



FULL COURT *DESIGN*



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1220 Exhibits

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Communications



3 STEPS TO DESIGN/BUILD



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graph LR; S1[Step 1: Internal Planning] --> S2[Step 2: Exhibit & Graphic Design, A/V Development]; S2 --> S3[Step 3: Fabrication, A/V Production, Installation];
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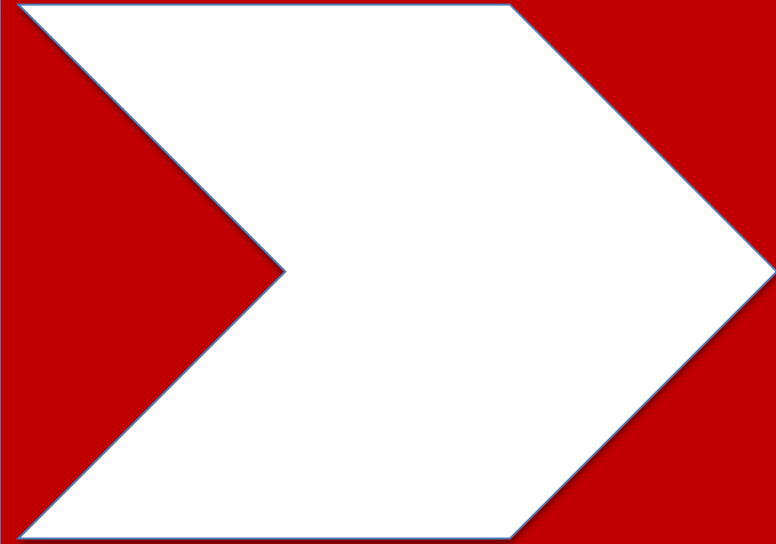
Step 1:
Internal
Planning

Step 2:
Exhibit &
Graphic
Design, A/V
Development

Step 3:
Fabrication,
A/V
Production,
Installation

3 STEPS TO DESIGN / BUILD





STEP ONE: INTERNAL PLANNING



QUESTIONS *TO ANSWER*



WHY AM I DEVELOPING THIS EXHIBIT?



INITIAL PLANNING FOR A/V

- Have you seen something somewhere else that you like?
- Visit other Halls of Fame for inspiration.
- Think about your content. Can it support your initial ideas?



Top: Pro Football Hall of Fame "Instant Replay," "You Make the Call" Fan Experience
Bottom: Atlanta Braves Sun Trust Park "Retired Numbers" Interactive

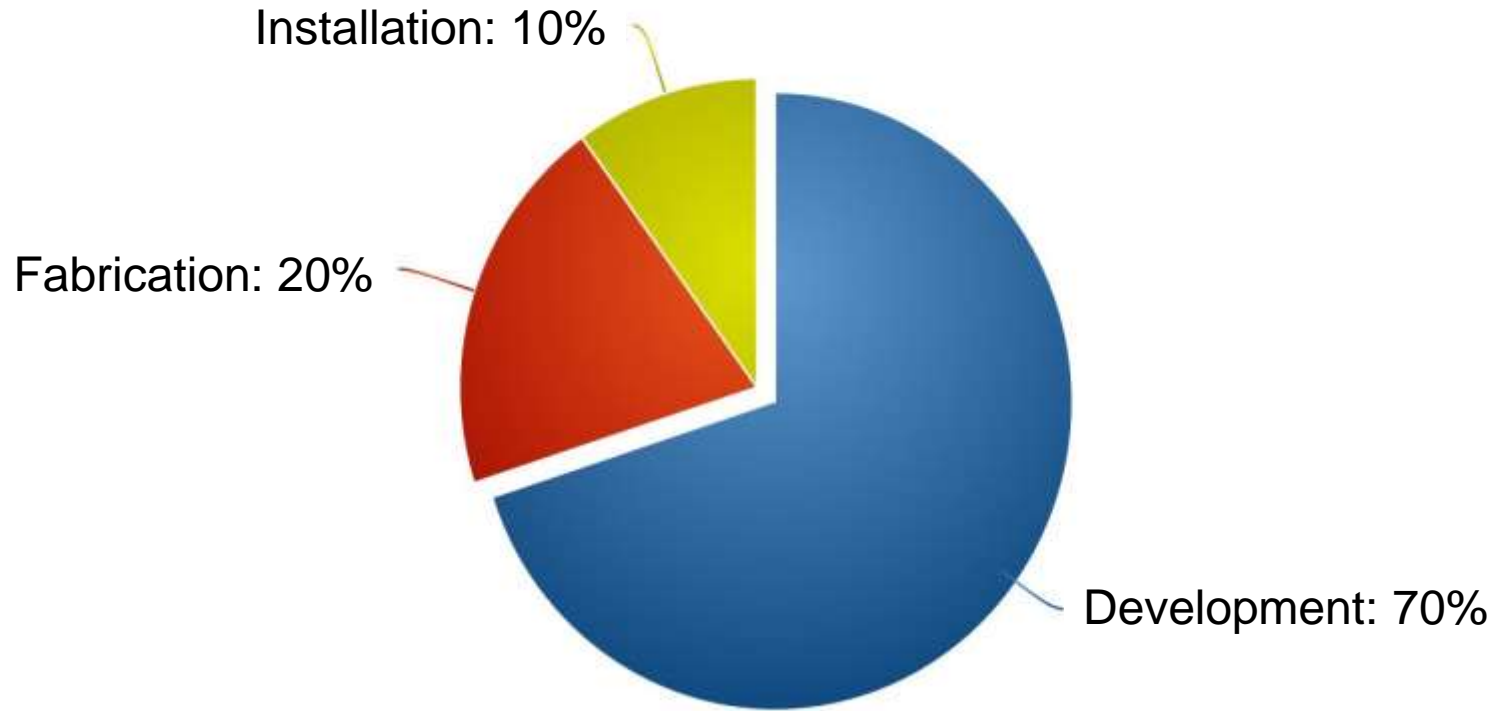
WHO IS MY CORE AUDIENCE?



