CUTTLEFISH INTELLIGENCE EXPERIMENT - PHASE 2

UCL/SEA LIFE CENTRE BRIGHTON

ADDITIONAL DESIGNS DOCUMENT

SEPTEMBER 2017

SOLVIN
Creative Services

CONTENTS

BRIEF AND DETAIL BREAKDOWN

THE BRIEF:

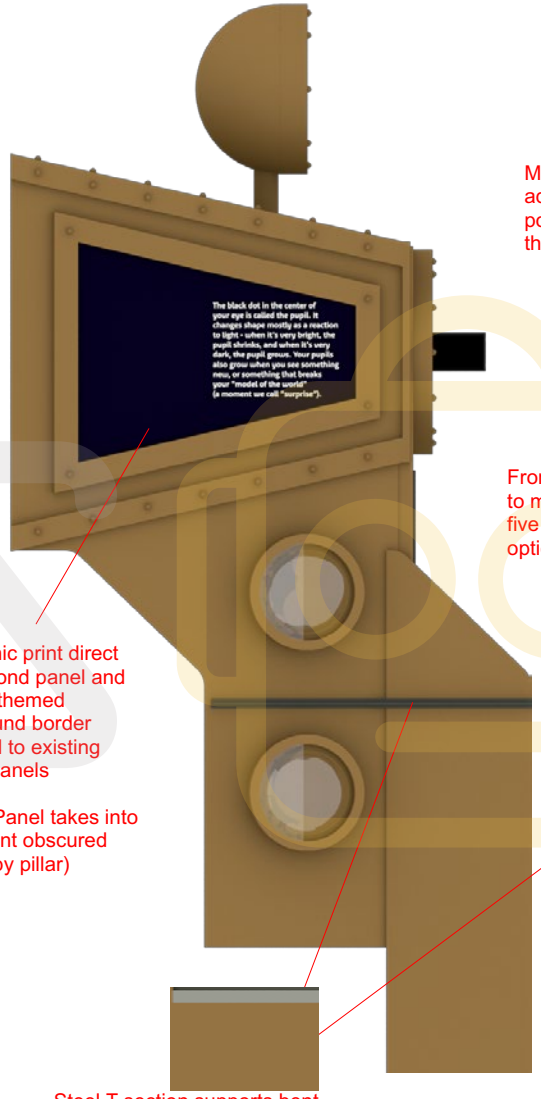
To design and implement additional works to the existing unit to allow for the installation to continue unmanned past the two month agreed initial period.

BREAKDOWN OF WORKS:

- Constructing the body of the new viewer and finishing in a robust polyurea coating
- Fabrication of a 5 mm metal plate with cutouts to be bolted to the main body of the unit with the new viewer bolted to the front for strength
- Printing to dibond media for two new side graphic panels and the central porthole panel
- Making and thematic painting to match the main unit theming two new boarder surrounds for the new side graphic panels
- Producing a front plate for the interactive buttons to be mounted to, with labels for each language
- Strengthening the side hand railing panels to the main unit with T section steel fabricated to match the profile of the unit
- Adding a surround to the base of the unit to protect it from wearing
- Touching up areas of wear in the paint finish of the existing unit

ADDITIONAL WORKS

LED strip fixed to top of wall, providing down-lighting on graphics already applied to rear wall



Graphic print direct to dibond panel and extra themed surround border added to existing side panels

(Left Panel takes into account obscured view by pillar)

