



Produced by

MA/MSc Multidisciplinary Innovation

Northumbria University

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Concept Card

THIS IS OUR
RESEARCH.



GO TO SCHOOLS TO TEACH AND CONTINUE
TO GO TO UNI.

Context

Our aim is to create a current and future innovative and communicative partnership between Northumbria University and Centre for Life. Our current task is to design a display space to compliment the BodyWorlds exhibition from May, presenting Northumbria's researchers work in a valuable and engaging way to the public. Looking to the future we have created a range of solutions that could be used and implemented after the BodyWorlds exhibition to increase engagement with the public. In addition we have created a business strategy, taking into account the future of NU and CfL collaboration, and budgeting aspects.

Draw or write or write your idea in this space...

The Brief

“Meet the Researchers is an event taking place at the Centre for Life that aims to showcase the breadth of Northumbria’s research output. Using skills and knowledge from MA Multidisciplinary Innovation we will attempt to design a coherent experience for public exhibition within the Centre for Life in an interactive, creative and entertaining way.”



Did you know
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Our Vision

“ Using CfL’s facilities and consumer facing profile, Meet the Researchers aims to communicate Northumbria’s Research output in an engaging and accessible way. Using Northumbria’s design expertise, a framework will be developed to encourage intra-university collaboration under the banner of Northumbria@Life. In future this joint partnership will enable data mining at a national and international scale for further research projects. ”