WHAT IS MY TIMELINE?



TYPICAL EXHIBIT DESIGN/BUILD TIMEFRAME



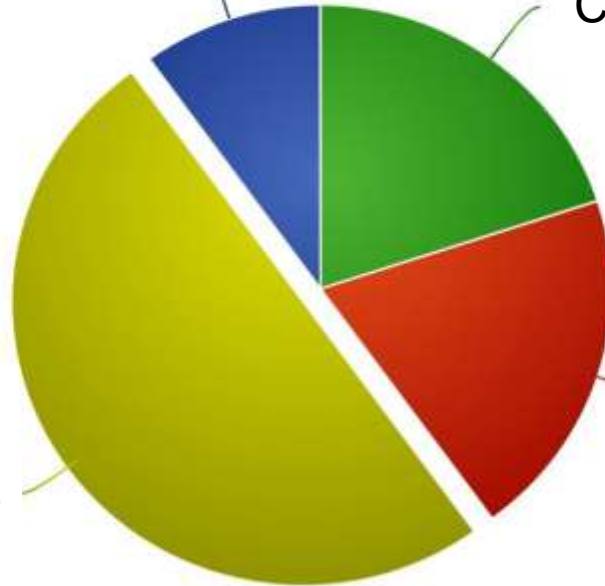
TYPICAL AV TIMEFRAME

Testing/Deployment: 10%

Content Development: 20 %

Design: 20%

Programming/Production: 50%



ARE THERE ANY LONG LEAD TIME ITEMS?



WHAT ARE THE BUDGET AND SPACE RESTRICTIONS?



BUDGETING WITH PRICE PER SQUARE FOOT

\$185 - \$225	Conventional cases, pedestals, panels with scotchprint graphics and copy, flat mounted photographs and some artifacts.
\$225 - \$275	Above with more complexity. Figures, custom graphics and artwork, simple electronics (slides or video), with little interactivity.
\$275 - \$380	Above with more immersive environment. Electronic interactives and components, more complex audio visual and lighting with custom visuals and effects.
\$380 - \$650	Above, with highly interactive or theatrical execution for a fully immersive environment, involving multimedia presentation.

WHAT CAN I DO IN-HOUSE?

- Content Research
- Content Development
- Image Acquisition
- Artifact Installation
- Conservation
- Graphic Design
- Script Writing
- Video Production
- Video Editing
- A/V Hardware Integration
- Installation Assistance

WHAT ARE THE SPACE RESTRICTIONS?



ARE YOU PLANNING FOR THE FUTURE?



IS THERE AN ARTIFACT COLLECTION?



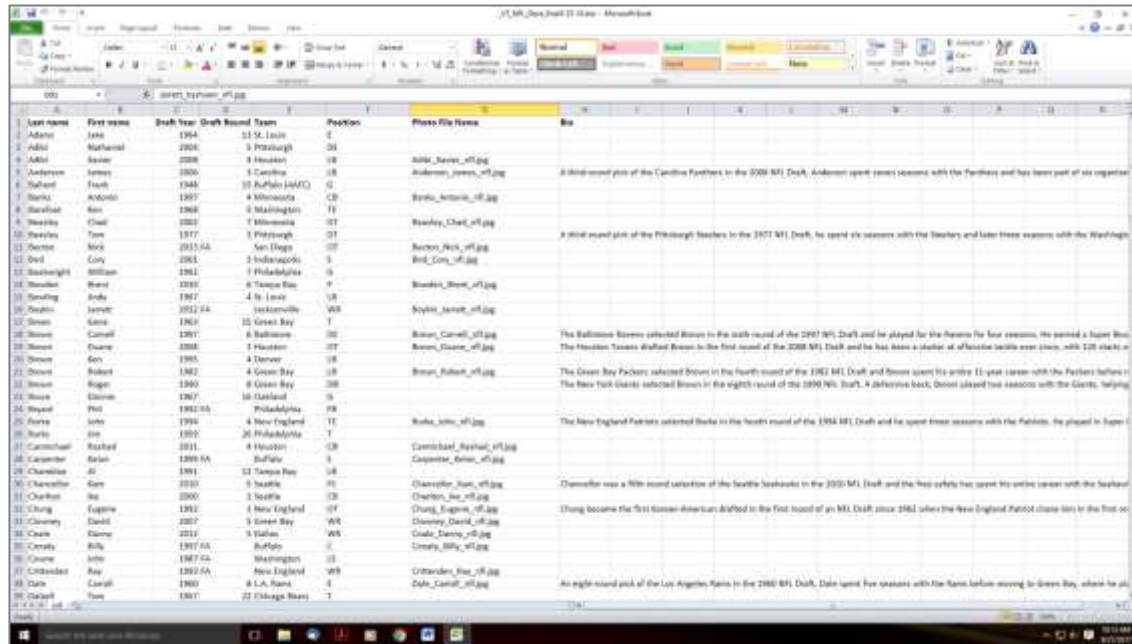
WHAT CONTENT DO YOU ALREADY HAVE?



