Boots *In the* Water

Kendrick Chan, Lauren Thomas, Amin Sadessi
6.7.2018
Des 187

A watershed moment...

This exhibit seeks to promote the important work being done at the Watershed Sciences Center by focusing on the idea of active involvement in areas of research, education, outreach, and policy impact.

Goals and Objectives

State Officials

The Watershed Sciences faculty often meet with state officials from Governor Jerry Brown's platform to bridge the gap between the science and politics in order to bring about legislative and policy changes. Our client wants attention to past precedents of policy impact through Watershed sciences research.

University Officials

Watershed Sciences should be able to bring awareness to other university faculty and staff. Classrooms and facilities need to be used in the most effective way. We are mainly focused on educating the public and other students about important research that is being done and promoting interactions between scientists, researchers, and students.

Students

Students should learn more about Watershed Sciences, explore the ecogeomorphology class, and dive into stimulating research. Students need access to information on the Ecogeomorphology class the Watershed Sciences Center offers.

Public

The public wants to explore the campus and search for the Watershed Center. It should be a fun and interactive place for people of all ages. We need to promote hands-on learning, increase educational value, and make it entertaining.

Student interviews

Jessica

Jessica is a junior and environmental sciences major with emphasis on soil and water. She loves the entertaining setup of the sand box since it teaches students and the general public about water conservation and how a watershed generally works. She thought that it would be cool to see an aquarium styled exhibit with a lot of fishes from California. She also believed that a backdrop or photobooth that showcased photos and pictures taken from the Ecogeomorphology course would entice visitors and other students to take part in the adventure

Robert

Sarah is a 4th year Design student and she has taken courses that revolve around the water flow system and what not. She believes that the center should provide information about the products we use on a daily basis and how they affect the environment and watersheds. There should be information on the eutrophication where excessive nutrient richness of a lake or other body of water correlate to the plant growth study and relation to watershed. It should be represented with key visuals and instructions since the general public could be confused.

“dream come true, center for watershed sciences”

Donna

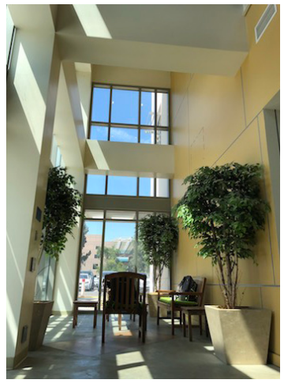
Donna is a Phd student working towards her mechanical engineering degree. She said that salmon fish is well-known in the community and because there is a lot of information about it in the department, the MU should have a watershed sciences booth to promote and bring awareness to the activities the watershed faculty and students participate in. There are several kinds of salmon, lifestyles, and they’re all found in different places across the nation.

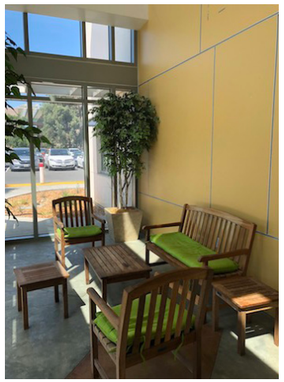
Sarah

Robert is a 4th year working towards his Computer Science degree. He wants to know about the seafood availability in California. He suggested that there should be meetings, workshops, or even seminars regarding the Ecogeomorphology courses and the achievements the center is known for. Interactive marketing and prizes should be used - maybe offer a free rafting tour or water related tours in general.

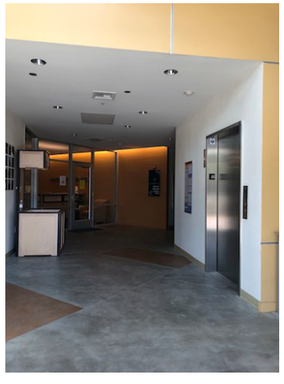
Site Analysis

We visited the the Watershed Sciences Center to take measurements and photograph the space.





Exterior



Content Analysis

Boots in the Water is a clever play on the phrase, “boots on the ground.” This exhibit aims to mobilize its audience by promoting student involvement in the Eco-geomorphology course, highlighting policy impacts directly related to Watershed Science research, providing fun, experiential learning through the AR sandbox, and introducing types of specimens, environments, and equipments that researchers use everyday.

Rubber Boots

LCD Interactive TouchScreen

Wading suit

AR Sandbox

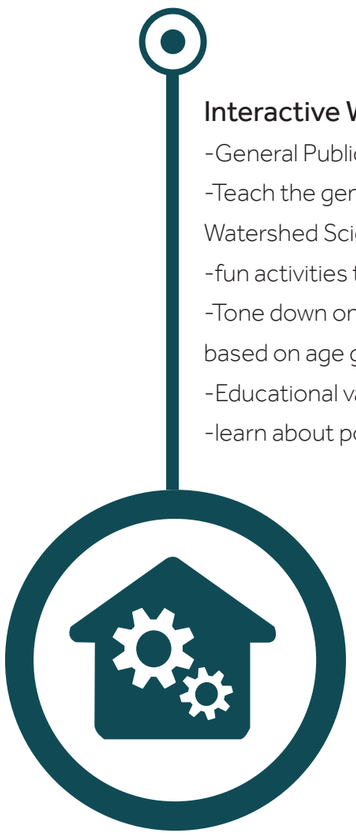
Provided Materials

Lab samples

Marketing Analysis

The purpose of marketing and communications in the context of the Watershed Sciences is to bring awareness and conservation effort is to both better meet the goals of this organization (outreach, educational value, and research) and promoting the center itself by providing the public, visitors, and policy makers with beneficial programs, information, or services.

Option 1



Interactive Workshops

-General Public/Anyone
-Teach the general public about Watershed Sciences
-fun activities to entice visitors
-Tone down on information based on age groups
-Educational value
-learn about policies

Option 2

Magazine Cutouts

-General Public/Anyone
-Children/people waiting in offices and/or lobbies
-infographics briefly show what Watershed is about
-fun facts and other information
-Children can cut out these cutouts and the next page has a puzzle for them to complete

Option 3

Street Banners/Flyers

-College students, Faculty, and Davis Community
-Flyers can be positioned next to hydration stations
-Fun facts about Water/Watershed
-Street banners can be positioned on street lamps to promote the Watershed Sciences building
-Flyers on walls of Sciences Dep.

