National Park Service iBook Project: Part II - Project Proposal

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Author Note

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This research was conducted for the National Park Service as part of a project for the DTC 497: Senior Capstone class.

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Introduction

This document defines our project proposal for the National Park Service iBook Project and outlines the research conducted, the methods to be used in developing the project, and the projected timeline for project completion. We are excited to be among those who have contributed in the past to the rich multimedia available to visitors to the Fort Vancouver National Historic Site, and to continue the relationship between the National Park Service and Washington State University Vancouver's Creative Media and Digital Culture program. With nearly one million visitors to the park every year, the Fort Vancouver National Historic Site is an important location to which we are thrilled to contribute our time, skills, and ultimately interactive multimedia in the form of a series of iBooks. Our team will adapt the content of at least one existing volume of the "Within the Collection" series to the iBook format.

Research

Our group has looked in detail at a sample of five existing iBooks that we believe to be similar in content or treatment of subject matter to the Fort Vancouver National Historic Site's *Within the Collection* series of books. Our categories of comparison included the following: file format, design and layout, audience, content, and widgets. Regarding file format, our research suggests that while the iBook format is impressive in its capability for interactive content, it is also a proprietary format that can only be viewed on an Apple iPad, causing this format to limit audience accessibility. Therefore, in addition to the iBooks, we will create static, non-interactive PDF versions of the iBooks to make the publications available to a wider audience. Upon analyzing our sample group, we concluded that the most effective design for our purpose will be a simple and relatively minimal design with multiple page layouts that feature strongly contrasting foreground and background elements. We will use the tools of design and layout appropriately to appeal to the requested target audience age of "young adult/adult." The iBooks in our sample group contained varying proportions of interactive images/media and text, and we believe that a nearly equal emphasis on textual content and media content will be the most suitable balance for our adult audience.

Method

     Using Apple iBooks Author and our knowledge of HTML, CSS, other code, and the creation of widgets, we will create an interactive iBook version and a static, non-interactive PDF version of *Within the Collection, a Look Inside the Fort Vancouver Museum: McLoughlin Family Collection, NCRI Curation Series No. 4*. Our foremost goal is to create an attractive, engaging, and problem-free iBook for this particular booklet, and by doing so, to create a sort of template upon which other iBooks can be based. After creating the iBook, we will, at that point, begin work on translating the content from the iBook format to the PDF format, taking into consideration any necessary alterations to widgets and interactive elements so that content is not lost or incomplete. Time permitting, we will create a second iBook/PDF from *Within the Collection, a Look Inside the Fort Vancouver Museum: Beads, NCRI Curation Series No. 5,* as indicated by You, the client, to be the second-priority booklet. We will make no more than two iBooks/PDFs, and no fewer than one.

     We will look for ways to use widgets creatively and will implement them effectively. You, the client, have expressed interest in the inclusion of interactive 3-dimensional or 360-degree views of selected objects from the Fort Vancouver museum collection. We have already begun researching possible ways of implementing such a widget and will analyze our options, ultimately to design and/or implement the best widget for the intended purpose of interactively displaying an object(s) in more than one dimension.

Itemized Timeline

- Presentation of Project Proposal: **Wednesday, October 2nd**

- Production of iBook/PDF begins: **Wednesday, October 9th**

- Project Progress Conference with You, the client: **Wednesday, November 13th**

- iBook Usability Testing: **Wednesday, November 20th** to **Wednesday, December 4th**

- Project Completion Conference - Deliverables given to You, the client:

    Wednesday, December 4th

- Fort Vancouver National Historic Site/Museum Collection Visit(s): **Date(s) TBD**

Project Team Roles

>   Project Manager - Nicholas Rudy

>   Responsible for creating project timeline/deadlines, managing tasks, and

>   coordinating communication between members of the team and You, the client.

>   Lead Designer - Bryan Ruhe

>   Will work in conjunction with Content Specialist to develop iBook/PDF layout

>   and design. Responsible for widget development and implementation.

>   Content Specialist - Kyleigh Williams

>   Will work in conjunction with Lead Designer to develop iBook/PDF layout and

>   design.

What We Require from You, the Client:

A significant portion of the digital files used to create the existing books have already

been supplied to us, but we will require any remaining, relevant digital files as soon as possible.

We will communicate with You, the client, to arrange a digital file transfer. We also require the

hex codes for the color scheme(s) required by the National Park Service's Style Graphic Identity;

we were unable to find this information at the supplied links. Finally, in order to develop

3-dimensional/360-degree views of museum collection objects, we will require access to items(s)

within the museum collection and will likely need to photograph the objects from multiple

angles. If supervision from one or more of the museum staff members is required, that will not be

a problem. Further discussion of this development is warranted and will follow in the weeks to

come.

Deliverables

Upon completion, we promise to deliver to You, the client, the following:

- One completed iBook of *Within the Collection... McLoughlin Family Collection...*

- One completed PDF version of the *...McLoughlin Family Collection...* iBook

- One notebook containing all relevant project documents (Comparative Analysis, Project

 Proposal, etc.)