Stakeholders

Public



*Northumbria
University*



Centre for Life

Researchers



Bodyworlds



Local Schools



Benefits

Increased Publicity

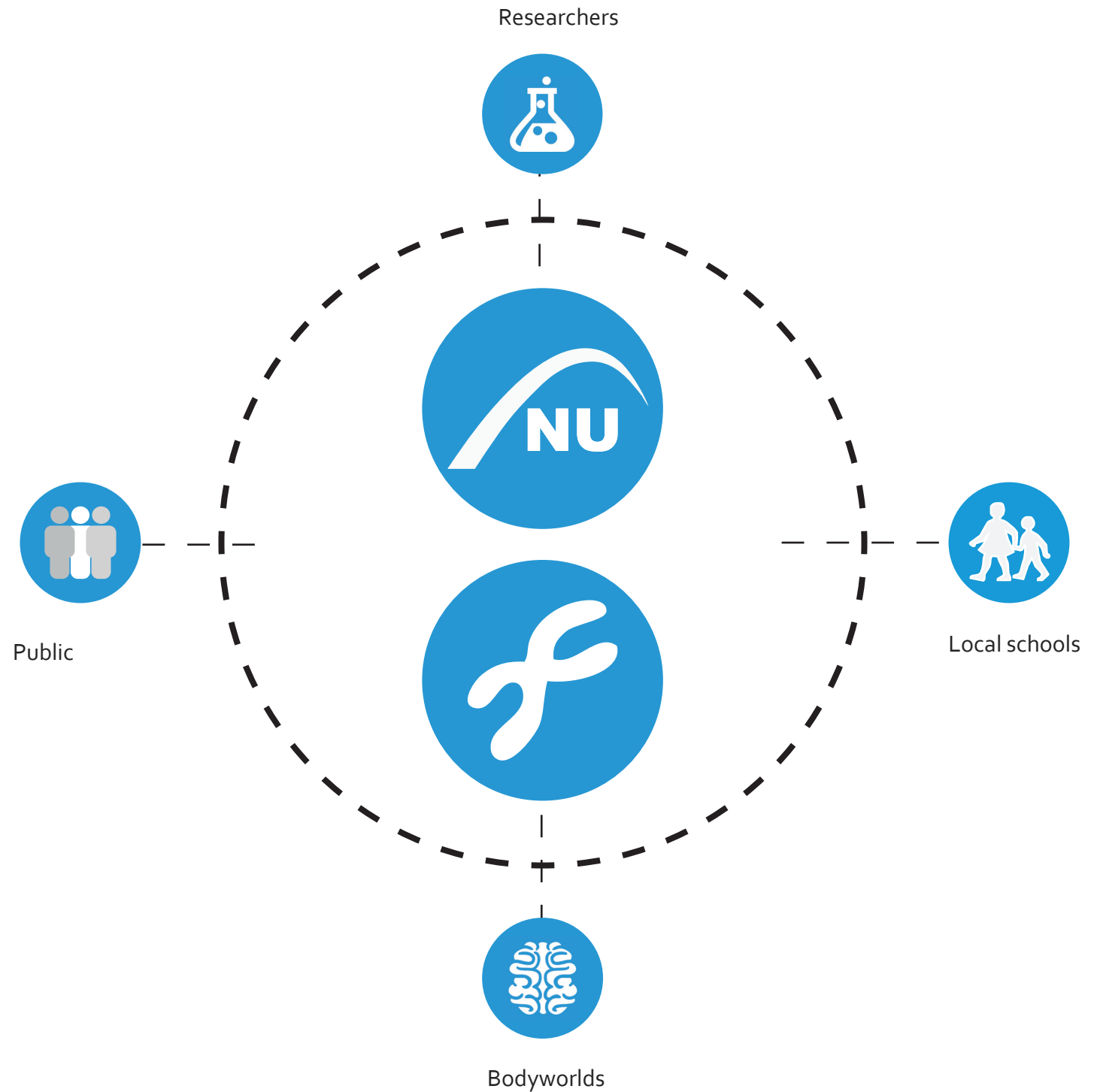
Increased Admissions

Strengthen Reputation

Gain Research Funding

Stakeholder Map

This map shows the six key stakeholders and how they relate to each other.



Strategic Partnership

Listed here are some potential benefits of a strategic partnership between Northumbria University and Centre for Life

MSc Public Engagement with Science

Delivered jointly by Northumbria University and the Centre for Life this high profile partnership will deliver a course which encompasses both academic and practical components providing a balanced technical and theoretical programme aimed at maximising outreach and public engagement work in science.

Opportunities

Students on this programme of study will have the opportunity to assist the Meet the Researchers events as they happen

This also ties into the key offer of the masters in that it is public engagement these events are concerned with. And these events will show the best of Northumbria's research output.

Gaining capabilities

Enquire certain resources that it lacks in the knowledge, technology and expertise.

Easier access to target markets

Some people find university compound intimidating, approaching the target audience in public spaces

Sharing the financial risk

NU and CFL can make use of the strategic arrangement to reduce their individual business's financial risk. For example, when two firms jointly invested with equal share on a project, the greatest potential that each of them stand to lose is only half of the total project cost in case the venture failed.

Achieving synergy and competitive advantage

Synergy and competitive advantage are elements that lead businesses to greater success. An enterprise may not be strong enough to attain these elements by itself, but it might possible by joint efforts with another enterprise. The combination of individual strengths will enable it to compete more effectively and achieve better than if it attempts on its own.

Access to supplementary services

Opportunity to offer supplementary service to the clients that otherwise would be available.

Increased brand awareness

Opportunity to grow market size with a partnership presents the additional opportunity to increase awareness of the brand

Collaboration

Actively working together, through a sustained effort of work towards common outcomes at a systemic and practice level.

Data mining to drive innovation

Creating a combined database form various researchers will enhance innovation between the two parties for future development. For example "Living labs" a common practice conducted by universities throughout the world.

4 Step Plan

This project has been designed so that it is scalable, in four stages, with a measurable benefit at each stage. The first stage is explained in detail in this document while stages 2,3,4 are given an overview.

At the end of each stage a review will be conducted.

Stage One

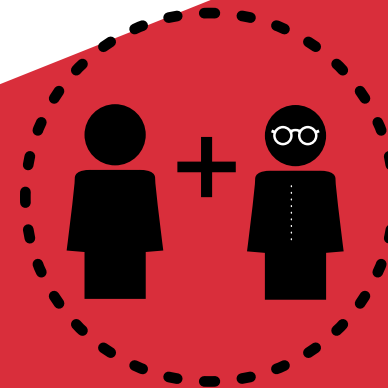
First meet the researchers
event held during Bodyworlds



Review

Stage Two

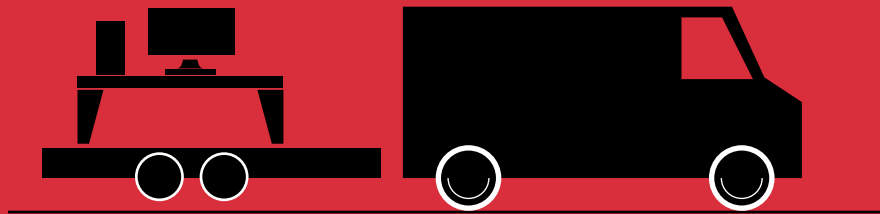
Stand-alone meet the
researchers
event displaying multiple
researchers work



Review

Stage Three

Outreach project, takes "Meet the Researchers" to local schools, invites schools to view stand-alone display at CfL