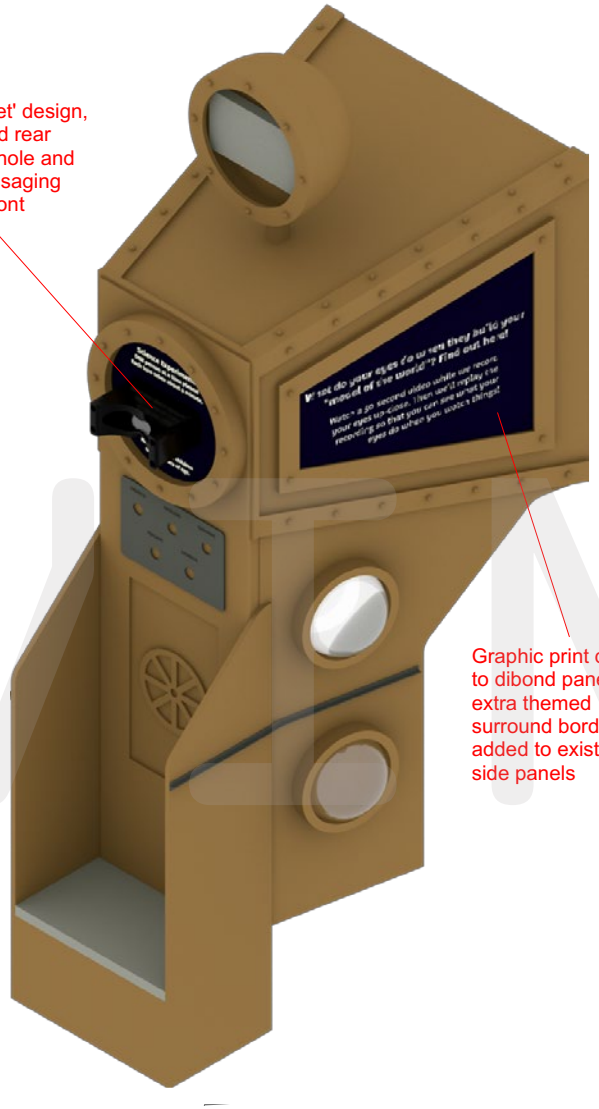
Steel T section supports bent to shape fixed to existing unit to strengthen the two side rails at the weakest points

Metal plate added behind porthole inside the unit body

Front plate fixed to main unit with five language option buttons

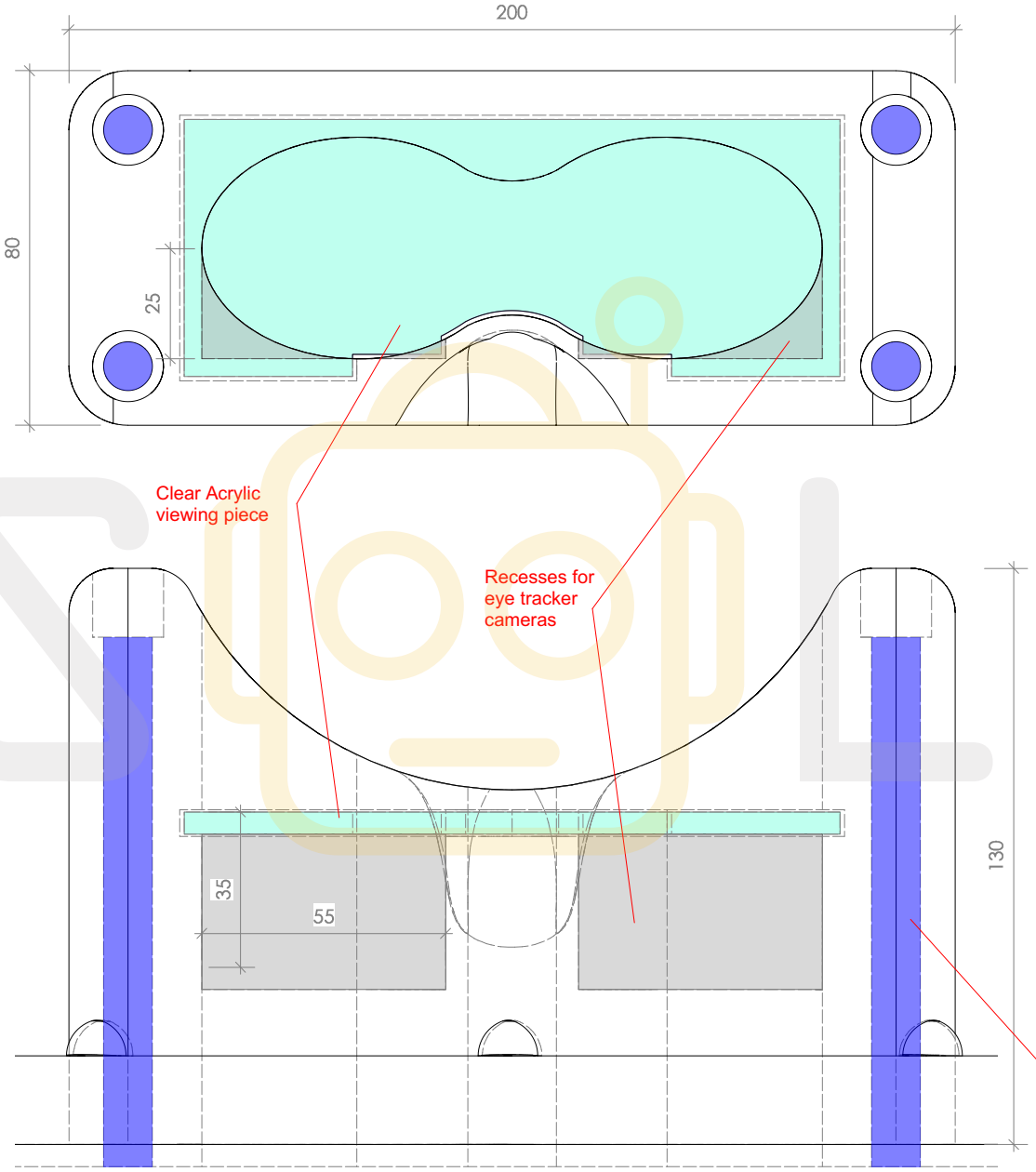
Surround of step to be reinforced at the connection to the ground