Option 4

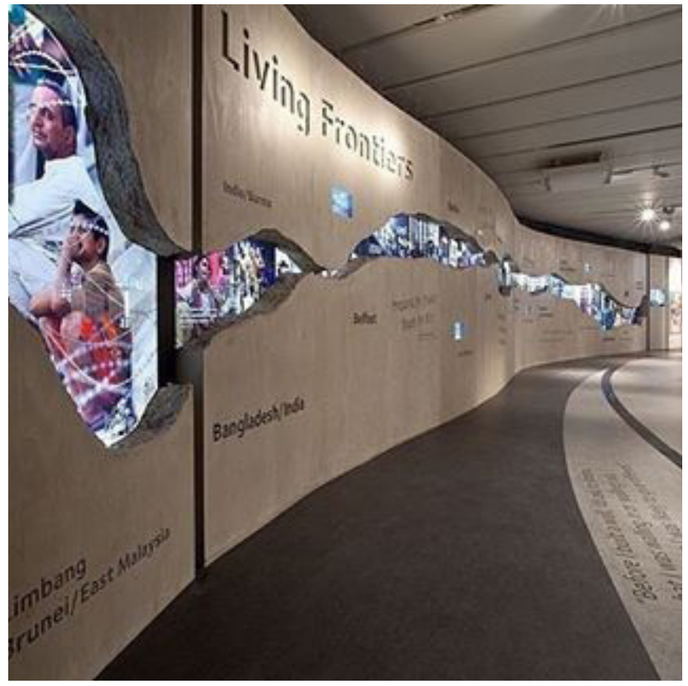
Social Media/Other

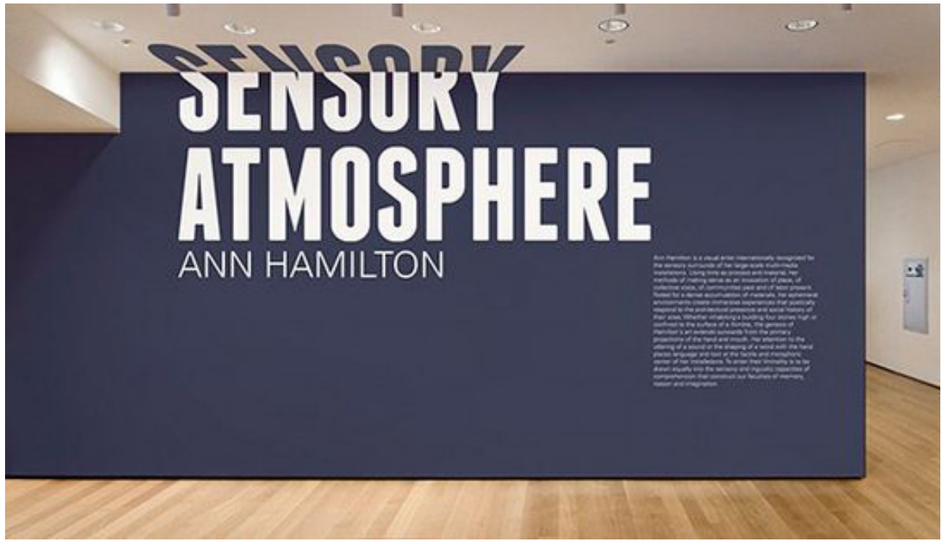
-Twitter/Facebook
-Promote Watershed Sciences and gain more media attention to specific topics
-Davis store to sell different kinds merchandise relating to fish/bugs the watershed studies

Lookbooks


LINE
HELLO,
YEOSU EXPO!
HELLO,
WORLD!
AFFLANTE.COM

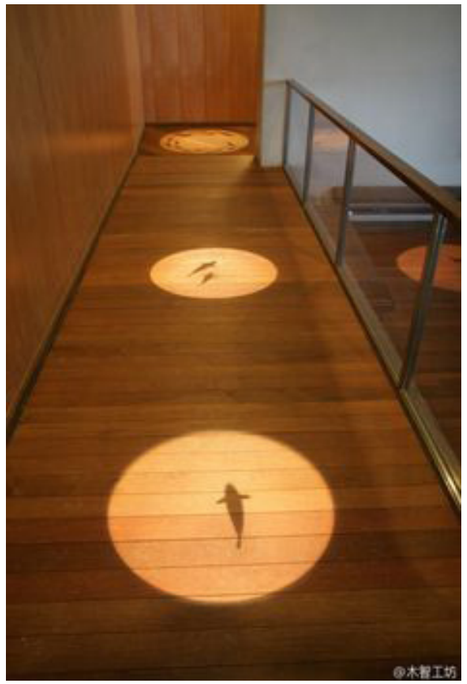

Shaping Watersheds
Topographic map of a connected landscape
Where does the water flow?
watershed