WHAT MEDIA CONTENT DO I ALREADY HAVE?

- Audio/Video
- Lists
- Biographies
- Images

Are my digital files organized and easy to navigate?

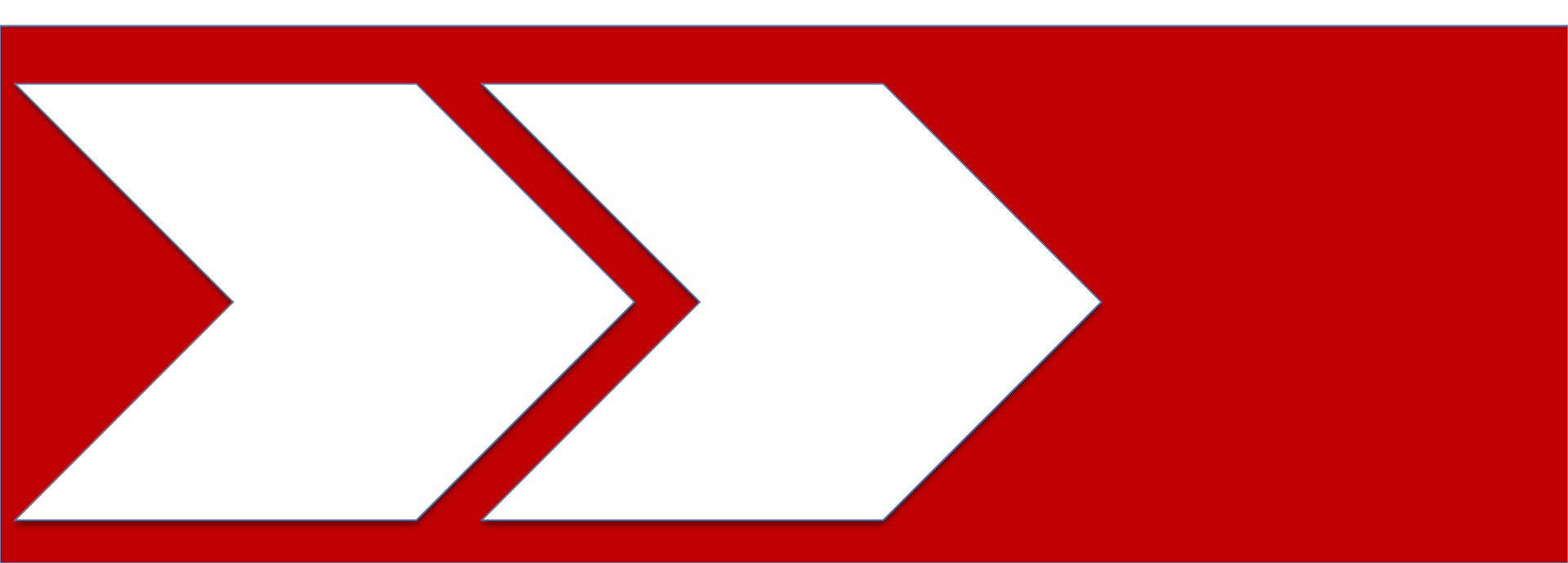


Last Name	First Name	Draft Year	Draft Round	Team	Position	Photo File Name	Bio
Adams	John	1964	11	St. Louis	C		
Adair	Markus	1968	3	Pittsburgh	DB		
Adair	Steven	2008	3	Houston	CB	Adair_Steven_01.jpg	
Anderson	James	2006	3	Carolina	CB	Anderson_James_01.jpg	A third round pick of the Carolina Panthers in the 2006 NFL Draft, Anderson spent seven seasons with the Panthers and has been part of six Super Bowl winning teams.
Anders	Frank	1940	10	Buffalo (IAFL)	G		
Anders	Andrew	1997	4	Minnesota	CB	Anders_Andrew_01.jpg	
Anders	Ron	1968	3	Washington	FB		
Anders	Chad	2003	7	Minnesota	DT	Anders_Chad_01.jpg	
Anders	Tom	1977	3	Pittsburgh	DT		A third round pick of the Pittsburgh Steelers in the 1977 NFL Draft, he spent six seasons with the Steelers and later three seasons with the Washington Redskins.
Anders	Mark	2013	54	San Diego	OT	Anders_Mark_01.jpg	
Anders	Corey	2001	3	Indianapolis	S	Anders_Corey_01.jpg	
Anders	William	1961	7	Philadelphia	S		
Anders	Wend	2000	6	Tampa Bay	P	Anders_Wend_01.jpg	
Anders	Andy	1967	4	St. Louis	CB		
Anders	Jeremy	2012	24	Jacksonville	WR	Anders_Jeremy_01.jpg	
Anders	Gene	1969	10	Green Bay	T		
Anders	Carroll	1967	6	Baltimore	CB	Anders_Carroll_01.jpg	The Baltimore Ravens selected Anders in the sixth round of the 1967 NFL Draft and he played for the Ravens for four seasons. He earned a Super Bowl ring with the Ravens in the first season of the 2000 NFL Draft and he has been a starter at inside tackle ever since, with 128 starts in 127 games.
Anders	Dwaine	2008	1	Houston	OT	Anders_Dwaine_01.jpg	
Anders	Ken	1965	4	Denver	CB		
Anders	Robert	1982	4	Green Bay	CB	Anders_Robert_01.jpg	The Green Bay Packers selected Anders in the fourth round of the 1982 NFL Draft and Anders spent his entire 11-year career with the Packers before joining the New York Giants selected Anders in the eighth round of the 1991 NFL Draft. A defensive back, Anders played two seasons with the Giants, helping them win Super Bowl XXV.
Anders	George	1967	10	Oakland	S		
Anders	Phil	1982	15	Philadelphia	FB	Anders_Phil_01.jpg	
Anders	John	1990	4	New England	TE		The New England Patriots selected Anders in the fourth round of the 1990 NFL Draft and he spent three seasons with the Patriots. He played in Super Bowl XXV.
Anders	Richard	2011	4	Houston	CB	Anders_Richard_01.jpg	
Anders	Kevin	1989	5A	Buffalo	S	Anders_Kevin_01.jpg	
Anders	Chambliss	1961	12	Tampa Bay	DB	Anders_Chambliss_01.jpg	Chambliss was a fifth round selection of the Seattle Seahawks in the 1961 NFL Draft and the two years he spent his entire career with the Seahawks.
Anders	Gene	2003	3	Seattle	CB	Anders_Gene_01.jpg	
