



## Website Design Request for Proposals (RFP)

The NC Museum of Natural Sciences is the largest institution of its kind in the Southeast and one of the nation's most amazing museums about the natural world. This Museum asks four basic questions about the natural sciences—what do we know?, how do we know?, what's happening now?, how can you participate?—with an integrated suite of onsite, offsite, online and outdoor experiences.

The NC Museum of Natural Sciences is a high-performing nexus of research, collections, living collections, exhibitions and digital media, school and lifelong education, community engagement, and a regional network—each fueled by great expertise and a diversifying portfolio of public, earned and contributed funds.

### Organization Background

The Museum's origins can be traced back to 1879 when the merger of the state's agricultural and geological collections planted the seed for what would eventually blossom into the largest museum of its kind in the Southeast.

A pair of English immigrants guided the institution's growth through the first half century, firmly setting the Museum's roots in a nurturing blend of research and collections, education and conservation. Herbert Hutchinson Brimley and Clement Samuel Brimley grew up in the collecting tradition of middle-class England. In 1880, a chance meeting with a U.S. Department of Agriculture recruiter convinced them that North Carolina held great promise for hard-working, genteel folk like themselves. The young men soon made their way to Raleigh, thrilled to discover new frontiers for their natural history investigations.

The brothers served North Carolina in separate capacities for nearly 60 years. Herbert was a hunter-naturalist who pioneered interpretive exhibitions and educational programs at the State Museum; Clement was a scientist-collector who painstakingly built the zoological

collections that informed his brother's public offerings. Their careers laid two paths the Museum would follow for the next 125 years.

Throughout, the words of Herbert lighted the way: "The building of a museum is a never-ending work. A finished museum is a dead museum, and such a one must deteriorate and begin to lose usefulness from the time its growth stops."

## Project Purpose

Keeping in tradition with Herbert Hutchinson's guiding quote, as the museum nears its 140th anniversary, the Museum of Natural Sciences is seeking a design firm to produce an educational website for one of its past or current exhibitions, allowing anyone with an internet connection to learn and experience the power of natural science.

The physical museum provides seven floors of interactive exhibit spaces that span two city blocks, courtesy of the largest natural history museum in the Southeast. From dinosaurs to dioramas, from microbes to meteorites, our exhibitions offer something for everyone, and we hope that this project will further encourage people to get engaged with the natural sciences and show that education can be fun, interactive, and done anywhere.

We ask that the proposal include a web version of one of our current or former exhibitions, both permanent and featured, the list which can be viewed below:

<http://naturalsciences.org/exhibits/featured-exhibitions>

<http://naturalsciences.org/exhibits/permanent-exhibitions>

## Target Audience

Our research team would like to target this project towards youth and young adults who may not think of natural sciences and museums as an enjoyable activity. The target age is 16-25, gender non-specific, and of low-to-middle socioeconomic backgrounds. This project should be accessible to anyone with an internet connection, and shouldn't require any previous knowledge or background information. It should be visually engaging and fun to explore.

## Website Details and Deliverables

The website should be no more than 5 pages in length and should be a self contained extension of the museum. The following are guidelines to keep in mind when submitting proposals:

- The website should be, above all else, educational and engaging.
- It should include additional information about the Museum of Natural Sciences, including a link to the museum's main website, contact information, and a brief description.
- It must include aspects of the physical exhibition though it is not required to include all features that were present during the exhibition.
- The website should be appropriate for a web-based audience who may have never heard of or been to the museum.
- The branding does not have to stay consistent with the museum's website, but must include the museum's logo somewhere on the site.

Proposal submissions must be emailed to [lexi@theironyard.com](mailto:lexi@theironyard.com) no later than 11:59PM on Monday, August 1, 2016. The subject should be "museum proposal" and should include current contact information for the person or team submitting the proposal. The proposal must be submitted as a PDF and should be 1-2 pages in length.