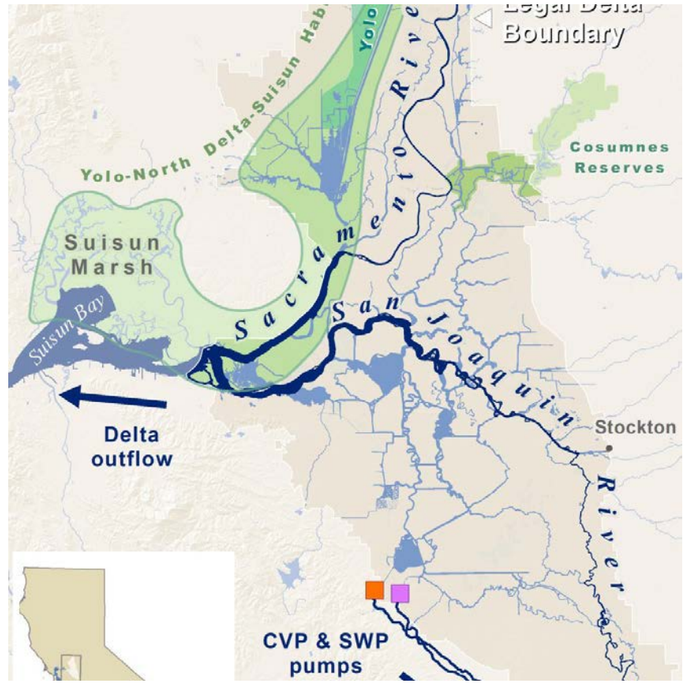

Living Frontiers
Bangladesh/India


SENSORY
ATMOSPHERE
ANN HAMILTON


TURPENTINE

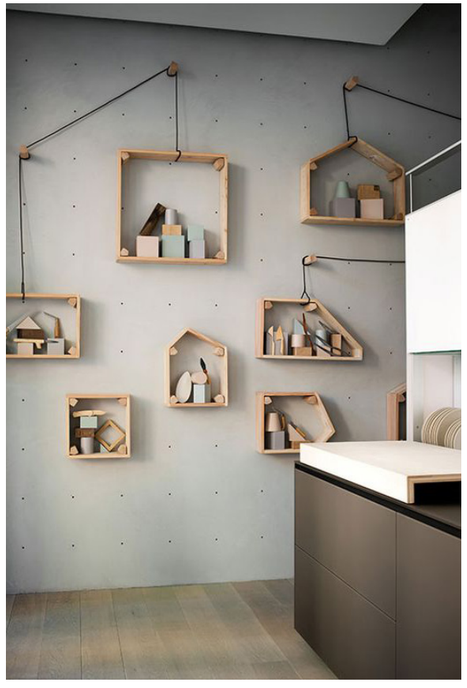

Bento
Bento-Cast


@木智工坊

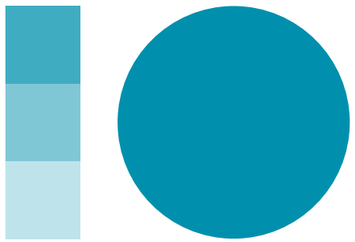

Legal Delta
Boundary
Yolo
Yolo-North Delta-Suisun Habitat
Cosumnes
Reserves
Suisun
Marsh
Suisun Bay
Sacramento River
San Joaquin River
Stockton
Delta
outflow
CVP & SWP
pumps


TRAVEL
CLIMB
MEMBERS IN ACTION


Exhibition
Weekdays from 10 am to 6 pm
Saturday from 10 am to 5 pm
Closed Sunday
Exposition de
design graphique
Vernissage
Emerge



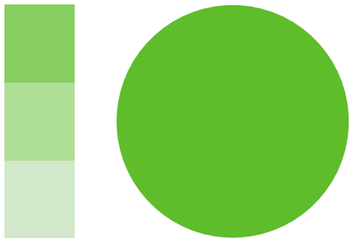
Graphic Identity/Palette



CMYK: 82, 28, 25,0.5

Hex #: #008EAA

RGB: 0,144,173



CMYK: 66,0,100,0

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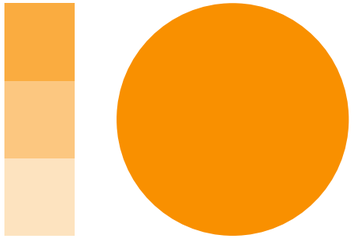
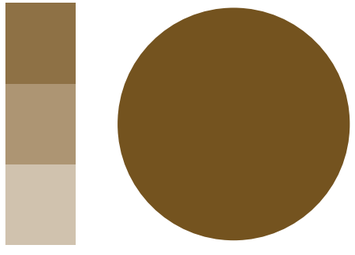
RGB: 95,188,43



CMYK: 0,52,100,0

Hex #: #EE9517

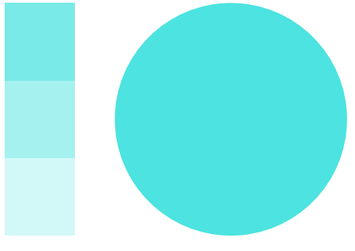
RGB: 249,144,0



CMYK: 42, 60, 100, 34

Hex #: 745221

RGB: 116,82,33



CMYK: 54,0,20,0

Hex #: #75DDDD

RGB: 76,227,224

Proxima Nova Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsUuVvWwXxYyZz

Proxima Nova Light Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsUuVvWwXxYyZz

Proxima Nova Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsUuVvWwXxYyZz

Proxima Nova Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsUuVvWwXxYyZz

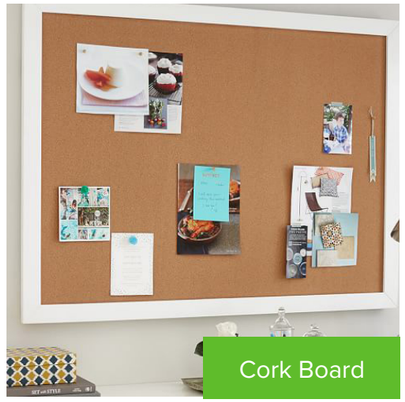
Proxima Nova Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsUuVvWwXxYyZz

Materials Palette

In our exhibition we need many materials ranging from the tools provided by the Watershed Sciences Center to other materials such as MDF panels and plywood for the sandbox wall.

Rubber Boots



Cork Board

Shelves

LED Lights

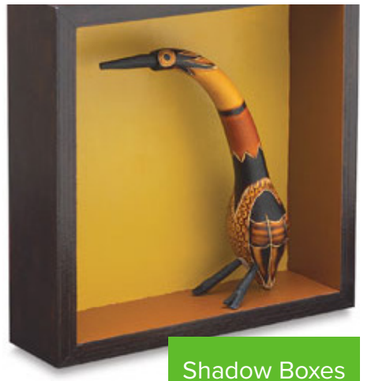
Plywood

Velcro Strips

Hanging Wire

MDF Panels

Acrylic Paints



Shadow Boxes

LCD Screen

Budget

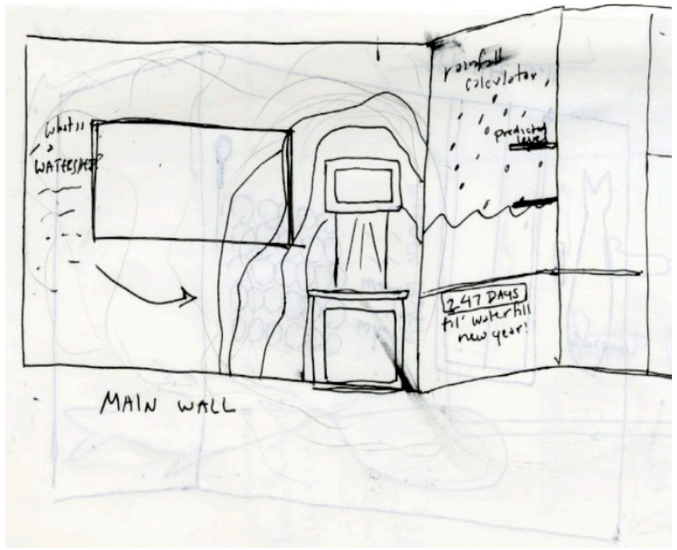
Item	Dimensions	Number Amount	Cost	Total Cost
Plywood	8'x2"x4"	4	$6-7	$24
MDF Panels	4'x4"x8"	5	$30-40	$175
Boot wall equip	7'x7'	2	10 per sq footage	$500.00
LED Light Strip	54"	1	$8.50	$8.50
Cork Board	12"x12"x0.5"	1	$27	$27
Hanging Wire	36”	1	$70-80	$80
LCD Screen	27"	1	~$900	$900
Acrylic Paint		1 bucket	$10.00	$10.00
Vinyl	11'-5.5"x1'	3 colors	$30	$90
Ecogeowall photographs	30'x20'	500 sq ft	10 per sq footage	$5,500
Dingies	8.3’x4’	1	$2000	$2,000

