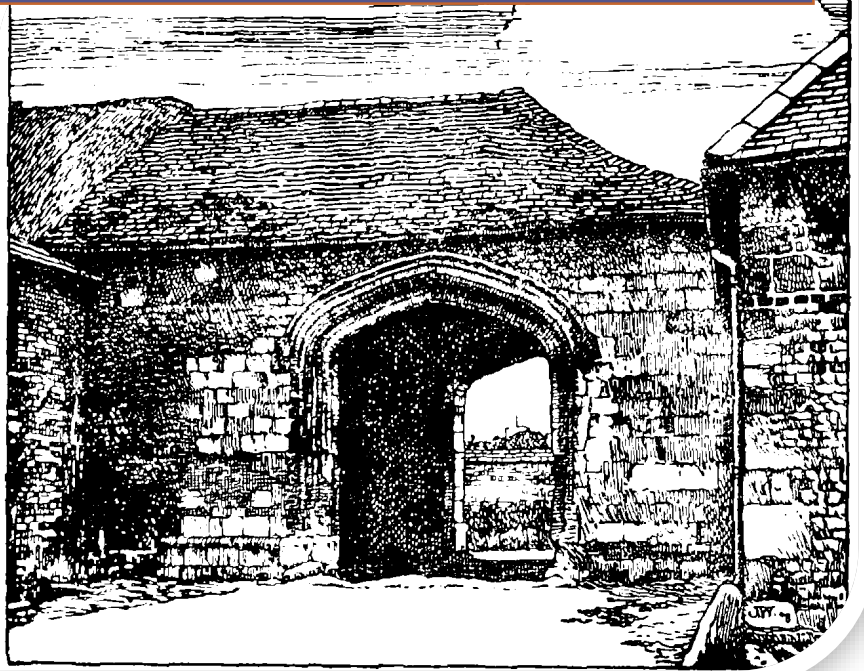


Hyde Abbey Website & VIA – Digital Media, UoW



Hyde Abbey Gateway– (British History Online, 1912)

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Hyde Abbey VIA - 'QR Points of Interest (POI)' for Virtual Interpretation

This document focuses on the digital media contribution to the Hyde 900 HLF 'Hyde Abbey - Rediscovering The Lost Minster Of Alfred The Great' bid for creating heritage interpretation mixed media for visitors to understand how 'Hyde fits into the bigger picture of Winchester as a heritage centre of national importance'. (Fennell, 2015) The content created will be available to physical and virtual visitors through the use of a dedicated website and QR information points around the Hyde Abbey site.



Capital – (Winchester Museum Collections, 2013)

In summary, the resulting project from the Digital Media team (with Hyde 900) for Hyde 900's HLF bid would include:

- provide an account of the history of New Minster/Hyde Abbey from 900-1538 including the life of the monastic community
- explain the history of the burial sites of Alfred the Great and his family in New Minster and Hyde Abbey and the subsequent search for the royal remains following the destruction of the abbey
- provide an illustrated account of the design and architectural features of the abbey and monastery
- provide an account of the subsequent recycling of the monastery's building materials post-dissolution of the abbey
- provide a focus for community engagement with the reuse and recycling story through recording and registration of stone, tile, glass, timber and other materials from the abbey
- provide a range of virtual 'tours' of the abbey (historical, architectural, archaeological and anecdotal) to enable visitors to engage with the abbey story at a number of levels
- establish a digital/mobile infrastructure on the abbey site
- to enable access by visitors using smartphone/tablets and other mobile devices to the virtual tours while in situ and also other architectural and archaeological information

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Introduction:

Digital Media at the University of Winchester has been invited to work with Hyde 900 to create heritage content including rebuilding a virtual 3D abbey based on archaeological findings, geological information, artistic impressions and research to discover typical architectural details for Benedictine abbeys in the 1100s when Hyde Abbey was founded.

Hyde 900 is a community organisation and registered charity, providing a programme of events to disseminate knowledge of Hyde Abbey and King Alfred to their community and further afield. The website and Visitor Information Area (VIA) and the digital content created for the QR codes are proposed as part of a larger bid to Heritage Lottery Funding (HLF) to widen the reach of the importance of King Alfred and his legacy.