Anders	Joe	2000	1	Seattle	CB	Anders_Joe_01.jpg	
Anders	Ernie	1992	1	New England	OT	Anders_Ernie_01.jpg	Ernie became the first African-American drafted to the first round of an NFL Draft since 1962 when the New England Patriot chose him in the first round of the 1992 NFL Draft.
Anders	David	2007	3	Green Bay	WR	Anders_David_01.jpg	
Anders	Danny	2012	3	Tulsa	WR	Anders_Danny_01.jpg	
Anders	Bill	1987	5A	Buffalo	S	Anders_Bill_01.jpg	
Anders	John	1987	5A	Washington	CB		
Anders	Ray	1980	5A	New England	WR	Anders_Ray_01.jpg	
Anders	Carroll	1960	8	L.A. Rams	S	Anders_Carroll_01.jpg	An eighth round pick of the Los Angeles Rams in the 1960 NFL Draft, Anders spent five seasons with the Rams before moving to Green Bay, where he played for the Packers for two seasons.
Anders	Tom	1987	22	Chicago Bears	T		

WHAT'S NEXT?

***CHOOSE A PARTNER
AND GET STARTED!***





STEP TWO: EXHIBIT & GRAPHIC DESIGN, A/V DEVELOPMENT

What are the major points?

How should it be organized?

DEVELOP THE STORY OUTLINE

Chronological

Thematic

Values Based

Aesthetic

Contextual

Process

Visible Storage

DISPLAY PREFERENCES

Chronological



Thematic



Values Based



Aesthetic

Contextual

Process

Visible Storage



INTERPRETATION PREFERENCES



A/V INTERPRETATION PREFERENCES

- What is the purpose of your A/V?
Educate, entertain, both?
- Never use technology just for the sake of technology

The screenshot shows a web page titled "Mets BROADCASTING LEGENDS" with a "MAIN MENU" link. The main focus is on Bob "Murph" Murphy, with a large black and white photo of him on the left. To the right, text reads: "We'll be back with the Happy Recap." followed by "BOB 'Murph' MURPHY". Below this, a paragraph states: "Bob Murphy, known affectionately as 'Murph,' broadcast the first Mets game in 1962 and continued painting the word picture until his retirement more than 40 years later." Another paragraph follows: "For 17 seasons, the Oklahoma native teamed with Ralph Kiner and Lindsey Nelson on both radio and television. In 1982, he continued as the voice of the Mets on radio, calling all the action until his final game on September 23, 2003." A third paragraph says: "In 1994, the National Baseball Hall of Fame awarded him its Ford C. Frick Award for his broadcasting contributions to baseball. He concluded his acceptance speech by calling the honor 'the happiest of all'". At the bottom, there are four small video thumbnails with captions: "FIRST METS BROADCAST ON OPENING DAY 1962", "METS CLINCH 1969 NL EAST", "GREATEST WORLD SERIES COMEBACK", and "METS CAPTURE SECOND WORLD SERIES TITLE". A vertical label "CHOOSE A LEGENDARY BROADCAST" is on the left side of the thumbnails. On the right side, there is a "ON THE AIR" microphone icon.