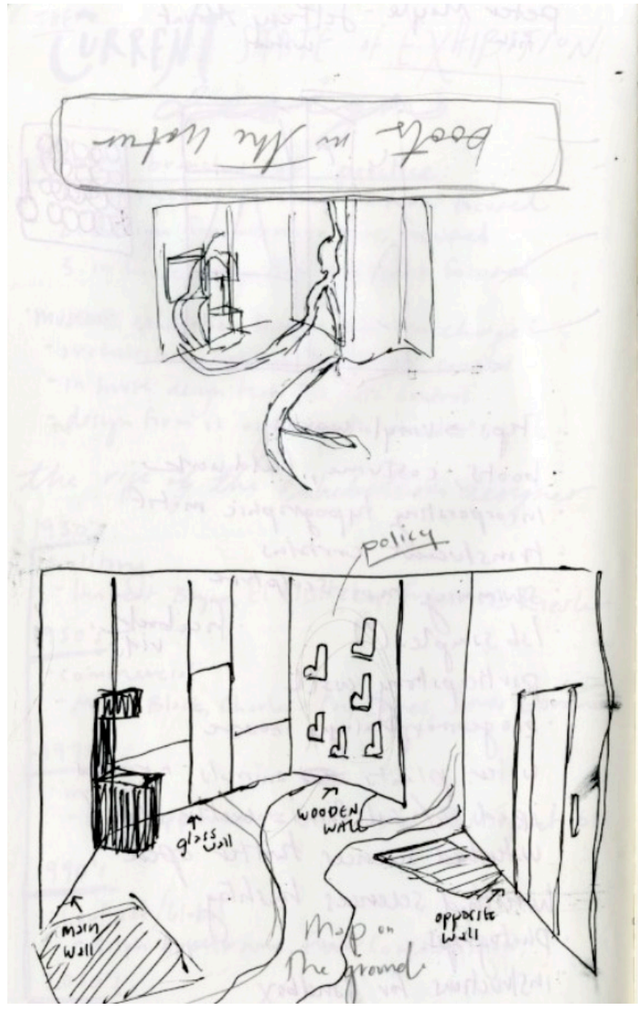
Ecogeo Wall Total: $5000
Sandbox Wall Total: $1,225
Boot Wall: $1003
Total: $7,288

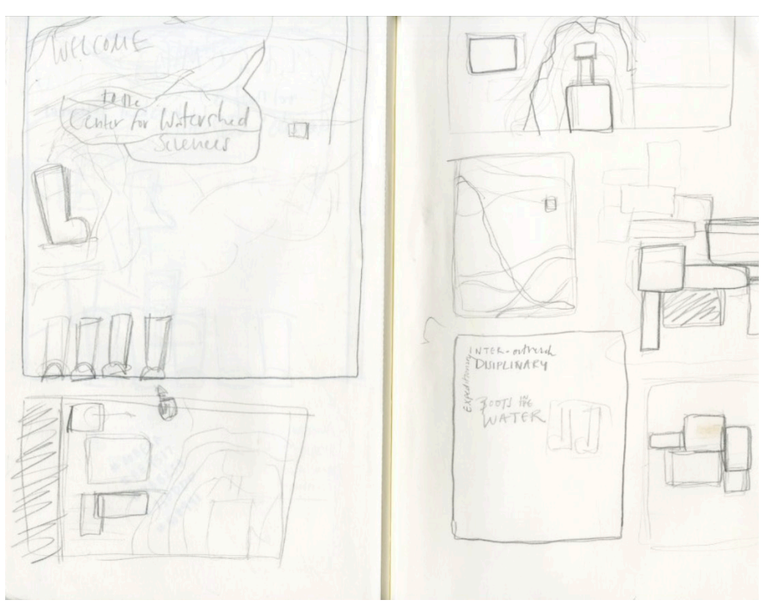
Preliminary Conceptualization

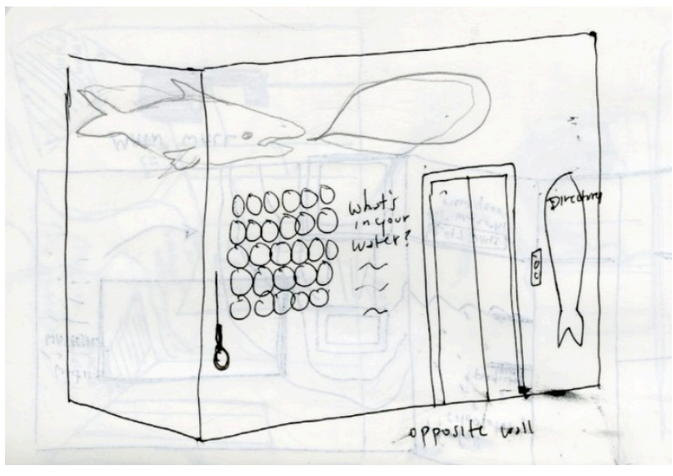
Sketches

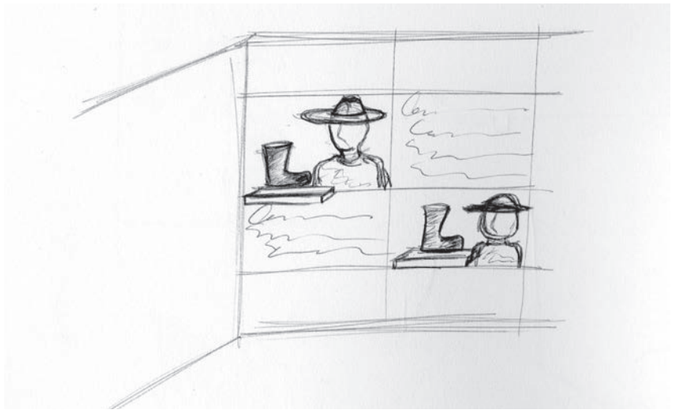

1994
what is Watershed anyways?