Review

Stage Four

Use Northumbria Design/Research framework to attract national university collaborations



Review

Estimated Budget

Stage 1

Description	Units	Rates	Cost	Description
Poster	9	80	720	
Furniture				
Desk/Table	1	0	0	Collaborate with NU Design/ Furniture
Research Board	2	0	0	to produce
Skeleton	1	70	70	
Logo "Meet the researchers"	1	50	50	
Wide TV Screen 50'	1	1600	1600	
NU identity				
Title "Meet the researchers"	1	15	15	143cm x 25.4cm
Logo	1	15	15	143cm x 50 cm
Flyers/ Leaflets	5000	30	150	30£/ 1000
Pens	300	0.05	15	A5 double size30£/ 1000
Mugs	150	0.5	75	A5 double size
USB	100	1	100	
Key Rings	300	0.2	60	
QR Code	1	0	0	
Researcher Assistant	3	60	180	OPTIONAL - student volunteers might be cost-free
PR/Advertising cost	1	1000	1000	Utilise the established NU & CfL
Contingency	1	200	200	Marketing channel (Press, Publication, Photographer)

Stage 2

Description	Units	Rates	Cost	Notes
TBC (Possibly cost free - Using the exising materials from previous BodyWorlds Exhibition from Stage 1)				

Stage 3

Contingency	1	500	500	110£/day for 5 hours
Van hire with driver	6	110	660	Including the furniture, materials for lab in the van
Facilities set - up	1	300	300	
Banner	1	50	50	0£/ 1000 A5 double size
Flyers/ Leaflets	3000	30	90	
Contingency	1	200	200	

Stage 4

TBC				
Total Costs			<u>6050</u>	



Challenges

- Mobility of the designed display equipments.
- Working within the constraints of tight budget
- (£5000 - £10,000)
- Understanding the requirements of Centre For Life
- Contractual restrictions imposed by Body Worlds

Opportunities

- Promotion of Northumbria's research output
- Bodyworlds is a blockbuster exhibition expecting a footfall of many thousands
- Opportunity for researchers to gain exposure for their research

Stage One

The first Meet the Researchers event will take place as planned, taking up a small section during the BodyWorlds exhibition at Centre for Life. Researchers will have the opportunity to present their research to visitors on a Northumbria Branded table display.

Challenge Statement

Sometimes recruiting study participants requires going through institutions, which may put up barriers, particularly if your research is controversial or sensitive, and this presents an additional challenge.

One of the challenges that educational researchers have faced in recent years has been that of demonstrating 'what works', an argument that often draws rhetoric from comparisons with medical research.

Meet the research will help to promote a more realistic public perception and raise public awareness on completed, or on going research and speaking directly to researchers involved. Meet the researcher event can also be used as means to collect data from members of the public, which they would not have, access otherwise.

Researchers Involved in stage one



Sian Lawson

Monitoring muscle usage and movement.

Data Mining from participants.