Debs Wilson who leads the proposed Digital Media team has worked on a similar project for Beaulieu Abbey (www.thetalkingwalls.co.uk/Beaulieu), and is currently writing up her PhD thesis regarding the design of heritage interpretation. Paul Wilson is a graphic designer and Senior Lecturer /Practitioner with a history of working for IBM Design and Garmin as a web and multimedia designer. The team consists of two MA Digital Media Practice graduates and three BSc Digital Media Developer graduates, one of which is now teaching on the programme. Over the course of the three years, there will be selected Digital Media students who will have chosen to work on different QR code content as part of their curriculum.

The Digital Media team will be working closely with members of Hyde 900 such as David Spurling, Edward Fennell, Steve Marper and Dave Stewart for ensuring the content is correct in look, feel and authenticity. Although the team will be undertaking their own research to ensure the visual information is correct for the period portrayed, they will be required to verify this information with the Hyde 900 members listed above.

There has been a wealth of information and research gathered by the Hyde 900 team which they will make available to the Digital Media team who will reference the information used accordingly. The resource of images and text will obviously remain the property of Hyde 900. The content created by the Digital Media team will be accessible for use indefinitely by Hyde 900 but will remain the property of the University. This will also allow the Digital Media team to update and add new information as and when needed by Hyde 900.

There are two phases (or timescales) the Digital Media team needs to adhere to. Phase 1 includes the creation and hosting of the website, three digital media tours, an audio tour and content for five QR code points. The deadline for completion of these elements is October 2016 for Hampshire Cultural Trust's Royal Blood event. Digital tour 1 and content for the five QR codes will rely on the build and completion of the external look and feel of the 3D Hyde Abbey and surrounding site (curtilage).

Phase 2 continues from October 2016 through to May 2019. In this time, the remaining QR Code content will be developed, digital tours 2 and 3, along with the completion of the internals of the 3D abbey and surrounding buildings. Visitors to the website will be able to interact with the 3D virtual abbey, exploring the different areas and buildings through on-screen interaction or via their mobile devices at the Hyde Abbey site. They will be able to resource ‘fact sheets’ about the abbey and the people that lived there, again via the website or their devices on-site.

The website and content will be maintained and updated by successive members of the Digital Media team for the three years stated in the bid – and continue to do so or until Hyde 900 request the team to stop (i.e. should Hyde 900 wish to undertake this themselves in future).

Hyde Abbey site is not an enclosed space with very little remains of the huge abbey church and outlying buildings – the remains consist of primarily a gatehouse and stones in nearby walls. Access is, therefore, from many points which means the QR code content and tours will be required to allow the visitor to start at any point rather than a predefined path. It will also mean that it would be very difficult to have an entrance fee as in most heritage sites. Hyde 900, as a community organisation has already shown they are keen to make widely known the importance of the site and King Alfred from their Hyde Abbey Weekend exhibition, for which there was no fee charged. The Digital Media team believes this to also be the case for the content they produce which will be accessed on the KAHA website and via visitors’ mobile devices whilst visiting the Hyde Abbey site.

Further details of the website and content for the QR code points including the digital tours are outlined in the following pages with estimated hours and costs. An overview of estimated hours for each phase can be found in the table below:

Phase & Summary of Content		Costed hrs/in Kind	Hours
Phase 1	VIA – External 3D Abbey, Tour 1 & QR codes (Debs Wilson)	Costed hours	198
Phase 1	VIA – External 3D Abbey, Tour 1 & QR codes (Selected Students)	In Kind	250
Phase 1	VIA – External 3D Abbey, Tour 1 & QR codes (Graduate interns)	In Kind	196
Phase 1	Website & hosting (Paul Wilson)	Research Hours	80
Phase 2	VIA – Internal 3D Abbey/Buildings, Tours 2&3, QR codes & Interactive Abbey (Graduate interns)	In kind	140
Phase 2	VIA – Internal 3D Abbey/Buildings, Tours 2&3, QR codes & Interactive virtual Abbey (Selected Students)	In Kind	600
All	Maintain website on University server (Graduate intern)	In Kind	58
		TOTAL HOURS	1,522

Hyde Abbey King Alfred (HAKA) Website

The following provides detail of the proposed website which will form the portal for researched information regarding the Abbey and King Alfred, his dynasty and legacy. The website is important in providing a ‘permanent but evolving focal point for materials relating to:

- the story of King Alfred and his family
- the story of Hyde Abbey (historically, culturally, architecturally and archaeologically) from its origins as New Minster, through to the dissolution of the monastery and beyond.’

