Art Museum Proposal

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Our site is trying to address the specific goal of getting UK college students to visit the University of Kentucky Art Museum. To do this, we have to highlight the location of the museum and get the students involved with the museum. To get the students involved, we are proposing a student art-based competition. For this competition students will submit their best work emulating a specific artist featured in the UK Art Museum at that time. They will submit their work through Instagram using the specific hashtag given for that competition and tag UK Art Museum in the post. The UK Art Museum will post the same photo, from Instagram, and entry name on their Facebook page. The post with the most likes (Facebook and Instagram combined) will win a spot for their work to be showcased at the UK Art Museum for the next three months, and used for other advertising purposes around campus. After the three months, the competition will begin again featuring a new artist and new winner. This competition will be key in getting students to visit the Art Museum. However, because most students are unaware of where the museum is, we will create an augmented reality feature on the website that specifically shows different ways to locate the museum. We propose to measure the relative success of our goal by using informal interviews and online surveys with members of the audience as well as Google analytics. We will launch our microsite through Instagram, Facebook and a physical flyer to pass out on campus.