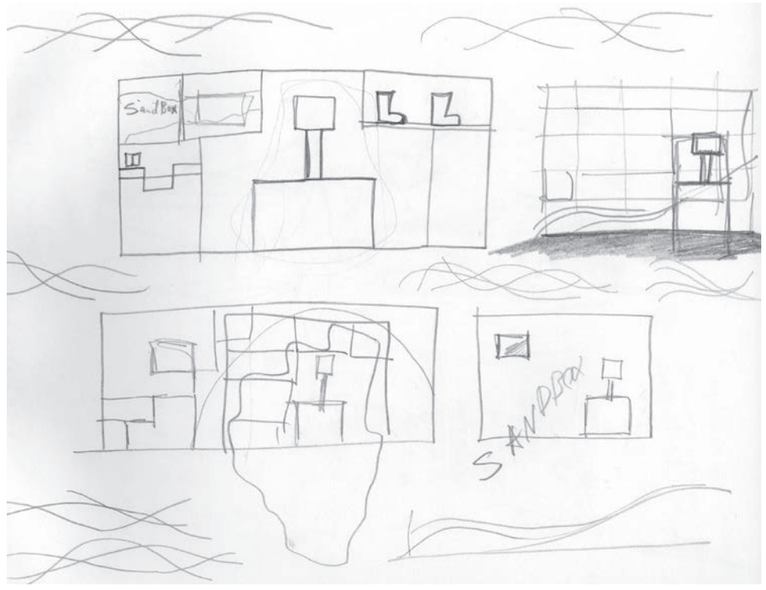

rainfall calculator
what is WATERSHED?
247 DAYS til' watershed new year!
MAIN WALL

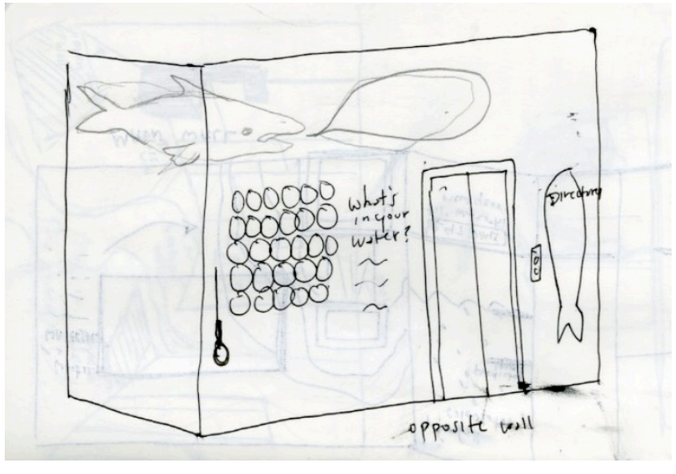

Boots in the water
policy
WOODEN WALL
glass wall
main wall
opposite wall
Map on the ground

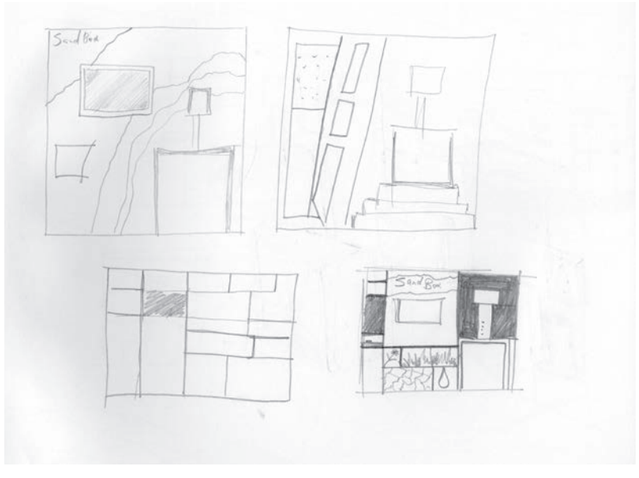

WELCOME
to the Center for Watershed Sciences
INTER-national DISIPLINARY
Boots in the WATER

