

Project Name

Project Brief

Student Name

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# Executive Summary (250 Words)

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| |  | | --- | | The Executive Summary should follow the following structure:   * Introduction (what is the purpose of your proposal?) * Need (what is the main problem that you are looking to resolve?) * Solution (what are you suggesting will solve the problem, and what are the main selling points?) * Resources (how are you going to approach solving problem?) * Confidence (what measurements would suggest your solution will work?) * Conclusion (what is the importance of this proposed project, and why does it need to happen?) * **Introduction** <https://www.theguardian.com/culture/2022/sep/23/tintagel-among-castles-at-risk-coastal-erosion-english-heritage>   Due to erosion, rising sea levels and frequent storms, different chunks of Tintagel have fallen into the sea. Seeing the current state of global warming and ongoing weather changes, it will be very hard to preserve this heritage site.   * **Need**   To make sure its accessible to visitors in the future and it remains a heritage site which will be closed to the public in the future due to natural causes but provide the same experience.   * **Solution**   Using emerging technologies like AR and VR to build a fully explorable virtual attraction which looks like the original place. Having this in a museum with other pieces of art and related structures to the castle which will be explorable through VR.   * **Resources** * **Confidence**   [**https://www.english-heritage.org.uk/siteassets/home/about-us/search-news/tintagel-bridge-consultation/201611tintagelbridgeconsultation.pdf**](https://www.english-heritage.org.uk/siteassets/home/about-us/search-news/tintagel-bridge-consultation/201611tintagelbridgeconsultation.pdf)  Since Tintagel castle has around 2,50,000 visitors a year on average with up to 3000 people a day during the summer months, which if compared to other museums like the Louvre, V&A and more which already have started using VR for showcasing artworks and other spaces have received a very positive response form the visitors.   * **Conclusion** | |

# Background (500 words)

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# Proposal (2250 words)

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| High-level Concept (750 words)  |  | | --- | |  | |

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| Audience and Market Research (600 words)  |  | | --- | |  | |

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| SWOT Analysis (400 words)  |  | | --- | | Strengths |  |  | | --- | | Weaknesses |  |  | | --- | | Opportunities |  |  | | --- | | Threats | |

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| Requirements (100 words)  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Resources and Costs  |  |  |  | | --- | --- | --- | | **Resource** | **Description** | **Cost (£)** | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | | **Total Costs:** | |  | | |

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| Impact and KPIs (400 words)  |  | | --- | | Social |  |  | | --- | | Cultural |  |  | | --- | | Economic | |

# References

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