

COMPREHENSIVE PLAN

Technical Approach

Color-Ad Inc. will be the prime contractor for the NPS Design Build IDIQ. The project manager assigned to the project will be the single person responsible for all aspects of the design build process. Outlined below is our proposed methodology.

While Color-Ad has proposed the use of four design team partners to use on various projects in different locations, we will bring a single approach to the design build process. Our project managers and the project management team assigned to the project will ensure that the differences presented by each designer are delivered to the Park Service in a singular fashion. In order for the project manager to successfully oversee the process, they must be involved in all aspects of the design build submittal. It is very important that the project budget take into account the involvement of the project manager's time and related expenses. During the George Washington Carver design/build project, the project manager's role was reduced in the design phase. While this appeared to reduce the overall project cost, in the end it caused much frustration from both the client and the design/build team and led to greater time in the fabrication process. With this said, Color-Ad is cognizant of the fact the budgets for the projects are not unlimited and that cost control and maintaining the delivery schedule is of the utmost priority.

Each project RFP will be evaluated to determine the best project manager and design team chosen to completed the project. Project location, content and schedule will help drive this selection. The best team approach and a preliminary schedule will be presented in our RFP response. Upon award of the task order, the project manager will schedule the project kick-off.

Project Management

Color-Ad will not approach the process as a dictator, but as a strong team leader. The project manager listens to all points of view and helps guide the process with everyone's interests at heart. Constant communication is key to a successful project. In our initial submittal we proposed bi-weekly conference calls. This is the very minimum contact with all parties involved. These conference calls are scheduled as status meeting to bring everyone up to speed at a convenient time. This was not intended to be the only contact between the team members. Phone calls and emails between the various team members will take place continually, probably on a daily basis.

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Ultimately, the design/build process provides the opportunity to significantly enhance the overall planning, design and fabrication process, because all project participants are integrated into the team from the outset.

While the designer will take the lead during the planning phases, Color-Ad, as overall project lead, will be actively involved throughout the entire process, not just after the design phase is complete, as would otherwise be the case.

The project manager's input will make for a more fluid development process, saving time and effort for the team. We know this from direct experience, because our team has completed several projects together and are quite familiar with each others work process.

The project manager will be involved in all on site and evaluation meetings. Inspections of the design submittals will be through various means including emails and physical inspections of reports.

Pre-Design

The pre-design meeting(s) and discussions will lay the ground work for a successful project. The project manager will run the meeting and a representative of the design team will take meeting notes that will be distributed to all in attendance. The team will meet with the client at the project location and review any and all sources, any interpretive media, proposed exhibit spaces, any architectural designs presented for new construction or renovation. We will discuss the objectives of the park staff and begin brainstorming in the first meeting. The project budget will be evaluated and preliminary design scope will be discussed. We will review any artifacts or objects desired for the exhibit and develop a practical method of display. The Park Service Conservation Guidelines and any new standards presented will be followed in order to provide a safe and secure display environment. The new accessibility standards will be a driving force in content development. We will evaluate the need for assisted listening tours, audio description, and captioning for any audio/visual programs.

From the first meeting, the project manager and the design team will begin to prepare a detailed project briefing including preliminary budget and a more detailed schedule. Subsequent discussions involving the client, design team and the project manager will be held as necessary to refine the project scope before the brief is submitted. The project manager will review the project briefing and make sure the project integrity is maintained. If any deviations from the scope

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are discovered, the project manager will make any corrections with the design team before the report is submitted for review. After review and approval of the project briefing, the Schematic Design phase will begin.

Schematic Design (I & II)

The Schematic Design phase is when the project really begins to take shape. The project briefing is expanded from a written outline to a more complex narrative and visual presentation. The project manager will oversee the development of schematics, diagrams and preliminary sketches and more detailed budgets analysis.

Design charrettes are convened to allow input from the client, design/build team and content specialists. These sessions prove invaluable in the development of the final exhibit content. The project manager's role is to make sure that the entire team stays on track and does not stray from the original design concept and budget.