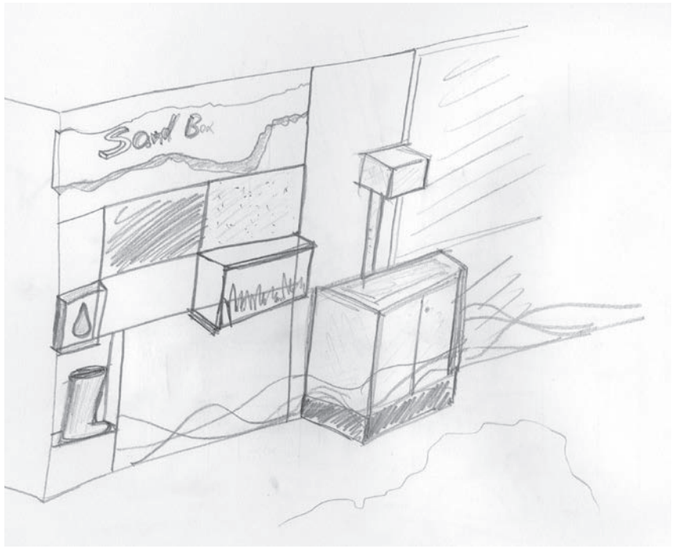

what's in your water?
opposite wall




Sand Box


what's in your water?
opposite wall

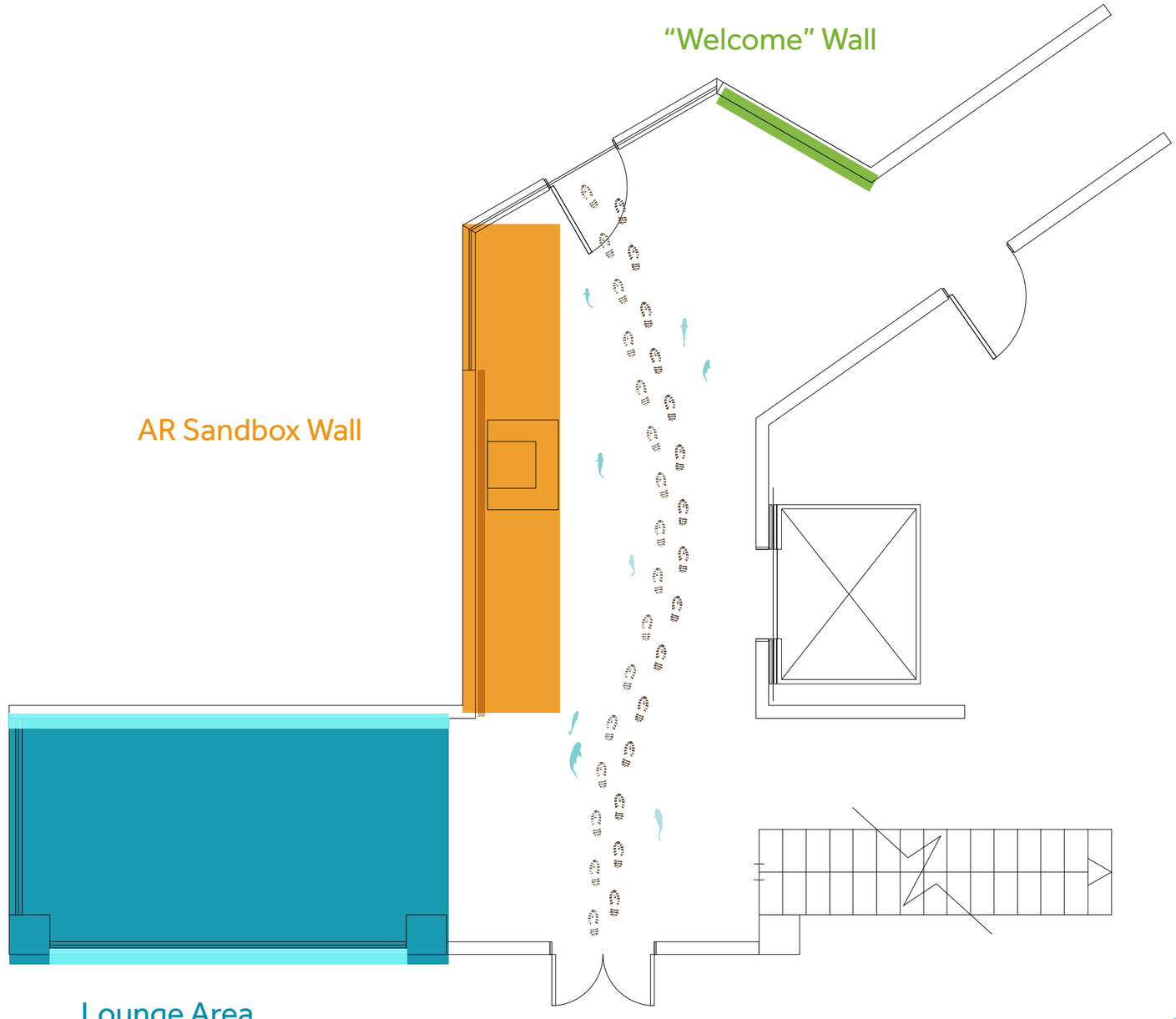

Sand Box
Sand Box


Sand Box

This exhibit seeks to promote the important work being done at the Watershed Sciences Center by focusing on the idea of active involvement in areas of research, education, outreach, and policy impact.

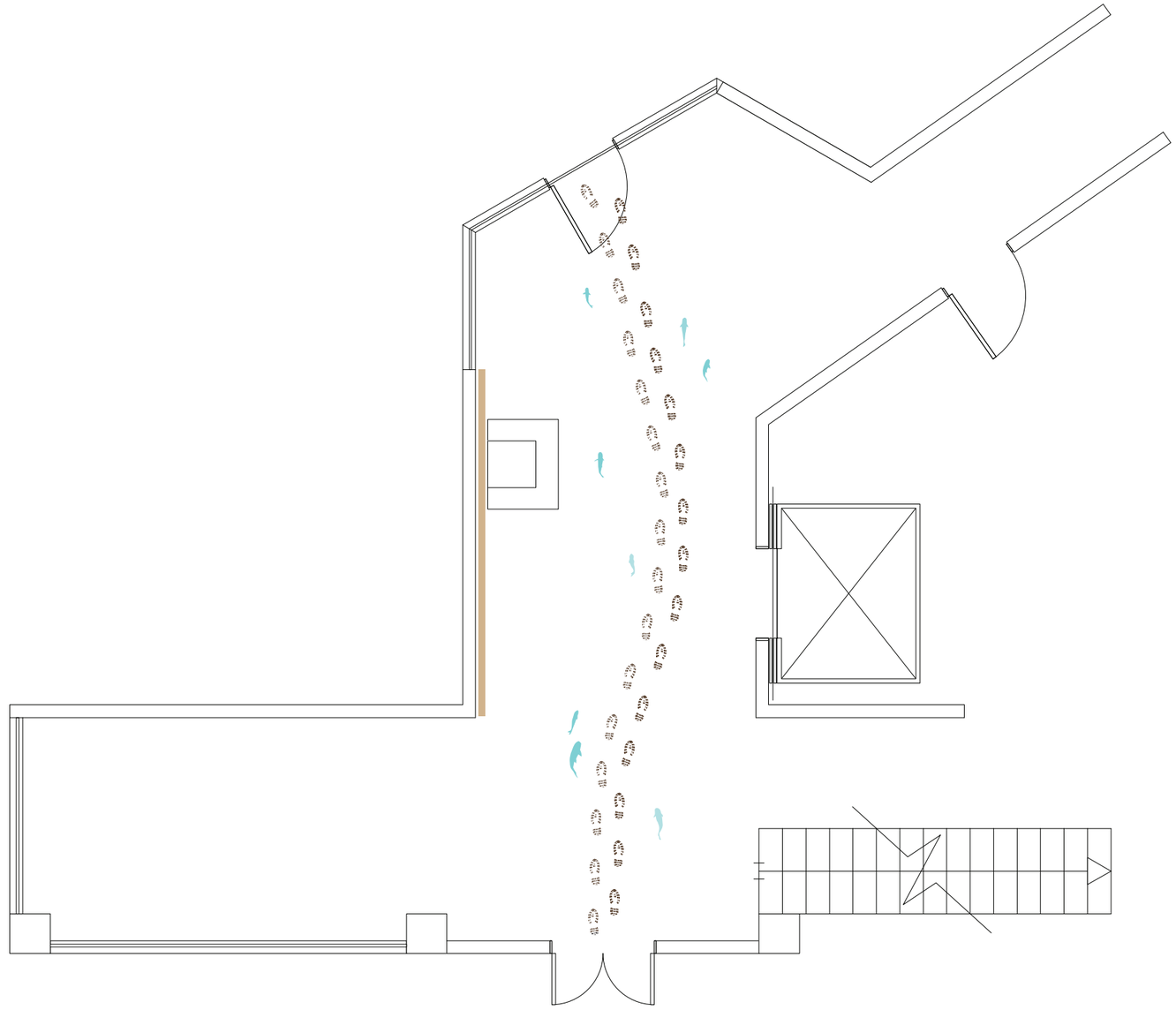
For the scope of this class, our 3 main areas of focus will be:
1. The wooden “welcome” wall adjacent to the Center
2. The wall with the augmented reality sandbox currently on it
3. The open lounge space to the left of the front doors

A wayfinding system of muddy bootprints will be added to the floor between these areas



Wayfinding Solution

These muddy bootprints are a fun way for people to easily find the door to the Center, navigate through the exhibit, and to engage with the “boots in the water” theme on another level.