NY Mets "Broadcasting Legends" Interactive

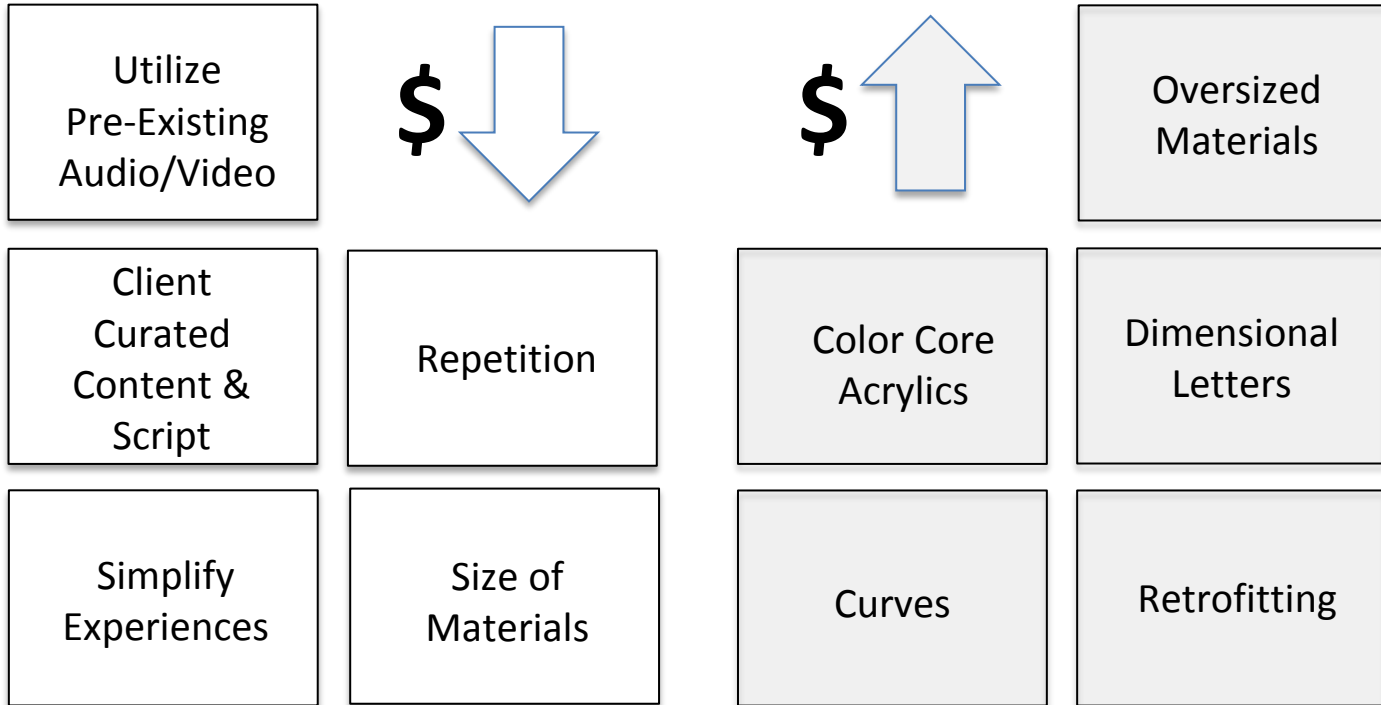
A/V INTERPRETATION PREFERENCES

- Engaging all senses is great for learning
 - Audio/Video
 - Interactives
 - Interviews (video and/or audio)
 - Greatest plays/moments/calls (video and/or audio)
 - Interactive timelines
 - Fan activities w/ takeaways
 - Leave your mark/story
 - Email capture (internal use)



Texas A&M University
"Customize Your Uniform"
Fan Experience

BUDGET HELPERS & HOGS



4x8 IS THE MAGIC NUMBER FOR MOST MATERIALS

(4) graphics – 24" x 48" →	\$50 in materials
(4) graphics – 30" x 50" →	\$200 in materials
(4) graphics – 30" x 50" + (4) graphics – 30" x 40" →	\$200 in materials

FLOOR PLAN

AND TRAFFIC FLOW



KNOW YOUR VISITOR

Instead of:

Streakers

Strollers

Scholars

Plan for the:

10 minute
visitor

30 minute
visitor

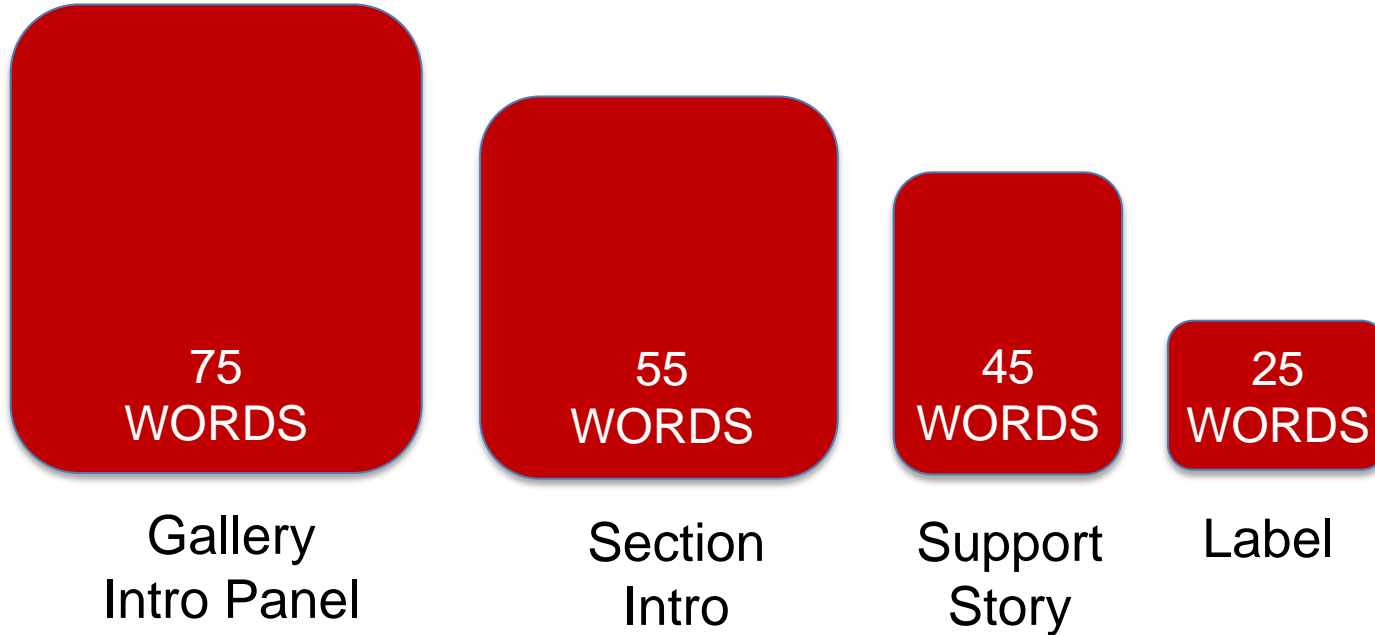
60 minute
visitor

STYLE GUIDE

AND GRAPHIC DESIGN



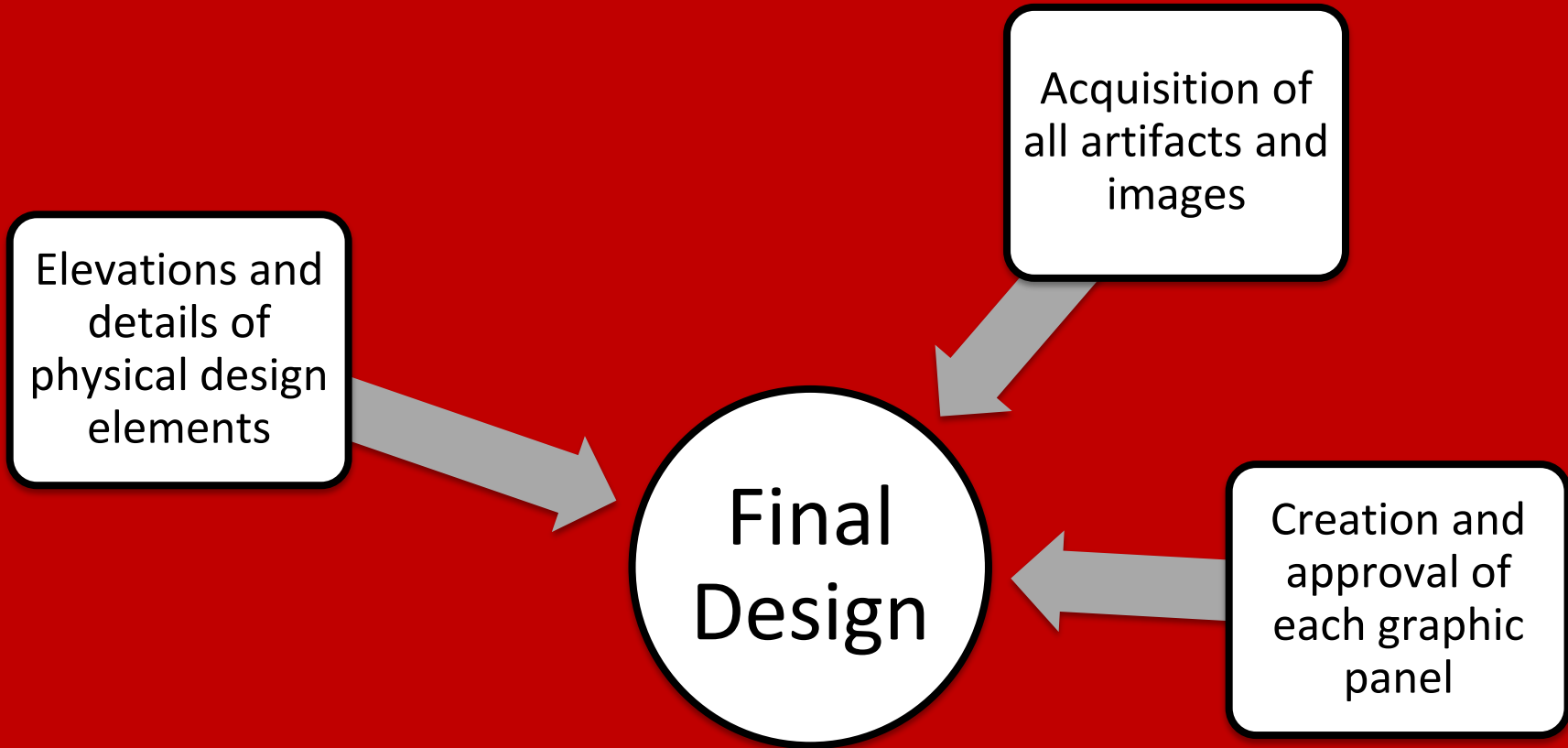
SUGGESTED WORD COUNTS



SCRIPT

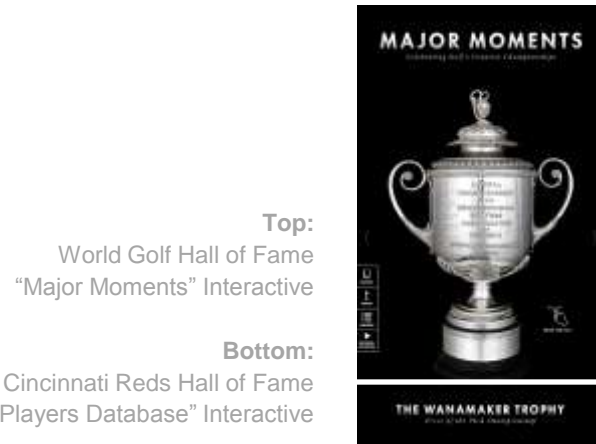
We look to the client to draft or provide an initial outline.

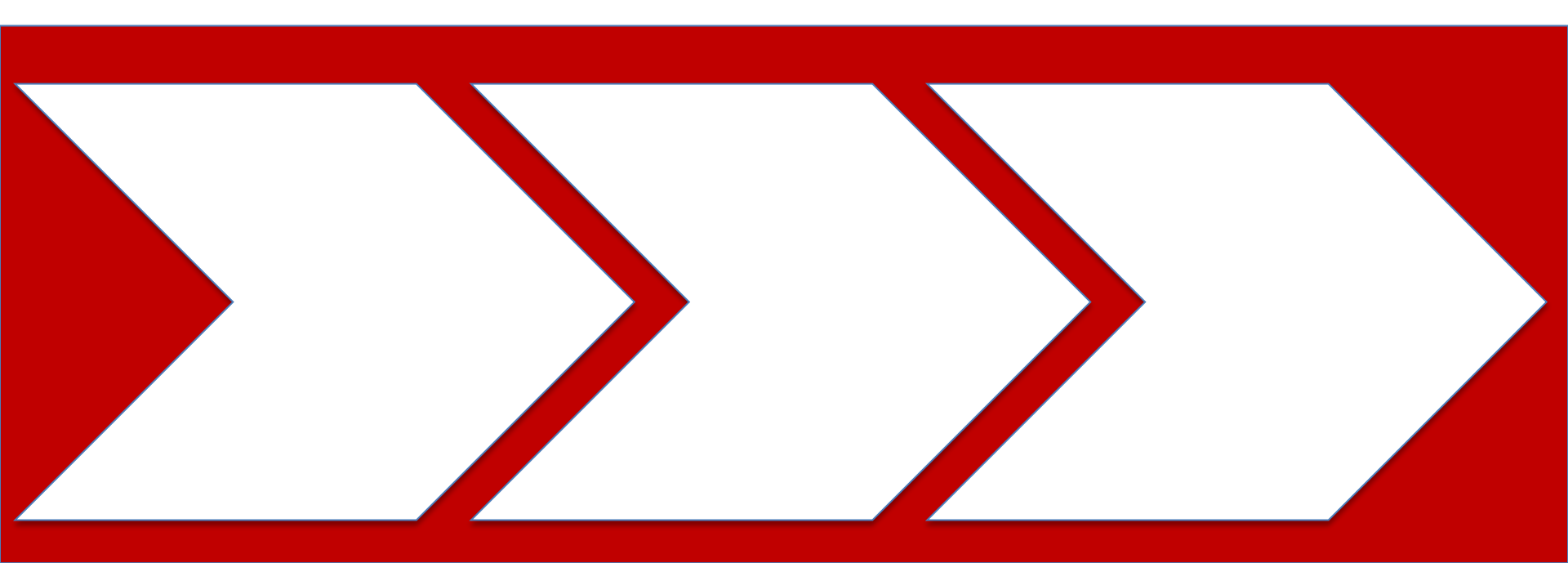
Leave the artifact labels until the end.



THE VALUE OF CREATIVE MEDIA

- People learn best when all their senses are engaged
 - Exhibits can come to life through sight, sound and touch
- Make your history/story feel relevant and current to visitors
- Allow artifacts to tell their own story
- Media can help incorporate STEAM learning
- Experience, Learn, Make Your Mark, Take Home





STEP THREE: FABRICATION, A/V PRODUCTION AND INSTALLATION





DESIGN ENGINEERING





FABRICATION





GRAPHIC PRODUCTION



A/V PRODUCTION





INSTALLATION





ARTIFACT INSTALLATION

SAMPLE *PROJECTS*



...with you
your life
and how
you do it
is not only
a reflection
on you,
but on your
family and
all of those
institutions



35 41

ATLANTA BRAVES: SUNTRUST STADIUM



"What you do with your life and how you do it is not only a reflection on you, but on your family and all of those institutions that have helped to make you who you are."

WORLD
19
SERIES

GREG MADDUX
37

WARREN SPAHN

354

ATLANTA BRAVES: SUNTRUST STADIUM



HARD.
SMART.
TOUGH.