Bubble diagrams are the first visual presentation provided to the client team. These diagrams give the overall flow of the exhibit and lay the foundation for structure development. The client and design team can visualize the visitor interaction and begin to refine exhibit content. While the design team is conducting research and refining design content, the project manager is developing material and fabrication schematics. In conjunction with the design team, the project manager will be providing the first value engineering on the project. Design content, exhibit budget and exhibit longevity will drive both the preliminary and final selection of exhibit materials and fabrication methods. The project manager will evaluate the design team's concepts for cost and fabrication feasibility. Material usage and construction methods will be integrated in the design schematics and preliminary floor plans. It is imperative that the cost and budgets are controlled from the beginning to maximize exhibit impact.

The project manager will be the lead in the value analysis process. With the bulk of experience coming from the fabrication field the project manager is in the best position to provide insight on the latest materials and equipment. A practical solution to complex problems is a very strong aspect of the Color-Ad project management team experience.

Design Development (I & II)

Design Development is not a new process just a continuation of the Schematic Design. The design development is where the “rubber meets the road”. The design/build team works very closely to develop the final details of the exhibit. The schematic designs are expanded and improved. With input from the client, the exhibit plan is refined and polished. Communication with the client team does not diminish during this phase, it only intensifies.

The materials discussed in the schematic will be taken to the next level. Samples of proposed material and finish samples will be submitted for review and discussion. The project manager will work with the client and design team to prepare the samples. Text and writing samples are submitted and preliminary graphic layouts are developed. Color-Ad will begin a greater involvement in the final preparation of the final exhibit design. Our graphics designers and technicians will work with the exhibit designer to prepare graphic sample files and color swatches.

Any specialty content will be presented to the client during this phase. Before the proposed items are given to the client team, the project manager will ensure that the items requested will fit within the project scope and budget.

We will coordinate with the design team to produce the Content Management System. The database will be a shared resource that is updated by the design team with all relevant information. Color-Ad is very familiar with the FileMaker database currently in use by the NPS.

Color-Ad, with input from the designer, will be responsible for specifying all AV equipment, specialty and interactive elements. Subcontractors for any specialty items will be chosen at this time. The project manager will be responsible for providing a detailed scope of work to the client for review before any subcontractors are solicited.

We will also review the draft text and final graphic images that have been chosen during this phase. The source images will be evaluated for the availability and quality. Original art and acquisition of images will be a team effort between the designer and Color-Ad’s graphic department.

Color-Ad will hold an artifact workshop that will identify all artifacts to be used in the exhibit and how they will be displayed. A complete evaluation of all artifacts will be conducted at this time.

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The project manager will work with the senior exhibit designer to refine the cost estimates from the schematic design phase.

Running concurrently with the design development phase will be any coordination with the building architect or general contractor. Color-Ad will ensure that the proposed exhibit will fit seamlessly within the exhibit space. Building prep work will be completed either by the GC or the exhibit fabrication team. Final determinations of the scope of work for all parties will be made at this time.

The project manager will oversee the entire process but will rely heavily on the expertise of our design partners to fulfill the design requirements.

The Formative Evaluation will be conducted at the end of this phase.

Pre-Production through Project Closeout

Pre-production is when the bulk of the work shifts from the design team to the fabrication team. The designer does not disappear from the process but now becomes a consultant and an advisor. The designer will be relied upon to provide expertise on content revision, graphic sources, proofing and overall exhibit look and feel.

Color-Ad will work closely with the design team to ensure that all items are included in the closeout package. The final database will be reviewed for accuracy and all changes during the fabrication process will be updated.

Project Management Experience

While our primary experience is with fabrication, our project managers have years of experience with many different disciplines, including those outlined in the RFP. Many times during the fabrication process, value engineering is required and we have to revisit the exhibit design. It is during this process where much of our experience is gained. We are also utilized as consultants by numerous design firms to provide accurate budget for design projects. We provide these estimates throughout the complete design process.

Many projects require that the exhibit fabricator be responsible for image acquisition and illustration production. We were responsible for acquiring all images in the Eielson Visitor Center Exhibits, Denali NP & P and responsible for over 90 illustrations for the Paradise Visitor Center Exhibits, Mount Rainier NP.

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During the Historic Jamestowne Archaearium and Visitor Center project we held two artifact workshops. In these workshops we laid out each and every case with proposed graphics, text blocks and artifacts. We determined how artifacts would be displayed and on many occasions changed which artifacts would be used.

We work with AV producers on almost every contract to make sure that the deliverables match the AV equipment specified.