



Interactive Exhibit Website Proposal

Prepared for: North Carolina Museum of Natural Sciences

Prepared by: Ashley Massengill

November 27, 2016

SUMMARY

About

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, focused on research, collections, living collections, exhibitions and digital media, school and lifelong education, community engagement, and a regional network. 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.

Objectives & Goals

The purpose of the proposed project is to bring one of the Museum's most popular permanent exhibits to the interactive web. The Museum's collection of large whale skeletons is well known throughout the state and scientific community.

While these whales swim through the air to the delight of visitors in person at the Museum's Raleigh, NC location, they remain a mystery to those who cannot visit them. Through the development of this special website, we propose to bring these creatures to life for everyone no matter their location.

This website will be built utilizing pictures, interactive graphics, videos, and fun facts. We hope to incorporate social media as well so everyone can enjoy everyone else's in person trip to the exhibit utilizing hashtags. This website will allow everyone to get to know the North Carolina Museum of Natural Science's four whales and star their stories and learn a bit about their lives.

Project Outline

This project will come together through the following process:

- Research and collateral gathering including images, videos, audio files, and stats.
- Development of interactive features such as 360 skeleton views.
- Development and promotion of social media hashtags.

Timeline

The project should come together fairly quickly after the research and gathering stage is completed. Expect the timeline to be around two weeks.