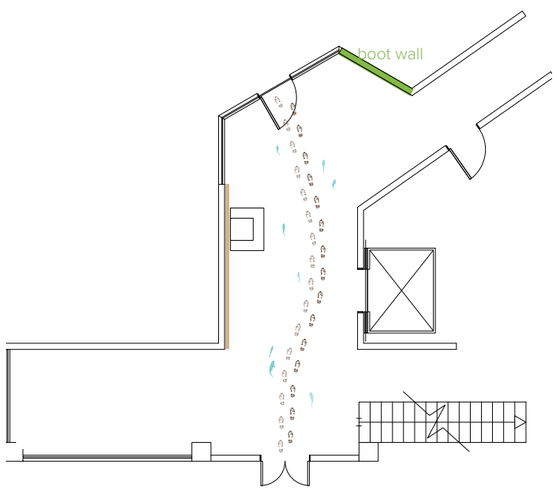


This wall, though far from the front doors is likely the first thing a viewer will see when they enter the building. As such, it will

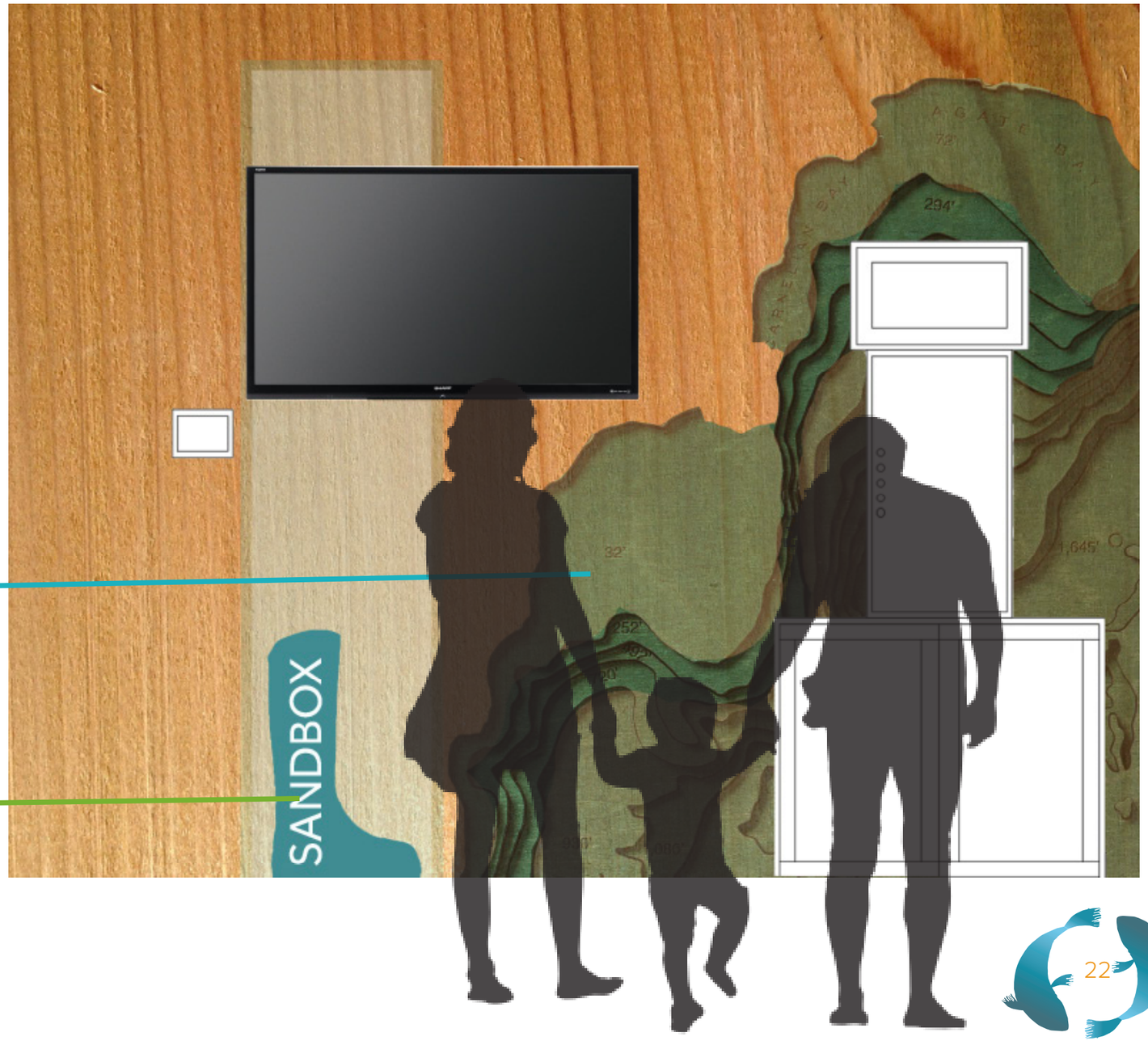
- Orient the viewer to the space
- Introduce key ideologies that the Center holds

cut piece of plywood, lights installed behind it

actual worn boots, with vinyl letters applied

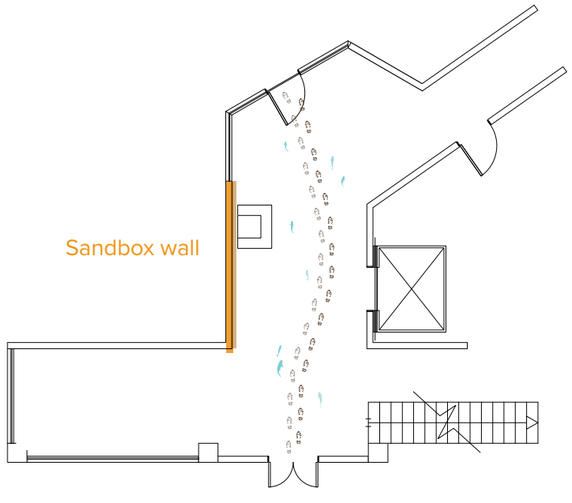


This wall is the main focus of this exhibit because the center for Watershed Sciences is trying to reach out to a broader audience by educating the public about the topography of the watersheds in United States in an entertaining way. We want to showcase the topography of Tahoe watershed as a backdrop, setup a LCD touchscreen to show different videos and interactive quizzes, and illustrate the instructions for using the sandbox.