This will include visuals, 3D animations, 3D scans, digital and audio tours and the virtual reconstruction of Hyde Abbey and its curtilage within Winchester. The site will also form access to different apps such as the Finding the Stones and The Bones Game created by students for the King Alfred Weekend exhibition.

The site will be hosted by the University of Winchester and maintained by digital media students.

Paul Wilson, Senior Lecturer and Multimedia Designer/Practitioner will create the look and feel of the site and once approved by Hyde 900, will build the site. There will be a need for a database for access to the growing amount of researched information and mixed media. The database will be developed by Sam Barker, a developer working with the Teaching Team in Digital Media. Kieran Glover, a current MA Digital Media Practice student, will assist both Paul and Sam with the work required to create the site and make it live.

Budget & Milestones		Responsibility	Date	Hours
1	Look and Feel, concept and wireframes	Paul Wilson	End of July	16
2	Build website – content to be provided by Hyde900/Edward Fennel / David Spurling	Paul Wilson (& Hyde900)	End of Sept	64
3	Test website, bug fixing	Kieran Glover / Sam Barker	End of Sept	6
4	4 x 1 hr Meetings	Debs / Paul / Kieran / Sam	throughout	16
5	Maintain website on University server	Kieran Glover / Sam Barker	Oct-2015 for 3 years	36

Hyde Abbey VIA – QR Code Points of Interest

The following pages detail the areas of interest at the Abbey Precinct that would form the virtual tour or points of interest. Visitors will be able to interact with the site and discover Hyde Abbey's history, its buildings, inhabitants and the community via a QR code reader on their personal smartphones or tablets. For visitors that do not have a suitable device for scanning the QR codes, the provision of a suitable device may be supplied by the Tourist Information Centre. These may be supplied on the receipt of a reasonable deposit to ensure return of the device.



Glass Panel by Tracey Sheppard with the Graves of Alfred and his Family Behind (Hampshire History, 2012)

The media provoked by visitors scanning the QR codes will provide an engaging and animated view through the use of 3D, film, animation and sound. The inclusion of a choice of character to guide you around the precinct may be considered, for instance, as the Abbot, Infirmarian, Novice monk, stonemason or royal guest. Each character would provide their 'story' of life within the precinct at each POI, with visitors able to choose a different character tour at this point should they wish. The complete 'tour' (or part of) would provide a rich virtual experience of the history of the abbey, its importance to the community and surrounding area. Should visitors not be able to complete tour, they would be able to continue their tour online via the new website. The web site would echo the 'look and feel' of the Hyde Abbey VIA branding (or vice-versa), provide the same information as the QR codes and interpretation panels allowing visitors to discover more in-depth information for each area specified.

For Phase 1, content for a minimum of five from the following QR Code points will be developed and completed for use at Hampshire Cultural Trust's Royal Blood event in October 2016.

For Phase 2 the remaining QR points will be developed ready for the May 2019 deadline.

QR POI '113'

Two QR codes will direct users/visitors to the pillar at the West end of St Bart's Precincts.



- 1st QR code will provide an external view of the main entrance to Hyde Abbey with a view along Hyde Street. The use of a mix of historical images and 3D virtual replication will provide the viewer with a scene of how the main entrance used to look and how it was used. Textual information will be overlaid with a semitransparent background after a few seconds and then fade after suitable time for reading the information.
- 2nd QR code will provide a view of the forecourt from inside the gate, taking in the lay chapel and a general view looking down to the abbey with an overview of the abbey structure. The abbey and precinct will be built in 3D as a life size building which will provide plan, elevations and sectional views as well as the external 3D view. These views will help to provide the structure of the abbey which the viewer can explore. The viewer would also see the area leading up to the abbey, including the 3D lay chapel and be able to 'look around' the area by moving their device around them (i.e. left to right).

QR POI '114'

One QR code will direct users/visitors to the wall or post of the northern Victorian extension of St Bart's church.



- 3rd QR code will provide a general introduction to the recycling of stone from the abbey with specific references to the decorated stones in the northern Victorian extension. There will be images of the stones and accounts (interviews) from the community who have their own stories of how these stones have been re-used local to them. On the website, there could be a section for the community to upload their stories and images with visitors perhaps able to add to a 'puzzle' of where these stones might have been in the abbey.

QR POI '116'

One QR code will direct users/visitors to the wall or on a post near the unmarked grave.