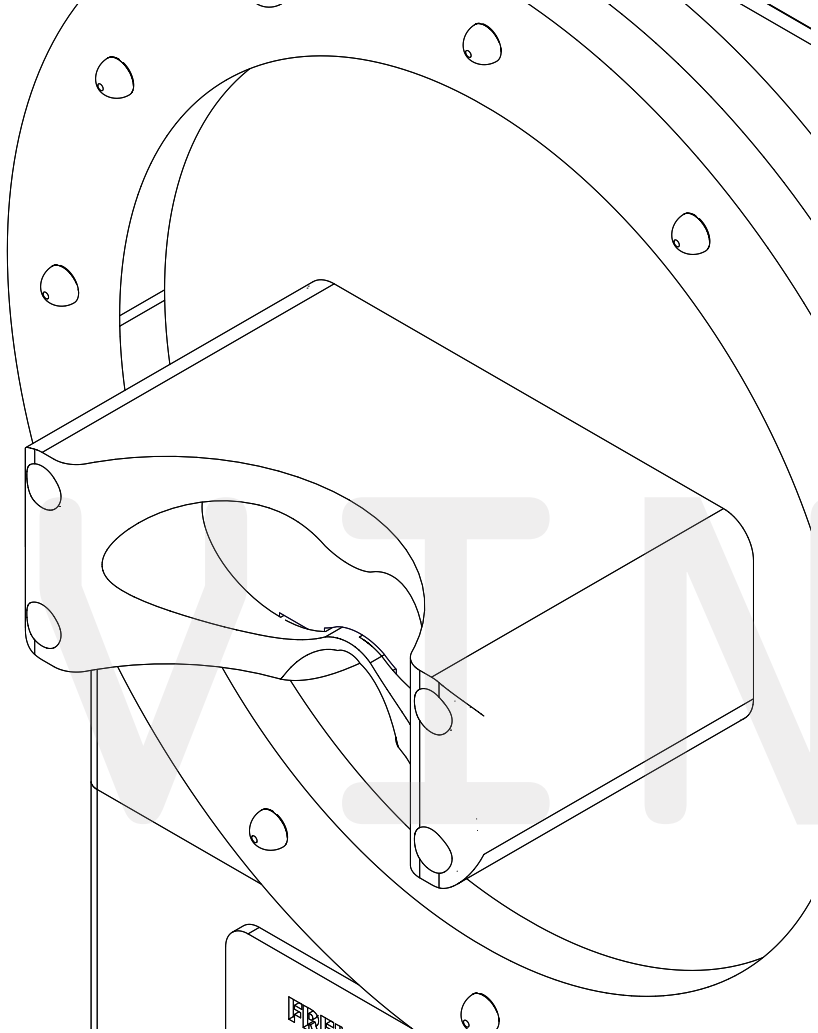
New 'headset' design, with adjusted rear circular porthole and graphic messaging applied to front



