



VIRAL

EXPLORING A LOCAL COMMUNITY - MAKING HERITAGE TRAILS WITH 360 VIDEO

Task



EXPLORING A LOCAL COMMUNITY - MAKING HERITAGE TRAILS WITH 360 VIDEO

How to start with creating heritage trail and to use 360 videos in enhancing the experience of a trail?

Step 1. Determine the theme of the heritage trail.

Every city has a history of industrial development and citizens are connected in many ways to the work of factories from the automotive, food to textile industries. Each factory has a story about the establishment, about the owner, about the production of successful products that made customers lives easier, about the workers who made the factory successful. The story is the crucial content of the heritage trail.

Step 2. Create a story, investigate facts, interview workers.

Explore industry history in your city. Seek the help of experts in museums and archives, former and current factory owners, but also workers. It is important to have accurate information and historical facts when designing a heritage trail. Worker's personal stories and experiences can enhance the heritage trail content and make it even more interesting. Get in touch with representatives of existing factories to find out if you can visit the plant and find out how products are made and whether they can be purchased in stores.

Step 3. Define how to manage visitor groups along the heritage trail.

Learn how to successfully tour the city and locations where the factory is located. Contact your local travel guides. They have the knowledge and experience of leading individual and organized visitor groups. Determine how you will tour locations, on foot or by bike? How long will it take to tour the locations? Which age of the visitor is the route adapted for? When is it necessary to take a break and allow visitors a rest? Test the route. To get started, invite your friends and family for a guided tour and get their impressions. Think about what went really well and what you can work on.

Step 4. Learn how to use a 360 camera.

Make a video of the interior of the factories. Allow everyone to learn more about your city's industrial heritage. Halls of large factories are often not accessible or closed for visitors for security reasons. But what if, in agreement with the owner, the interior was filmed using a 360 camera? Then tour visitors could be shown what interior and machines look like. Your heritage trail would experience a whole new dimension. Video can be viewed through web platforms and a much larger number of people who are unable to visit your destination will learn more about your city's industrial heritage. 360 cameras are often used nowadays, the equipment is not expensive, the usage is quite simple and the experience of making videos using a 360 camera can be quite interesting.