- 4th QR code will provide an account of the 'Unmarked grave' and its execution. The viewer would be able to view excerpts from the BBC2 documentary. On the website, there would be links to explore the array of information regarding the unmarked grave in more depth. There could also be a section for children to 'put the bones together' in the form of a game / puzzle, with some of the bones when 'moved' providing a brief story or image of how it was found. There is also the possibility of printing some of the bones in 3D to display in a suitable location.

QR POI '117'

One QR code will direct users/visitors to the wall or on a post near the view of the forecourt.



- 5th QR code will provide a discussion of the life of the forecourt through viewing animated scenes, such as filmed scenes combined with 3D back drops replicating events such as the gathering of pilgrims on route to Canterbury.

QR POI '118'

One QR code will direct users/visitors to the wall or on a post inside the church near the entrance.



- 6th QR code will provide the history of St Bart's as the lay chapel of the abbey and subsequently as the parish church. The viewer will be able to explore the architectural features of the door / entrance and characteristic features of 12th C decoration through the use of historical images, interviews with historians and from the chosen character's perspective (for example the stone mason, guest, infirmarian, novice monk or Abbot). Each character may have their explanation of why certain features were necessary, what approaching this door meant to them or how they may have used the lay chapel in their everyday life.

QR POI '119'

One QR code will direct users/visitors adjacent to 'The Wraith'.



- 7th QR code will provide the structural significance of a corbel (supporting a beam) through the use of 3D reconstruction and oral explanation (by the stonemason perhaps). An animation of creating the structure using the corbel will help to explain the importance of corbels. Images of other corbels from the abbey now situated in other buildings will be shown as part of the explanation for this point of interest. On the website, further information and detail about the abbey's corbel stones can be explored. Possibility of stories regarding the faces of the corbel stones either provided or created by children which can be added by them to the site for others to read.

QR POI '120'

One QR code will direct users/visitors to the window cill where the capitals are displayed.



- 8th QR code will provide a description and discuss the sequence of the five capitals from the cloisters considered the jewels in the crown of the site. This will be mainly through reconstructed views (3D and 2D) of the cloisters and artistic interpretation of the continuity of the 'Winchester School' from pre-Conquest times. Explanation of the capitals could be either from an historian or the stonemason character. The website could invite children to draw their own capitals based on the information and design of the five shown.

QR POI '121'

One QR code will direct users/visitors adjacent to where Reverend William Williams' memorial plaque is mounted.



QR POI ‘Gateway’

One QR code will direct users/visitors on the wall or as part of the Information panel in the Hyde Gate entrance.



Matt Cardy/Getty Images – (Metro News, 2013)

- 10th QR code will provide an animation of monks passing through the gateway showing how it would be used, with overlaid and oral information to support this. If characters are used, then the viewer could view this from the character’s perspective and hear stories about what might have happened here.
- This area of the precinct would also benefit from projections / illuminations with supplementary information panels explaining the architecture and function of the Gateway to the Outer Court.
- The chamber would also benefit from either projections / illuminations / son et lumiere and or augmented reality triggered by a QR code (11th) placed near the entrance to the chamber which would show examples of how this space might be used – or an introduction to the abbey site by the Abbot (film / actor with green screened 3D backdrop of monastery life going on behind him). The Abbot may also then explain the QR POI tour around the precinct as a way of ‘showing his abbey to his visitors while he isn’t there’.

QR POI '122'

One QR code will direct users/visitors on the south side of the Gateway.



- 12th QR code will provide a discussion of the inner court and an overview of the almoner's hall and guest accommodation. The viewer will be able to explore the 3D reconstructed buildings and view how these were used. The scenario of possible characters would allow the viewer to be able to provide different perspectives in the need for the almoner's hall and why guest accommodation was kept outside the inner precinct / court. For the website, children could write their 'day in the life of' a guest visiting the abbey or as someone from the community may need assistance with food or clothing.

QR POI '123'

This wall and grassy surround are suited to be the 'anchor' for the whole VIA. There may be a lightweight shelter placed here. To the front of the long concrete slab, it is proposed to place a long, high display board /information panel (perhaps in keeping with the glass panel at Hyde



Abbey Garden). The panel will provide an overview of the whole site and information explaining the history of the abbey and the life of the monks. This area would also be the space for the life-sized wood carved monk 'Aston'. There will be four QR codes – in each corner of the panel.