VIRGINIA TECH



CINCINNATI REDS POSITION CHOOSE A POSITION

Catcher

- Audy Abad
- Tim Abernathy
- Cal Abrams
- George Ahrens
- Joe Altres
- Jose Averedo
- Tom Atker
- Ebby Adams
- Karl Adams
- Sparky Adams
- Joe Adcock
- Mate Adcock
- Jim Adkins
- Tim Adleman
- Troy Ahear
- Jeremy Affeldt
- Santo Alcala
- Clunk Allen
- Bob Allen
- Edwin Allen
- Mike Allen

Search by NAME YEAR AWARD

CINCINNATI REDS AWARD SELECT AN AWARD

All-Star

- Audy Abad
- Tim Abernathy
- Cal Abrams
- George Ahrens
- Joe Altres
- Jose Averedo
- Tom Atker
- Ebby Adams
- Karl Adams
- Sparky Adams
- Joe Adcock
- Mate Adcock
- Jim Adkins
- Tim Adleman
- Troy Ahear
- Jeremy Affeldt
- Santo Alcala
- Clunk Allen
- Bob Allen
- Edwin Allen
- Mike Allen

ALL-STAR GAME

AWARD

- ALL-STAR
- ROOKIE OF THE YEAR
- SILVER SLUGGER
- GOLD GLOVE
- MVP
- ALL-STAR MVP
- WORLD SERIES MVP
- WITCH AWARD
- ERNE LOUHARDI REDS MVP
- JOHNNY VANDER MEER REDS
- OUTSTANDING PITCHER
- REDS HALL OF FAME
- RETired NUMBERS
- NATIONAL BASEBALL HALL OF FAME
- WORLD SERIES CHAMPIONS

Search by NAME YEAR POSITION

CINCINNATI REDS

REDS

pete rose • outfield

1961 OFFICIAL SCORECARD

THE REDS Official Scorecard

Touch to Begin

JOHNNY BENCH
CATCHER 1967-1993

REDS CAREER STATS

G	AB	R	H	TB	2B	3B	HR	RBI	BB	IBB	SO	SB	CS	AVG	OBP	SLG	OPS
2158	7658	1091	2043	3644	361	24	388	1376	891	188	1278	88	43	.267	.342	.476	.817

5

"To Johnny, A Hall of Famer For Sure."

—Description: Tim Williams wrote on a baseball he signed for Bench during spring training 1993, one year after Bench's books of the year season in 1992.

In the decade over the greatest catcher in baseball history, Johnny Bench is considered as one of the best of the list. So complete a player was Bench that his league average. Sparky Adams once stated a opportunity for capturing another nodder to Bench by saying, "I don't want to substitute any other catcher by comparing him to Johnny Bench."

Beyond the plate, Bench, redefined the catching position, setting a standard by which all catchers who followed has been obligated to rise to meet. Unprecedented by the play of Bench's defense achievements are the staggering accomplishments as a father. The physical demands of the catching position have long compromised catchers abilities to stand at the plate once the game's very beginning. Of the select few catchers who have excelled on the physical that position stands as there by Sparky Adams, You Just questioned Bench's best.

In a career that Bench reached 100 or more games in a staggering 12 consecutive seasons, he led the National League in home runs twice and RBIs three times. In five seasons in the 1970s, Bench was one of the best OBP percentages in the league. He ranked as the most prolific home run hitting catcher in National History, a record that was eventually surpassed by Carlton Fisk and Lyle Spence in later years.

In Field history, no player has led more career home runs in a Cincinnati uniform than Bench's 308 but he may player Bench to more runs than Bench's 179. Playing alongside great player Mike Piazza just one season in the Energy Fields, Ben Stinson and Tony Perez on the Big Red Machine team of the 1970s.

RESELECTED into the National Baseball Hall of Fame by the NATIONAL BASEBALL HALL OF FAME

RESELECTED into the Reds Hall of Fame 1998

ADULTS: LOUARDI: NATIONAL MVP by the Cincinnati Reds in 1989

PLAY VIDEO



PRO FOOTBALL HALL OF FAME



GREEN BAY PACKERS HALL OF FAME



Packers in Canton

"This is the closest thing a football player can get to immortality. You are forever immortalized in the bust in that park."

The Pro Football Hall of Fame in Canton, Ohio, is a shrine to the game, its players and top coaches. Induction into the Pro Football Hall of Fame is a tremendous honor, an acknowledgment of excellence and achievement on the playing field. Of the more than 1,300 players who have performed for the Packers since the onset of the National Football League in 1920, less than 100 players have been inducted into the Pro Football Hall of Fame.

Robert "Cal" **HUBBARD**
39

John "Blood" **MCNALLY**
27

Mike **MICHALSKE**
36

Vince **LOMBARDI**
HEAD COACH

Jim **TAYLOR**
31

Blair **STARR**
15

Al **ADDERLEY**
26

Ray **RUNKO**
51

Jordan **WINTER**
74

Bill **WULF**
12

Arnie **Amir**

Clarke **31**

Don **HUTSON**
14

GREEN BAY PACKERS HALL OF FAME



GREEN BAY PACKERS HALL OF FAME



NEW YORK METS HALL OF FAME

Q&A