Graphic print direct to dibond panel and extra themed surround border added to existing side panels

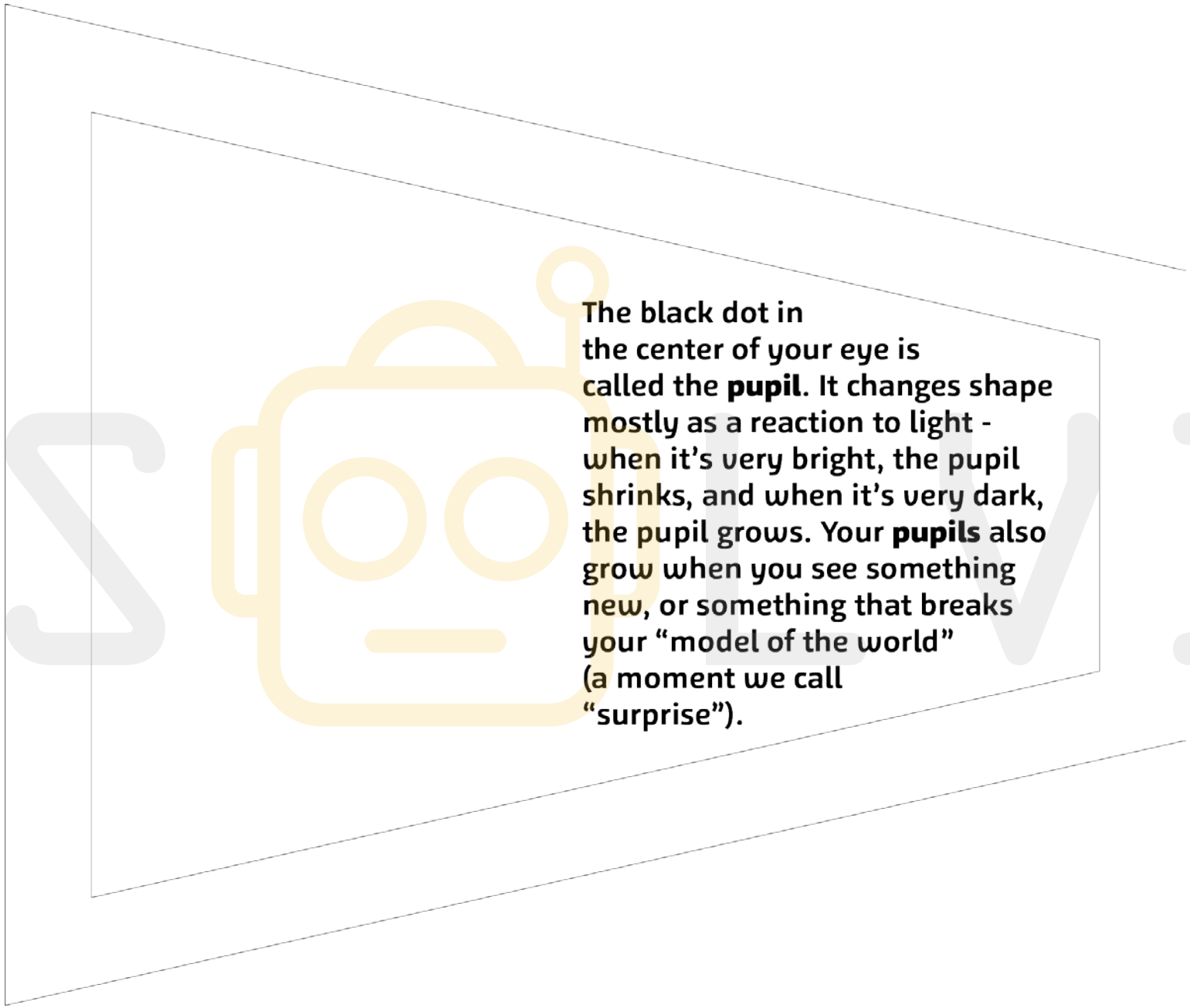
VIEWER DESIGN





Cutouts through the viewer body link back to the large metal plate behind the porthole to allow for four large bolts to connect the viewer in place and give it the strength to withstand the use.