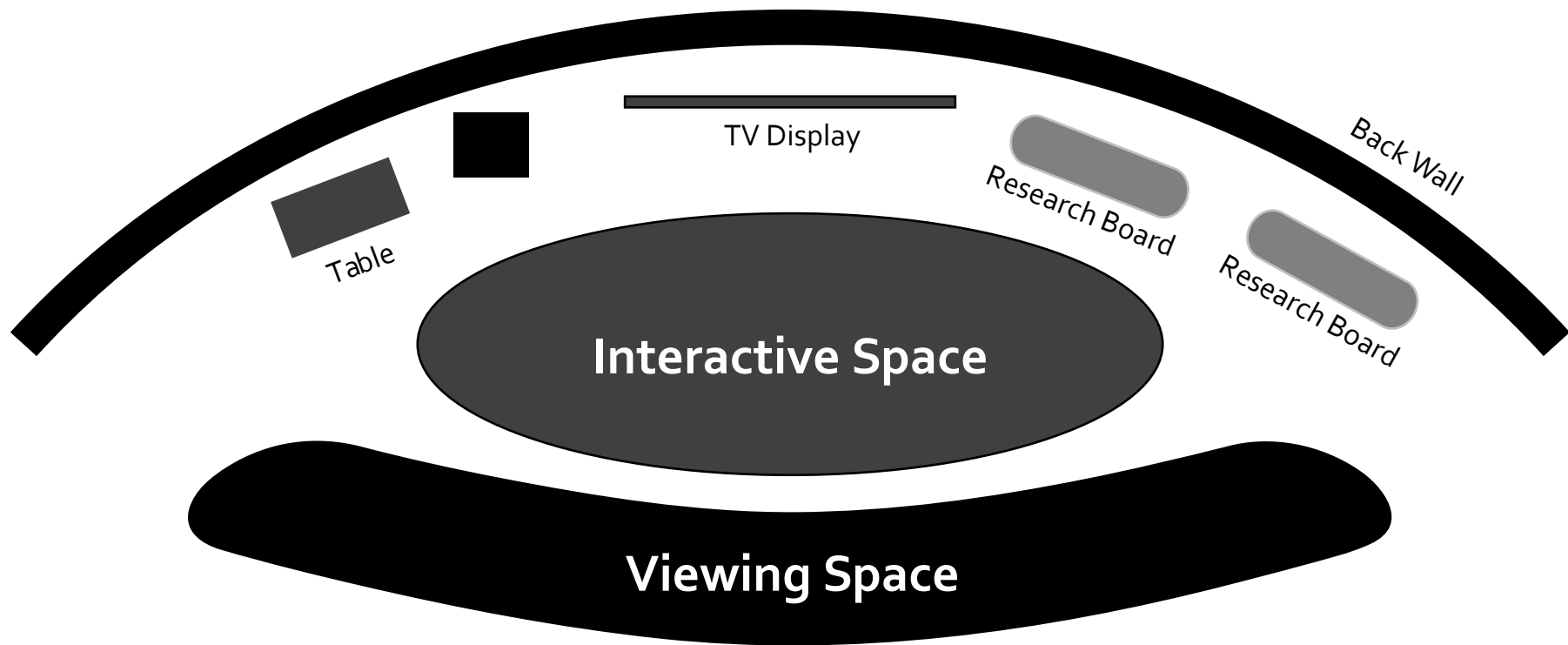
Li Zhang

Automatic facial expression detection using Kinect



Hubert Shum

Advanced and occluded motion capture using Microsoft Kinect system



Floor Plan

Meet the Researchers exhibition space provided by Centre for Life is small, about 14m square. This required a careful and more detailed floor planning and positioning of equipment to maximise the space for interaction, as well as allowing enough space for spectators to watch. Table and researcher stands are specifically designed for the "Meet the Researcher" exhibition, and future exhibitions.



Facial Recognition



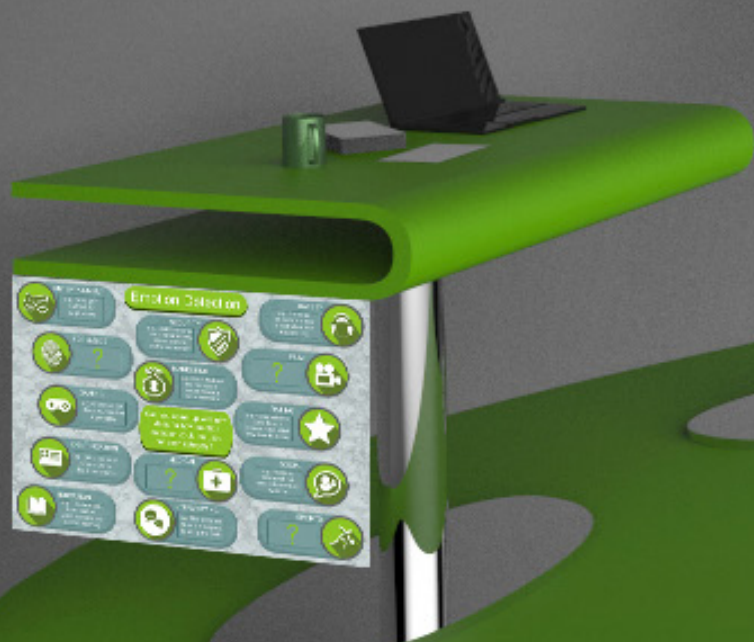
Emotion Detection



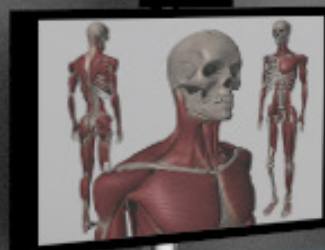
Motion Mapping



Meet the Researchers



Meet the Researchers





Oval Research Board

The custom oval research boards provide twice the space to present data by being able to spin on the central vertical pole. This creates a fun and interactive system which will get people more involved in the researchers work.

