

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**   Starting off by adding AR displaying information about existing places of interest on the island and the bridge to monitor the acceptance of newer technologies would make it a good start. After which it can be expanded upon by making a VR tour of the area and renting VR headsets for use at the museum which will have the places of interest and other local hotspots which would be using the AR app.   * **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**   The Castle and the bridge close due to bad weather and in the future, due to natural causes such as erosion. Maintenance costs are high, and it will only keep increasing due to the rising sea levels. This could be the future of Tintagel Castle and one of the better ways to protect it. | |

# Background (500 words)

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| |  | | --- | | * **Define the problem** (what is the issue that you need to resolve, and why is it an issue?) * **Define the impact** (what is the scale and significance of the problem?) * **Identify existing strategies** (what initiatives and/or policies are in place to mitigate the problem, and how successful are they?) * **Identify gaps** (what more needs to be done to solve the problem?) * **Issue:** |   Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sed nisl consectetur, tempus lorem eu, dignissim velit. In eu diam pretium libero luctus tincidunt. Proin sapien dui, tristique ac dictum et, suscipit quis magna. Cras in massa sit amet velit feugiat mattis at ac nisi. Vestibulum in ornare neque, eget porta massa. Vivamus condimentum erat vitae ultricies consectetur. Curabitur eget justo felis.  Phasellus eros diam, faucibus vel nisi eget, volutpat placerat erat. Nam eleifend justo nec suscipit aliquet. Donec sapien urna, vestibulum interdum mauris auctor, rhoncus aliquet ex. Mauris vehicula molestie purus sed consectetur. Nam a mollis nunc, ut condimentum sapien. Ut congue, nibh id condimentum porttitor, sapien sapien suscipit nisi, at pellentesque dui orci sit amet libero. Ut eu risus sem. Duis rutrum augue sed tortor accumsan, id maximus nunc cursus. Maecenas ultricies sit amet eros at lacinia. Etiam laoreet porta dapibus. Quisque luctus nisl sed sem iaculis pellentesque. Curabitur feugiat nunc quis justo scelerisque mollis. Suspendisse mattis sollicitudin felis, vitae condimentum diam luctus ac. In nibh turpis, pulvinar ut semper id, ultricies nec arcu. Morbi finibus mauris id venenatis consectetur.  Nulla quam lectus, malesuada a lacus elementum, sodales aliquet nunc. Aenean nisl ligula, suscipit non turpis at, malesuada ultrices purus. Donec pellentesque tellus at interdum rhoncus. In mattis turpis elit, vel eleifend elit lobortis vel. Sed lobortis gravida feugiat. Vivamus convallis aliquet purus, in tincidunt est iaculis eu. Pellentesque felis nisl, placerat id suscipit eu, varius sit amet tortor.  Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Phasellus efficitur condimentum erat sed euismod. Vivamus magna tortor, venenatis ac massa eu, vestibulum congue lorem. Suspendisse potenti. Vivamus tincidunt mi ligula, placerat aliquet dui mattis id. Vivamus justo arcu, faucibus at sagittis et, fermentum vitae velit. Nam sit amet lorem turpis. Pellentesque habitant morbi tristique. |

# 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 | |

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