Memorandum

Date: June 20, 2005

To: Professor Brian DeWall

From: Erica Liabo

Re: Proposal for Quick Start Guide for Canon ZR-10 in C-6 Chamber

As students of Iowa State University, my colleagues and I have a vested interest in providing photographers of the VRAC C-6 facility with comfortable, easy access to filming in the chamber. The facility is a point of pride for the entire campus, and we are thrilled to be considered for a small contribution to this incredible center for innovation. This document contains our plans for quick start guide to use with a Canon ZR-10 camera in the C-6 chamber, including:

- Our understanding of your current situation
- What your objectives are
- Our solution
- The methods we will use to reach this solution
- Why we are the best team to approach this
- What kind of costs will be incurred
- The benefits you will receive from working with us

Your current situation:

The C-6 chamber at Iowa State University's VRAC facility is one of five in the nation. The 1,000 cubic feet of space lends it to all kinds of uses from military research to problem solving for technological companies. Representatives from these groups as well as media members are common at the facility. Many wish to film inside of the chamber, which can prove difficult. Dual projection for the right and left eye used to create a 3-D image make it impossible for filming to be done under normal C-6 conditions. Also, issues relating to camera settings, including matching the projection's frequency and adjusting the iris can be significantly different while filming in the chamber.

The Technical Support Specialists are available to assist with difficulties, however, very basic questions are consuming too much of these professionals' time. Those who are filming can become frustrated with poor film quality and long set- up time. If left unaddressed, VRAC could potentially lose some of these clients to other facilities, which are increasing in number.

Objectives:

In order to promote efficiency and prevent loss of clientele, VRAC would like to see some point of reference created which would allow for quick, fail- safe filming inside the facility. This would allow for:

- Technical Support Specialists to spend time on more pressing issues
- Easy, understandable instructions and access for those who decide to film
- Quick set up time for the C-6 application
- Faster rotation of applications, therefore:
    - More showings in one day
    - More research can be conducted

Solution:

Our quick- start guide for the Canon ZR-10 will provide essential information for operation of the camera provided to visitors of the C-6. It will cover all essential settings, cautions, and facility related concerns in one booklet that will fit inside the camera case. This will free Technical Support Specialists from having to answer basic questions, and allow for ease of set up and flow of persons in and out of the facility. The guide will be divided into three sections: welcome and facility related precautions, a general warning page, and a diagram and set up section including fundamental operating instructions as well as C-6 specific adjustments. These adjustments will include iris control, gain, and shutter speed. The guide will be tailored to the environment, including hands- free readability, and attachment option to the tripod.

Not only will we provide this guide in paper format, but also in the form of a Power Point presentation. This way, VRAC technicians have the ability to show the instructions to audiences who don't necessarily have the guide in hand, as well as providing for another possibly more effective form of communicating this information. Again, this will save time for the Technical Support Specialists as well as provide a welcoming atmosphere for the Center.

How we will generate the guide:

Guides, if not produced with the utmost care and consideration for your audience, can create more problems than they intended to solve. Our team has carefully produced a five week plan that will generate exactly what you need to provide your customers with a concise, effective, and accessible document. These five weeks have been carefully reviewed to optimize every moment, so we are positive that your guide will be in your hands by the end of these five weeks. We have divided our time into six components: research, writing, design, review and testing, printing and assembly, and preparation for oral presentation.

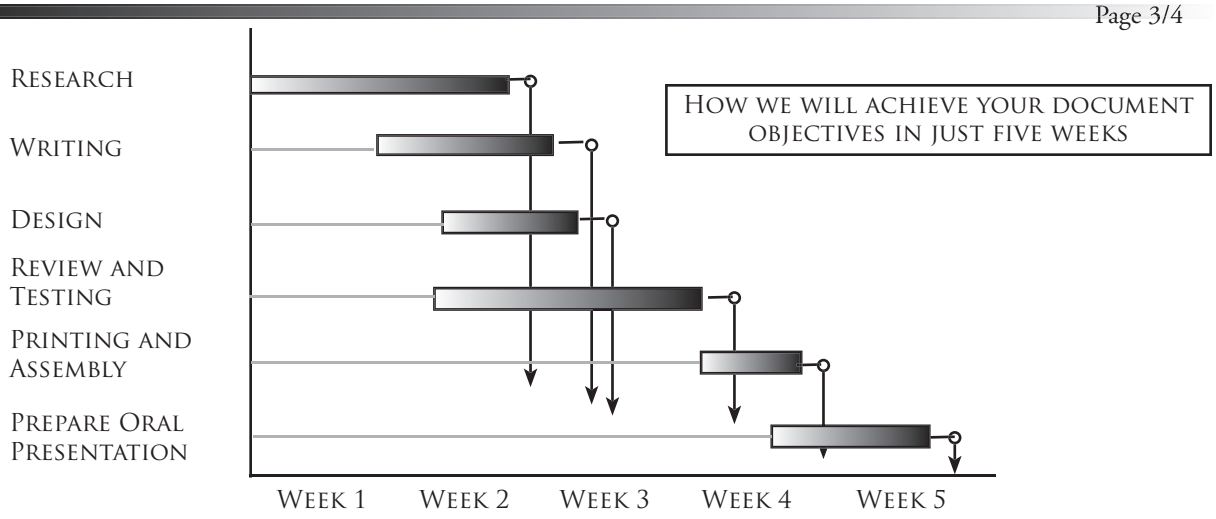
Research is the most fundamental part of generating instructions. Our team understands the breadth of audience that will be visiting the C-6 to film and know that we need a strong base of knowledge to begin solving your problem. We will explore every possible way things could go wrong, how best to communicate our ideas through both mediums, and how to make it all the most beneficial to you. This step will encompass:

- Studying your facility and your visitors
- Hands on experience with the camera
- A brief meeting with one of VRAC's Support Specialists
- Identifying what kind of design and language makes people respond

Our writing employs this research through our consideration for what kind of language will best help the reader film effectively. Your audience will have different levels of technical knowledge, so we will break the instructions down into sections which will be suitable for all different familiarities with this camera.