- 13th QR code (1) will provide information through visuals and audio about Alfred the Great
- 14th QR code (2) will provide information about Aston, the local boy who joined as a novice and became the Abbot in the 12th century. (The same information could be provided by using an augmented reality app when viewing the carved statue)
- 15th QR code (3) will provide 'architectural timeslices' showing how the abbey was built at different stages through its history, the architects / stonemasons involved, and the
- 16th QR code (4) will provide information about the dissolution, its effect on the abbey and how the stones were dispersed to 'new' buildings

QR POI '124'

One QR code will direct users/visitors on the major western boundary wall.



- 17th QR code will provide an introduction to some of the most interesting and typically characteristic stones which feature within the wall together with contextualisation and provenance. 3D models of the stones will be able to be viewed and rotated on the viewer's device, and seen in context. The website could provide a puzzle where children need to find the stones amongst others and then place them where they would fit in the abbey (2D puzzle). Some of the stones may be printed in 3D if there is a suitable location for children to hold them and fit together as a 3D puzzle with other 3D printed stones.

QR POI ‘Streamside’

One QR code will direct users/visitors on the end of the bridge wall shown bottom right in the photo on next page.



Nun's Stream, a tributary of River Itchen, running through the grounds of Hyde Abbey (City Daily Photo, 2010)

- 18th QR code will provide information regarding the importance of the river (Nun's Stream) to the life of the monastery. This will be through the use of artistic 2D animation or infographics and the chosen character's voice over highlighting how important the river is in their life at the abbey. The viewer would also be able to discover the significance of the two bridges / buildings over the river with cut away drawings / sectional views (either 2D drawn illustrations or sectional 3D views with overlaid textual information).

QR POI '125'

One QR code will direct users/visitors on the bridge wall or post.



- 19th QR code will provide an external view of the West end of the Abbey Church (comparable to the animated feature in the BBC2 documentary). The view will be created by rebuilding the scene in 3D and will show the monks moving within the abbey church / entering the abbey church for prayer.

QR POI '126'

One QR code will direct users/visitors adjacent to the column which probably marks the west entrance to the abbey church.



- 20th QR code will provide a 3D view of the nave down to the high altar. The viewer will be able to explore the architectural features on the journey down to the altar, drawing on evidence of stones. The abbot if chosen as the viewer's guide will explain the significance of the abbey church in the daily life of all those who lived in or near the abbey. The website will provide more views of the 3D abbey church and explain the importance of the typical Benedictine abbey. An augmented reality element could be to see the column grow up out from the base shown above and spread out to show its position amongst the other columns of the complete church.

QR POI '127'

Two QR codes will direct users/visitors on the wall together with an information panel as indicated in the photo below.



- 21st QR code (1) will provide images and an account of activity in the east end / choir of the abbey church which will include information regarding the royal graves and their history. The view will be created by rebuilding the scene in 3D and will show the choir monks moving within the abbey church preparing for prayer / chanting. Gregorian chanting will accompany the 3D scene as ambient background to the voice over explaining the significance of this aspect of the Benedictine monks' daily life.
- 22nd QR code (2) will provide information about Hyde Abbey Garden, the glass panel and Hyde 900.

QR POI '128'

An information panel will be placed on the wall here with one QR code. The panel will provide an account of the successive investigations and excavations of the site including the building of the bridewell and Mellor's excavations and subsequent investigations. There is a possibility of



and artwork installation to the wall to suggest the celebration of Alfred's life and achievements of the Royal House of Wessex in laying the groundwork for a united England.

- 23rd QR code will provide further information about the excavations and investigations of the site (video clips from documentaries / possibly some re-enactment of interviews with the key figures involved). Possibly the characters chosen could provide their view on the much later investigations, hinting at whether they knew what was there, and that maybe if they looked somewhere else, the investigator / excavator would find something more important. On the website, children could learn about archaeology and the processes involved through playing a game to find important artefacts.

QR POI '130'

Two QR codes will be attached discreetly on the post or aluminium surround (one below the other).



- 24th QR code (top) will provide a wider context of the surrounding area, highlighting the monks' graveyard and fishponds to the south. The view will expand across to the city centre in the south and north, and east to the water meadows. The images will be interleaved with historical maps and the growth of buildings in the area over time.
- 25th QR code (below top) will conclude with Aston saying farewell wishing the viewer a safe journey. He will remind the viewer that more information can be found on Hyde Abbey's website, and looks forward to their return.

