.

A room

3 Sessions | 0 Room Recordings

Invite Participants

 <https://demo.bigbluebutton.org/g/jenni-9oxa-rac-lms>

 Copy

Start



A room
Last session on August 24, 2020





Create a Room

Room Recordings

Search...



NAME	THUMBNAILS	LENGTH	USERS	VISIBILITY	FORMATS
This room has no recordings.					

Presenter View



PROS:

- Free
- Good safeguarding options
- Upload presentations so you don't have to screen share

CONS:

- Limited to 60 mins at the moment
- Your URL will have Demo in it

Secure, fully featured, and completely free video conferencing

Go ahead, video chat with the whole team. In fact, invite everyone you know. Jitsi Meet is a fully encrypted, 100% open source video conferencing solution that you can use all day, every day, for free — with no account needed.

Start a new meeting

ContentJulesPractiseWrong

GO

Aug 25th, 2020 5:11 PM	AlternativeJournalsStemElsewhere 02:20
Aug 19th, 2020 6:58 PM	SelectiveFractionsConsolidateTruly 01:55
Aug 19th, 2020 6:55 PM	AlternativeRealitiesGraduateFast 00:48

Host View



PROS:

- Free
- Running your own server means total control
- No account required
- Good security options

CONS:

- Complex set up
- Embraces a "meeting" style



PROS:

- Free
- Very customisable
- Good security options - limited time/no' invites
- "Roles" give fine grain control of user functions
- Great way to simulate a classroom setting with screen sharing options
- Total control over user behaviour - even change their nicknames

CONS:

- **Everyone needs to install it**

AUDIO EDITING

05

ONLINE:



FREE: Audacity®



TWISTEDWAVE

Documents



Search

Your document list is empty.

You can create a new one by clicking the "New" button on the right.

Total: (empty) of 1 hour used (get more)

Drop a file on this page to load...