GRAPHICS DESIGNS



Graphic print direct to dibond panel and extra themed surround border added to existing side panels.

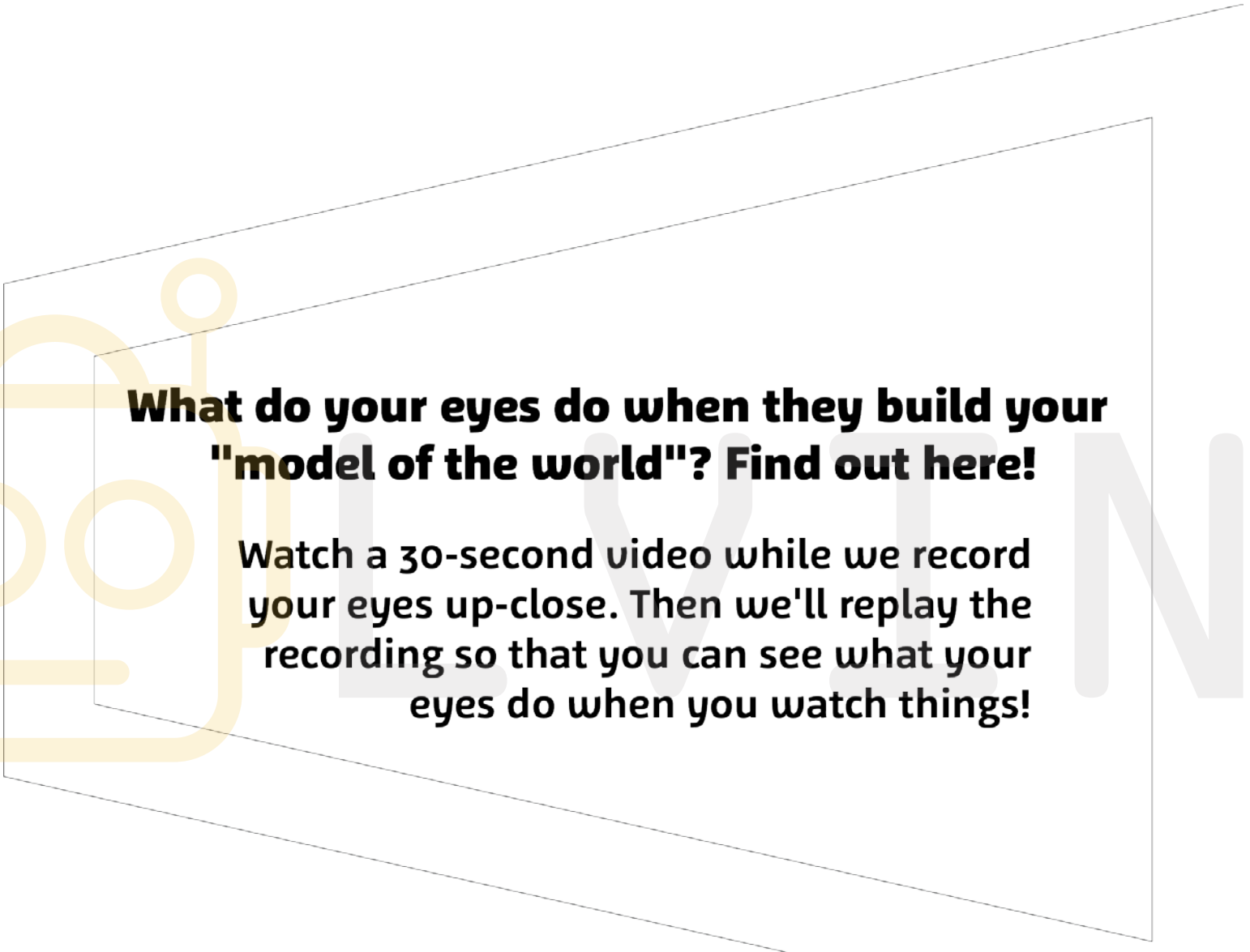
The Left Panel takes into account obscured view by pillar.