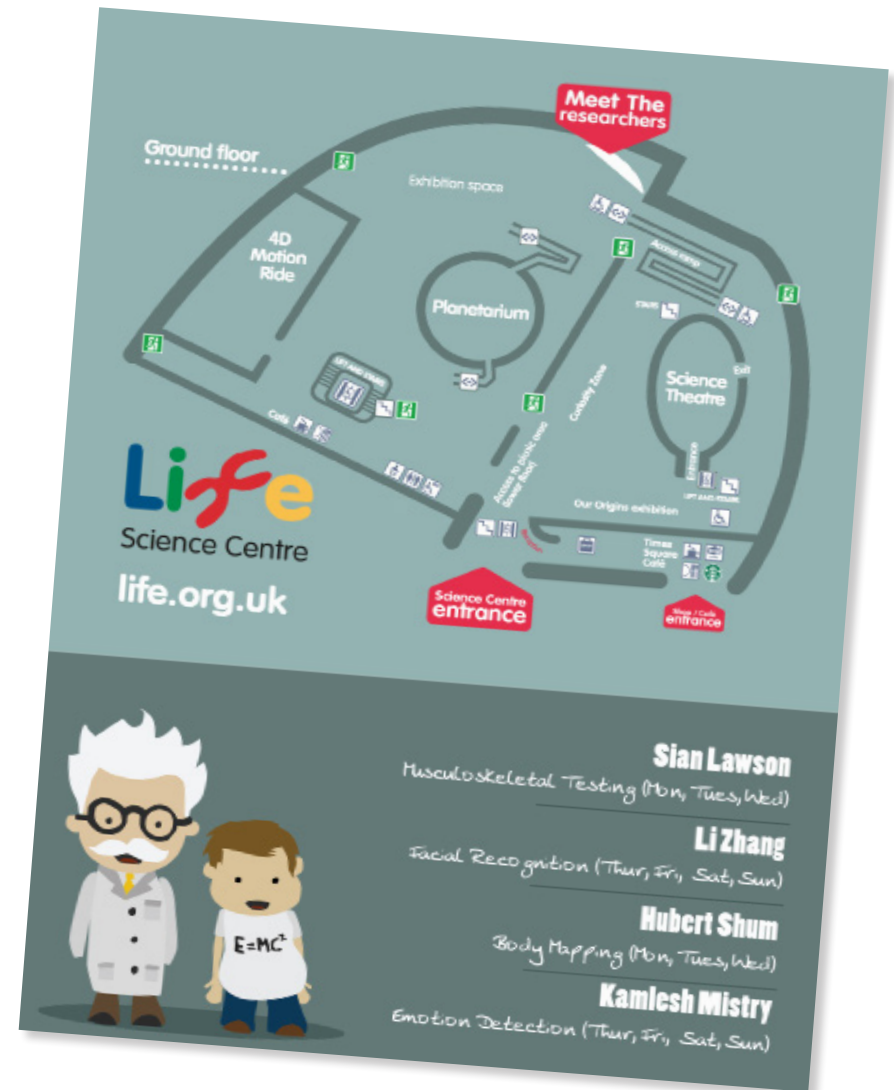
The research which is displayed will be a simplified visual interpretation of the data which helps the public to put the work in context.



Desk

The lightweight desk is designed to be inviting and non-intrusive, this should help people to feel comfortable approaching the researchers. It also provides an extra storage shelf for the researchers leaflets and posters which they can hand out to the public.

All of the exhibition items are designed to be easily put together and taken apart so that they can be moved and transported to other locations with ease.



Bodyworlds merchandise and flyers.

Qr Code.

This unique QR can be taken home as a reminder of the visit.
All data captured during the Meet the Researchers visit will be stored online. Scanning the QR code will allow home access to data recorded during visit and will be a reminder of their visit.



Meet the Researcher

Interactive QR Cards

Values and Benefits

- Support researchers to communicate and engage with the public.
- Strengthen the strategic partnership.
- Long-term and committed collaboration.
- Regular communication between researchers and the public.
- Strengthen CfL reputation of supporting education, researchers and life sciences.



Stage Two

NU School of Design work alongside researchers to develop better communication and ways to engage the public. Meet the researchers event held periodically at Centre for Life. Following the branded work from previous Researchers' exhibition. Evaluation and Review Session.