Design plays a similar role to the writing. Not only do we concern ourselves with what kinds of visual aids, fonts, and colors will be most effective, but also what will be most conducive to holding a camera. Our testing will lend a better understanding for exactly what will work best within the C-6. Our time here will be spent employing this knowledge and manipulating it for the most functional, yet aesthetically pleasing guide. We will import the written instructions into Adobe InDesign and insert camera shots and diagrams.

To best decide its effectiveness, we will review the document in its raw form over and over again, and then pass it to someone who hasn't had experience with the camera to test. This will occur at many points in the evaluation process, especially when we begin putting all the pieces together for printing. This phase will generate the final document. We will prepare the oral presentation using similar mechanisms as the instructions. It will be done in Power Point, and include a commentary containing further help.



Our five week plan will produce the most effective document in the shortest amount of time.

Why we are the best team for your situation:

So why should VRAC place this task in our hands? We are four Iowa State students who understand what the C-6 means to our school; our pride in this facility ensures a vested interest in your success. Our costs are minimal; since we are local, you won't have to pay for material shipment or inflated fees from other firms. Most importantly, even though we all live in the same town, we draw from diverse backgrounds, each with ideas about how best to approach the situation, what problems can arise, and how people will interact with the booklet and camera. Our team is comprised of the following four individuals:

Erica Liabo
For many years Erica has organized large groups of people for common goals. This involved extensive technical writing, and a fundamental understanding of how best to get everyone from one point to another. She also has a solid background in design, and gained a reputation from her leadership experiences for creative problem solving. Her understanding of how individuals function and the kind of design they respond to means that your clients will read and understand this guide.

Joseph Breihan
Joseph has years of experience providing computer support and uses digital video cameras for projects. He is very adaptable and has lived, worked, and studied in many countries with many different types of people. His experiences will promote a guide that can bring technology to a wide array of audiences.

Andrew Joseph Teesdale
Extensive laboratory experience lends Andrew an acute ability to understand and manipulate complicated analytical instrument instructions. He has produced various quick guides for his own reference, allowing for efficient, easy use of such instruments. This ability to simplify the complex will bring unparalleled trouble shooting to this project.

Jeff Bartels
As a Mechanical Engineer, Jeff has honed an ability to produce technical drawings and details of different kinds of products, and has already written instructions for a children's game. His ability to produce specialized, informative illustrations as well as his keen eye for formulating instructions will provide for a top- notch personalized and effective document.

Our team will approach this guide from all different angles and with all kinds of strengths. This diversity will provide for a document that speaks to every kind of person that steps foot in your facility.

Costs:

As an independent group of students, we will incur the most minimal of costs.
We will require one hour of one of your Specialist's time and do not require time in the C-6 chamber. All research will be conducted externally at no cost. All programs to be used have already been purchased, and Canon Zr-10 cameras are available through the Iowa State Technology Center for rent at no cost.

Any costs generated will be from printing the guide itself. We will produce only one copy for your use as requested, and hand you a copy of the file for further production. The printing for our copy will be done locally, ensuring rapid results and no cost for shipping.

Benefits:

Our guide will provide incredible benefits with minimal costs. Its creation will provide:

- More time for Technical Support Specialists
  Not only does this allow for smooth operation of the C-6, but it also prevents long-term damage from not addressing problems when need be. The equipment will receive better care as more important issues are taken care of right away. The Specialists' morale will also increase with the stress reduction.
- Less risk of injury
  With a guide containing precautions and warnings, customers will have a better idea of what to watch out for; diminishing risk of injury and the potential for lawsuits.
- Efficient operation
  When Specialists aren't being pestered over small things and those who are filming feel comfortable and in control of the situation, shows can move more smoothly.
- Reduced turnover time
  This ease of operation will allow for faster turnover time in between applications, increasing the amount of filming and research that can be done in a day.
- Consistent results
  Those who film will leave each time with a consistent image of exactly what they want, saving them time and money. This means a steady stream of satisfied customers.
- Increased publicity
  The diverse applications for the C-6 chamber will widely be advertised if constant, accurate examples are shown to those that head up these projects. This has the potential to generate more revenue for the chamber.

Should you choose our team to produce your guide, VRAC can expect increased availability of their Specialists, customer satisfaction, and reduced turnover time which has the potential to generate greater exposure and even increased profits.

Conclusion

Technical Support Specialists cannot continue to answer basic film questions without costing VRAC time and money. Our plan for an inexpensive quick- start guide will provide your customers with the information they need to independently produce the images they want. Feel free to contact us at 314team@iastate.edu, or call my cell phone at 515-291-6712 if you have any questions or would simply like to discuss our ideas. We are very enthusiastic about working with VRAC, and hope to hear from you soon.