Font: Agile Bold with two words in Agile Black
Size: 50 pt

Graphic print direct to dibond panel and extra themed surround border added to existing side panels.

Title Font: Agile Black
Size: 75 pt

Body Font: Agile Bold
Size: 65 pt



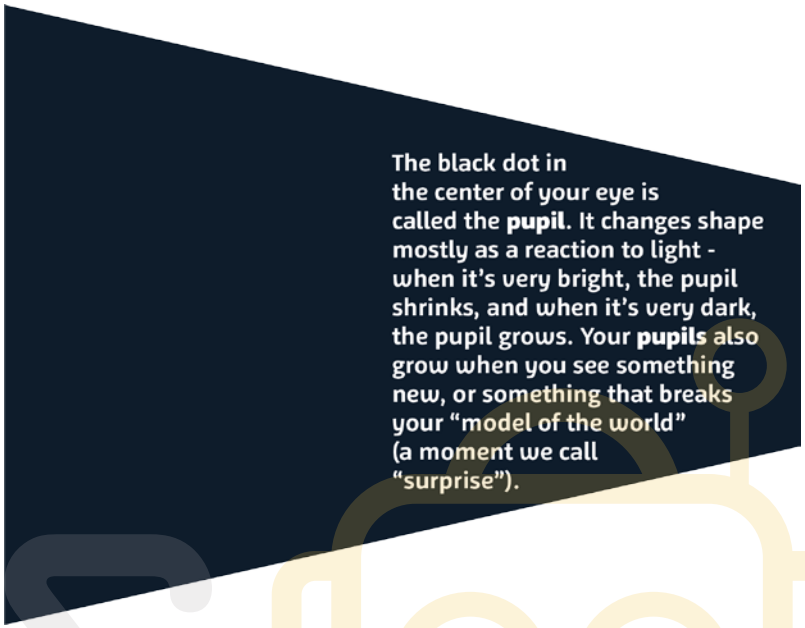
Graphic print direct to dibond panel with central cutout (indicated by red rectangle) for viewer to fix to metal plate behind.