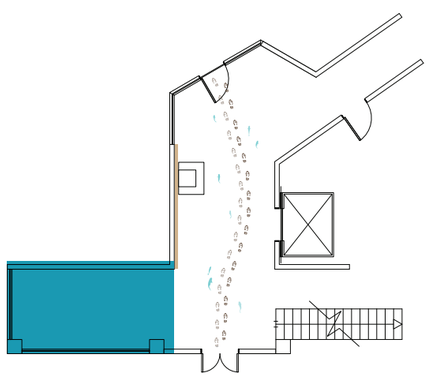


10-15 painted ply-wood sheets, lights installed behind each layer

boot with vinyl letters to introduce sandbox activity



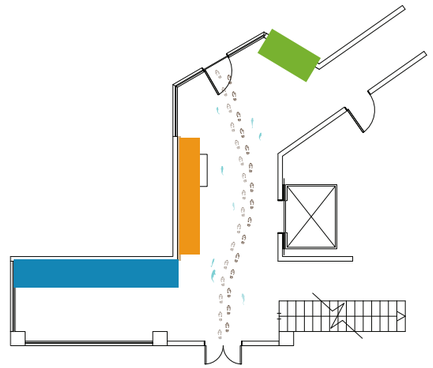
Here there will be a focus on the Ecogeomorphology class as a means of expeditionary and interdisciplinary engagement for students to get involved with the Center for Watershed Sciences. This is version A of the lobby and lounge area where pictures of the EGM class, potential posters, wading suit, and other tools they use will be featured.

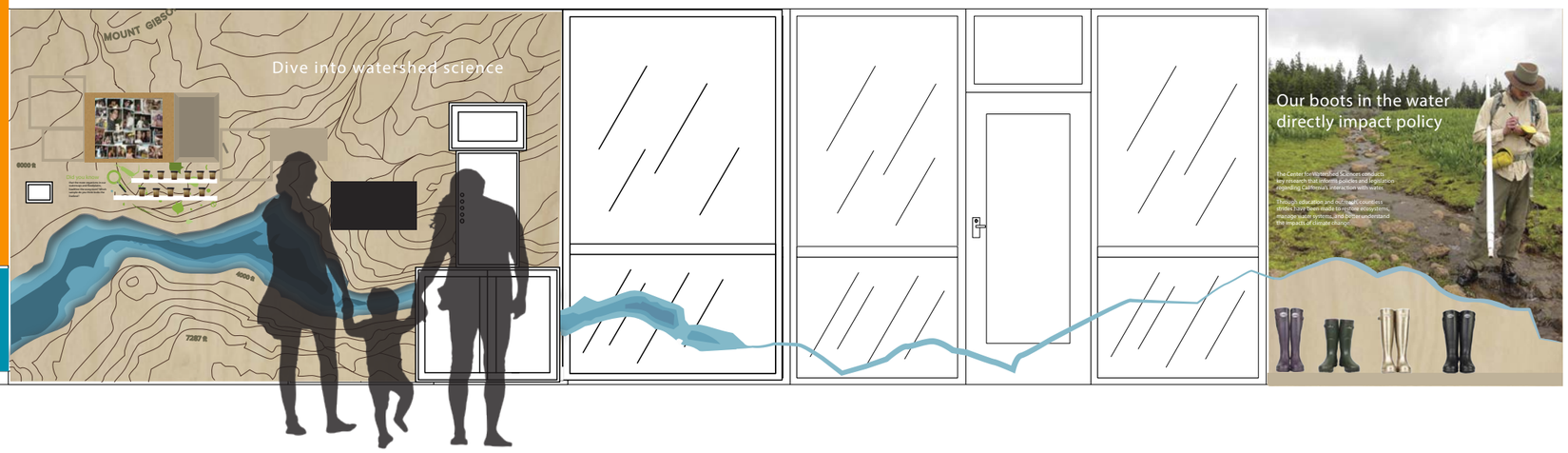


Final Design Renderings

Elevations

Boots in the Water
Watershed Sciences
Kendrick Chan, Lauren Thomas, Amin Sadessi



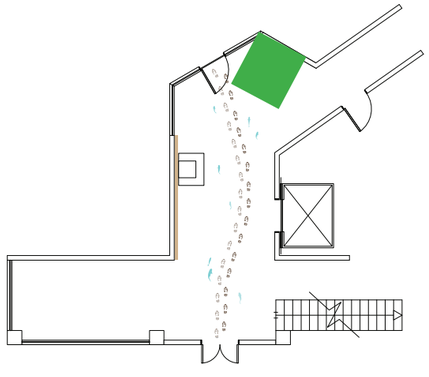


Boot Wall

Boots in the Water
Watershed Sciences
Kendrick Chan, Lauren Thomas, Amin Sadessi

The center for watershed sciences conducts key research that informs policies and legislation regarding california's interaction with water. Through education and outreach, countless strides have been made to restore ecosystems, and better understand the impacts of climate change.

Vinyl printed pictures



Sandbox Wall

Boots in the Water

Watershed Sciences

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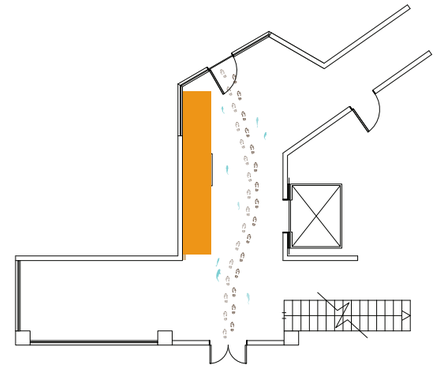

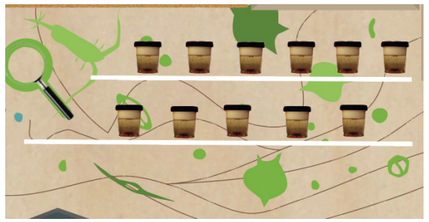

Magnifying glass graphic and actual tool to examine water samples. Bug and fish flat graphics are behind the water samples

Did you know

That the more organisms in our waterways and floodplains, the healthier the ecosystem? Which sample do you think looks the liveliest?