

# BUILD IT ONCE

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A BASIC PRIMER FOR THE  
CREATION OF  
ONLINE EXHIBITIONS

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<i>will help readers gain a better understanding of the needs of the exhibition by determining the motivation for the creation of this tool, the audience it seeks to reach, the quantity and format of the selected materials, the resources available to the designer and, finally, the design concepts to be considered when creating an efficient, good-looking web presentation</i>	
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