Title Font: Agile Bold
Size: 55 pt

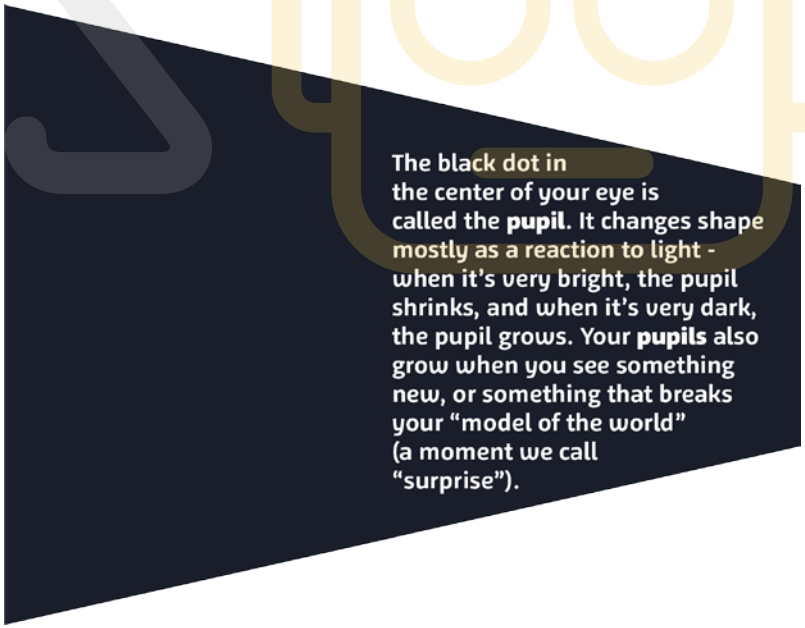
Body Font: Agile Bold
Size: 42 pt

Lower Font: Agile Bold
Size: 40 pt

COLOUR PALETTE - LEFT PANEL



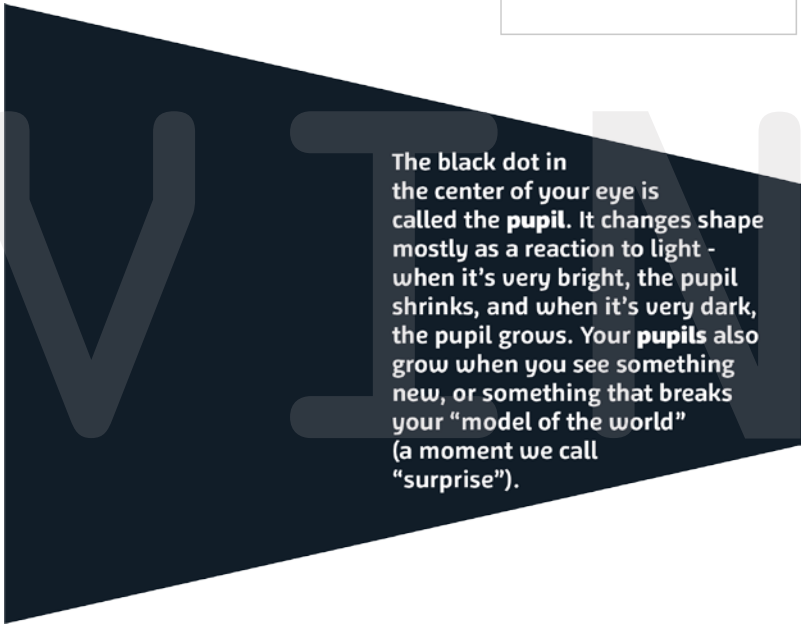
PANTONE®
296 C



PANTONE®
532 C

With the amount of text in each panel a simple background is suggested to maintain readability. Pantone selections for the side panel backgrounds - staying with the unit theming for a deep sea murky water. Font colour is proposed as white.

PANTONE®
7547 C



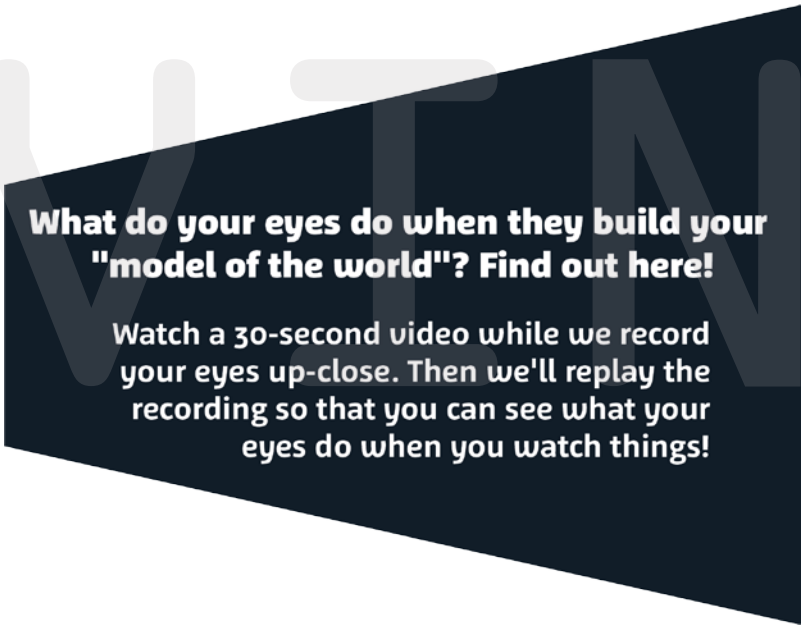
COLOUR PALETTE - RIGHT PANEL

PANTONE®
296 C

PANTONE®
532 C

With the amount of text in each panel a simple background is suggested to maintain readability. Pantone selections for the side panel backgrounds - staying with the unit theming for a deep sea murky water. Font colour is proposed as white.

