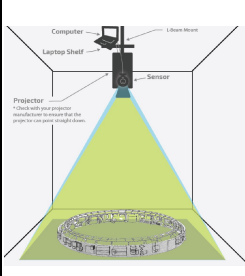


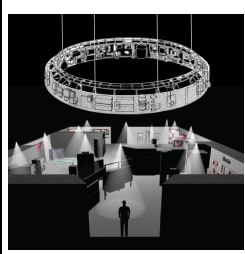


Consultants Report
Victoria Osuchowski & Nika Stanisz

	<u>EXHIBIT DESIGN</u>	<u>VISITOR EXPERIENCE</u>	<u>MUSEUM INSTALLATION</u>	<u>PRICING</u>	<u>PROS</u>	<u>CONS</u>
	2D Floor Projection	Floor Projection could have an app and QR code associated with it that would tell you more information about the SIU on the visitors phone	1-2 Projectors Needed App Development Required	\$	Lowest Cost Solution	Probably the least "realistic" exhibit Not as engaging of an option as the others
	Semi Circle Projection	A Console in the center allows visitors to move the image: displaying various navigational equipments within the SIU	A half circle iteration of the SIU with animated images that shift and move as they are projected onto it 2 Projectors Needed	\$\$	Lower Price Point of the Full Projection but with the same overall concept	Showing only half the SIU isn't ideal compared to the full scale option
	Augmented Reality	Visitors could view elements of the SIU through a downloaded App or Scanned QR code	AR without a headset (an idea which we have scrapped) but potentially with a phone instead	\$\$	Not as much Public Health Concern as VR Headsets	Requires App Development and can be problematic if visitors do not have phone access
	Full Circle Projection	Projectors from the ceiling display the full size SIU allowing visitors to see the entire instrument and all of its inner workings at once	Similar technology to the semi-circle but more challenging with the use of a minimum of 4 projectors rather than 2	\$\$\$	Gallery installation closest to the ideal exhibit (most life size)	Needs a complete dark space to work correctly, separate room in the gallery

THE OPTION WE RECOMMEND PURSUING

After compiling these 4 main exhibit options to display the Saturn Instrument Unit at TechWorks!, our personal recommendation would be to pursue the semi-circle projection.

- This option stays true to the TechWorks! staff's original vision, but at a lower price point.
- The semi-circle would require 2 projectors, and would allow for a more visible depth perception of the

3D projection.

- It would allow for the immersive, full size experience the TechWorks! staff had hoped to accomplish
- The projection itself can be creative, some ideas we received included:
 - A stripping away layers from photos of the SIUs outer layer to the diagram drawings that detail its specific parts
 - A “rotating” projection that would not only look at half of the SIU, but would move along the surface of the projection to display the other half as well
 - The use of a stationary console that would allow museum visitors to control the image projection from something like an iPad
- One con that should be considered when choosing this option is the need for a dark space to ensure good visibility of the projected image (i.e. a curtained off area and/or slidable curtains on the gallery windows would need to be installed)

THE NEXT STEPS WE RECOMMEND TAKING

- ★ Within the first month, the overtaking team must first ensure that the Consumer Survey has adequate responses
 - if it does not have adequate responses
 - they should find outlets that would bring about successful survey responses, i.e. mailing to listservs, campus clubs like Bing Space, relevant museums etc
 - Techworks! Mailchimp Listserv & NEFF Fall Conference Listserv
 - if it has adequate responses
 - data should be analyzed to determine what consumers deemed to be the most important and engaging factors within a gallery
 - this data will then help the current team get project leads and direction on what specific projection design to focus on
- ★ Once a specific projection design is solidified (2-3 Months in) the team should look into museum exhibits to see if this type of projection is being done elsewhere and figure out the logistics of it i.e. size, cost etc.
 - In addition, it may be a good idea to reach out to the museum designer that TechWorks! currently works with. Because they are familiar with the space, they may be able to give advice on how best to bring the exhibit to life.
- ★ An addition, a important factor to consider is the material that the projection will be projected on
 - Then, depending on the available funding, the team should pursue the most feasible option both physically and financially and adapt it to the gallery space available at the new & improved Techworks!
- ★ Another important factor to consider is the small-scale 3D model of the projection, the team can work on this continually as they wait on leads, consumer responses etc. and can use our notes as a base when looking into software to use to create the model