Hyde Abbey VIA – QR Code Points of Interest (Phase 1)

The tables over the following three pages outline the estimated hours required for element of each VIA phase:

Phase 1 Milestones - QR Codes & Server		Responsibility	Date	Hours
1	Detailing & managing content required per QR code around the Hyde Abbey site for Oct 2016 deadline	Debs & Hyde 900	End of July	16
2	Setting up of a localised server within the precincts of the abbey for use with the QR codes	Sam / Holly / Nat	Start of Sept	64
3	Allotting and working through the three QR points with suitable students (for October 2016 bold items only)	Debs	Mid April	3
4	Work on content for individual QR points (for October 2016 bold items only)	Selected students	April thru Sept	100
5	Upload to server and test on site with printed codes (for October 2016 bold items only)	Sam / Holly / Nat	End of Sept	24
6	Test & Debug	Kieran / Sam	End of Sept	6
7	Review, perfect and finish	All	Start of Oct	6
			TOTAL	219

Phase 1 Milestones - Digital Tour 1 - The History of the Abbey (The Abbot Aston Tour)		Responsibility	Date	Hours
1	Script writing for the tour	Hyde 900		
2	Storyboarding the tour (deciding on visual content)	Debs & Hyde 900	Mid June	24
3	Producing digital content	Selected students	Mid June	100
4	Compiling and editing content (video combining stills, audio and 3D animations)	Selected students	End of Aug	50
5	Proofing and publishing to website & Blupoint Server	Debs / Kieran & Hyde 900	Mid Sept	10
			TOTAL	184

Phase 1 Milestones – Audio Tour		Responsibility	Date	Hours
1	Script writing for the audio tour	Hyde 900		
2	Sound recording	Hyde 900 / Actor & Corin	Mid June	20
3	Sound editing	Hyde 900 & Corin	Mid June	30
4	Proofing and publishing to website & Server	Debs / Kieran & Hyde 900	Mid Sept	10
			TOTAL	60

Hyde Abbey VIA – QR Code Points of Interest (Phase 1)

Phase 1 Project Management		Responsibility	Date	Hours
1	Overall Project Management & Research	Debs		37
2	Managing student projects listed	Kieran		30
			TOTAL	67
Phase 1 VIA (October 2016) TOTAL				530

Hyde Abbey VIA – QR Code Points of Interest (Phase 2)

Phase 2 Milestones - QR Codes & Server		Responsibility	Date	Hours
1	Review Blupoint / Beacon technology - update where necessary	Debs, Hyde 900	End of March	3
2	Allotting and working through QR points to suitable students (for remaining content required by May 2019)	Debs	Start of Sept	10
3	Work on content for individual QR points (for remaining content required by May 2019)	Selected students	by Jan 2019	300
4	Upload to server and test on site with printed codes (for remaining content required by May 2019)	Sam / Holly / Nat	by Mar 2019	20
5	Test & Debug	Kieran / Sam	Mar 2019	12
6	Review, perfect and finish	All	April 2019	15
			TOTAL	360

Phase 2 Milestones - Digital Tour 2 - The Architecture of the Abbey		Responsibility	Date	Hours
1	Script writing for the tour	Hyde 900		
2	Storyboarding the tour (deciding on visual content)	Debs & Hyde 900	Mid June 2017	24
3	Producing digital content	Selected students	Mid June 2017	100
4	Compiling and editing content (video combining stills, audio and 3D animations)	Selected students	End of Aug 2017	50
5	Proofing and publishing to website & Server	Debs / Kieran & Hyde 900	Mid Sept 2017	10
			TOTAL	184

Hyde Abbey VIA – QR Code Points of Interest (Phase 2)

Phase 2 Milestones - Digital Tour 3 - The Story of the Royal Bones		Responsibility	Date	Hours
1	Script writing for the tour	Hyde 900		
2	Storyboarding the tour (deciding on visual content)	Debs & Hyde 900	Mid June 2018	24
3	Producing digital content	Selected students	Mid June 2018	100
4	Compiling and editing content (video combining stills, audio and 3D animations)	Selected students	End of Aug 2018	50
5	Proofing and publishing to website & Server	Debs / Kieran & Hyde 900	Mid Sept 2018	10
			TOTAL	184
Phase 2 Project Management		Responsibility	Date	Hours
1	Overall Project Management & Research	Debs		46
2	Managing student projects listed	Kieran		80
			TOTAL	126
Phase 2 VIA (May 2019) TOTAL				854
VIA PROJECT BID TOTAL				1384