PANTONE®
7547 C



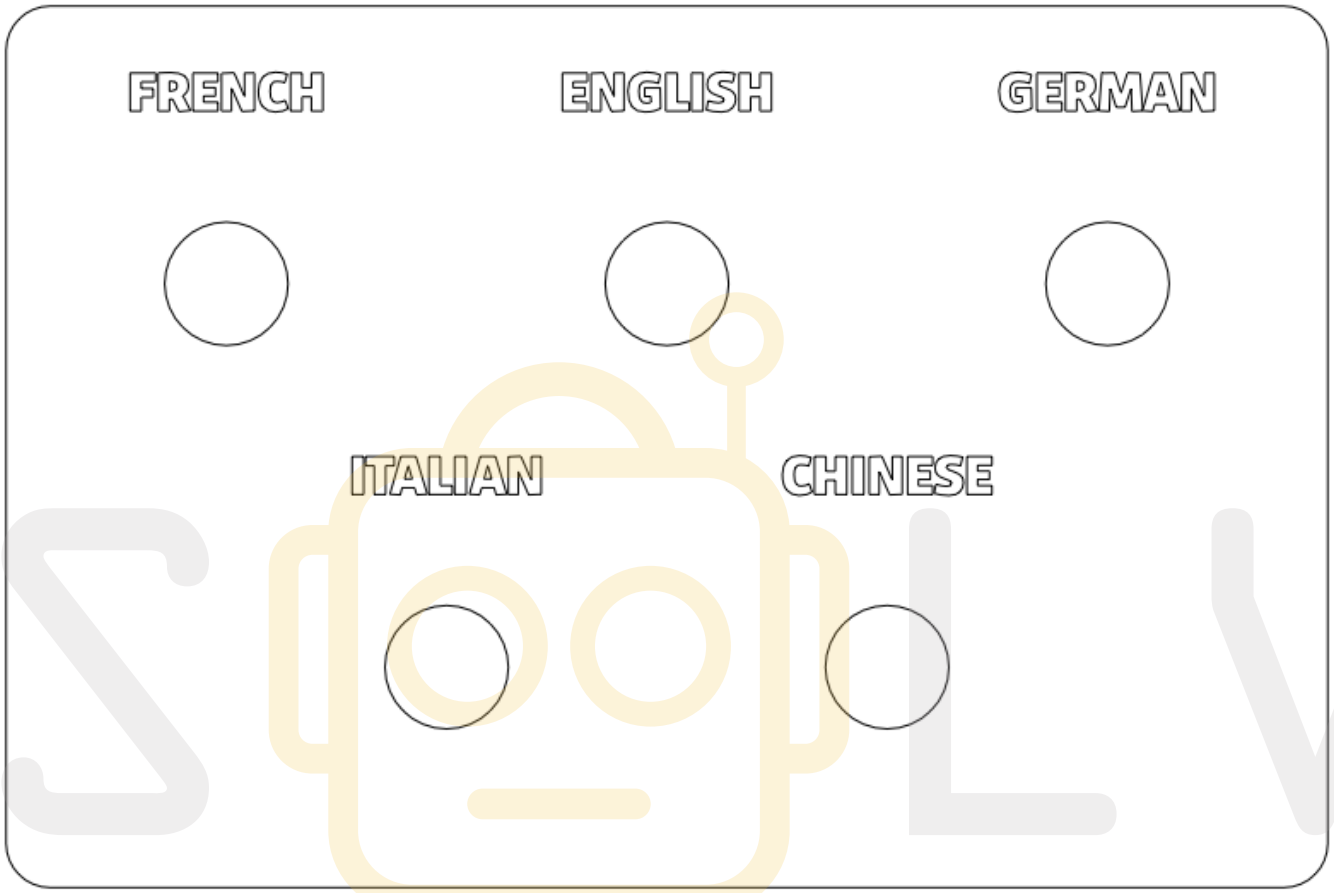
COLOUR PALETTE - PORTHOLE

With the amount of text in each panel a simple background is suggested to maintain readability.

As the viewer body is black the porthole background is also proposed as black to merge with the viewer body.

Font colour is proposed as white.

INTERACTIVE BUTTONS



A front plate will locate the interactive buttons for the various translated content. It will also provide added strength to the main body from wear as the buttons will have a lot of use.

Font: Agile Black
Size: 36 pt

The buttons will be arcade style to withstand the use. They can either be all one single chosen colour or a variety.