New

- Empty file
- Upload a file
- Import from Google Drive
- Import from SoundCloud

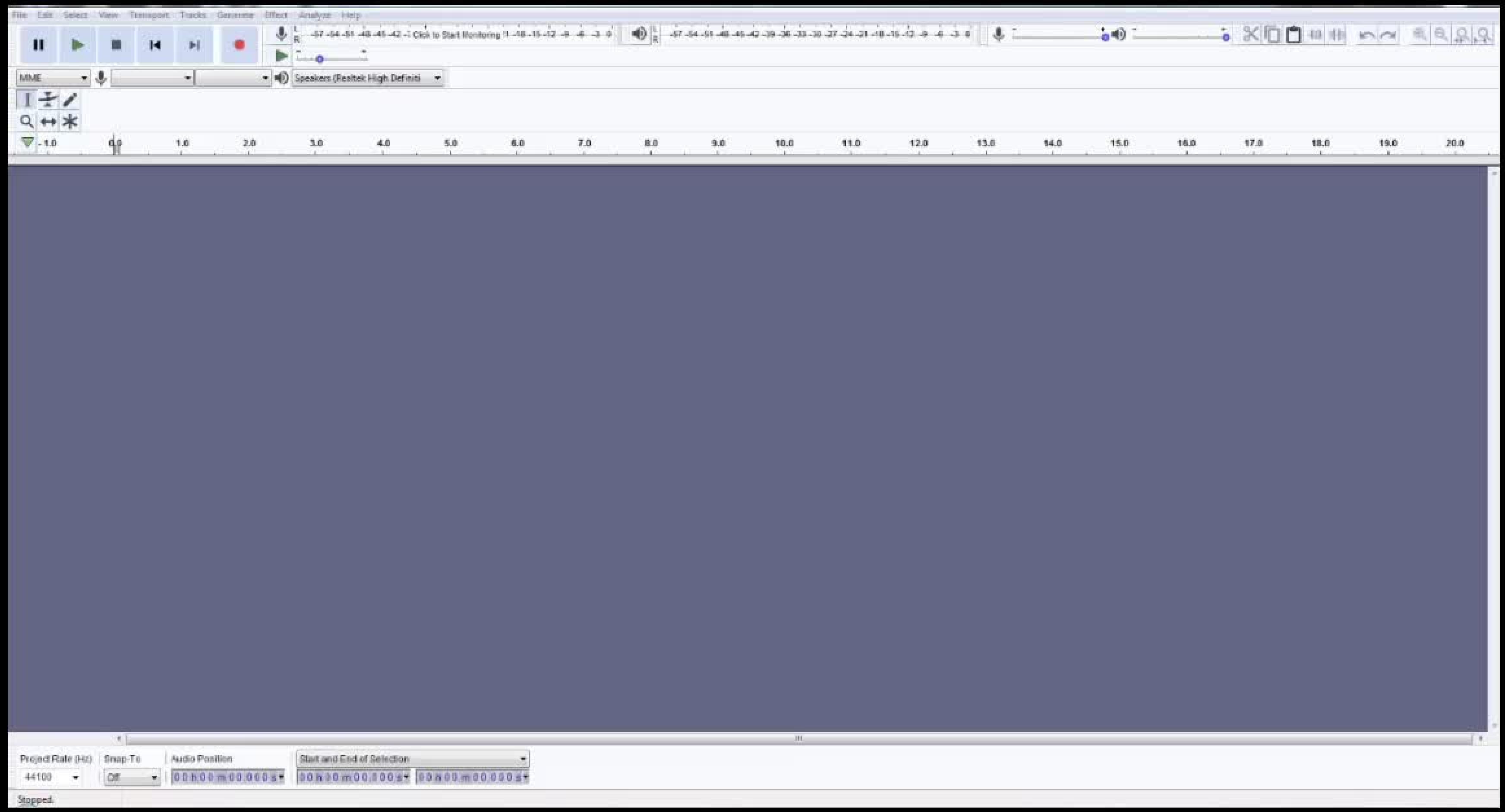


PROS:

- Freemium
- Simple
- Lot of functionality
- Ideal for quick edit/cleaning pass

CONS:

- Log in required for cloud save
- Deletes files after 30 days without login
- Mono only
- Max 1h of recordings saved at time





PROS:

- Free
- Professional level editing
- Export options & encodes authorship data
- Simple way to do simple things
- Multi-channel

CONS:

- Learning curve if you want to do anything complex

E-NEWS- LETTERS, SCHEDULING & CRM

06

ONLINE:



FREE:







PROS:

- Freemium
- Integrate Social Media Scheduling, CRM, mailing generation & e-commerce
- WYSIWYG drag and drop e-newsletter design interface

CONS:

- Freemium
- Limits on emails/week or month, contacts stored data analysis tools

USP'S:



- Generous contact & email allowance
- Decent analytics & integrations



- Intuitive interface
- Good GDPR compliance tools
- Unsplash integration



mautic

PROS:

- Free
- All yours
- Very Powerful
- All the analytics
- Integrates SMS marketing

CONS:

- A bit complicated
- Needs its own server

**JUST
NEWSLETTERS:**



- Seriously in-depth analytics
- A/B campaigns
- Custom mailings
- Grown up tools for grown ups

JUST SCHEDULING:



- Integration across Facebook, Twitter, Instagram and LinkedIn
- See all your streams
- Pin creator

JUST CRM:



- Industry standard
- Full workflow
- Analytics

Q & A

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 @Post_ApocLib

 jcplearning

www.jcpatonlearning.co.uk

Credits

Sounds & Music

Carefree by Kevin MacLeod

Link: <https://incompetech.filmmusic.io/song/3476-carefree>

License: <http://creativecommons.org/licenses/by/4.0/>

Blippy Trance by Kevin MacLeod

Link: <https://incompetech.filmmusic.io/song/5759-blippy-trance>

License: <http://creativecommons.org/licenses/by/4.0/>

Images

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Icons made by Vitaly Gorbachev from www.flaticon.com