Rationale

Utilise the existing materials and existing venue of CfL

Maintain the awareness and attention gained from the previous event

Low cost investment

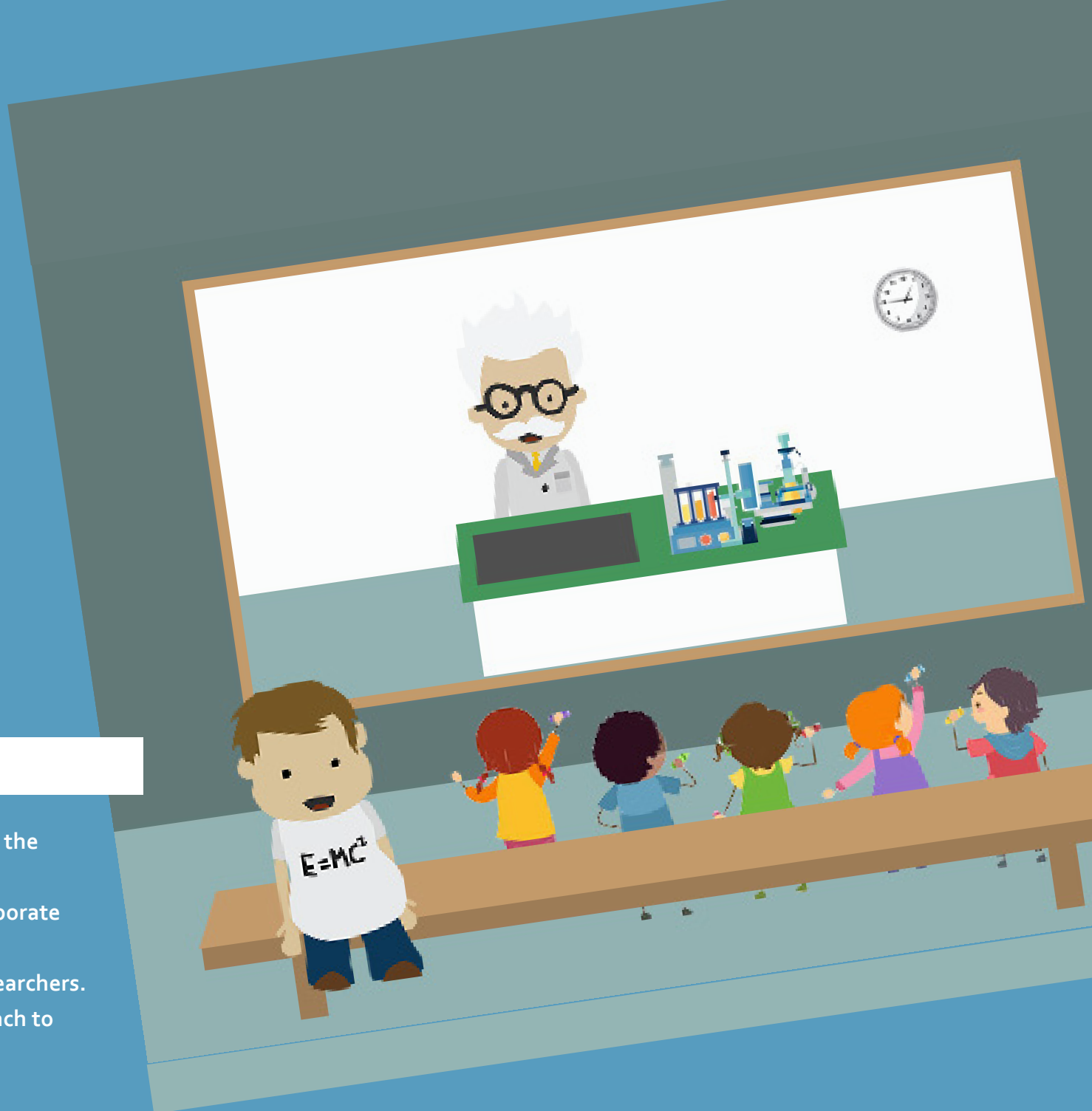
Quick and short time set-up

Initiate brand awareness of the long-term programme

In order to keep the public informed, any researchers taking part must keep the public up to date on their work with press releases or blog

Values and Benefits

- Interactive life sciences experiences for the public (students/ Kids).
- Generate awareness of NU and CfL corporate social responsibility (CSR).
- Real-life engaging activities for the researchers.
- Creative and interesting science approach to daily life.



Stage Three

*A lab/research deliverable van with simple and portable equipment. Go to local schools/ college in order to engage kids and students to the world of life sciences and researchers' work.
Evaluation and Review session*

Rationale

Medium cost investment

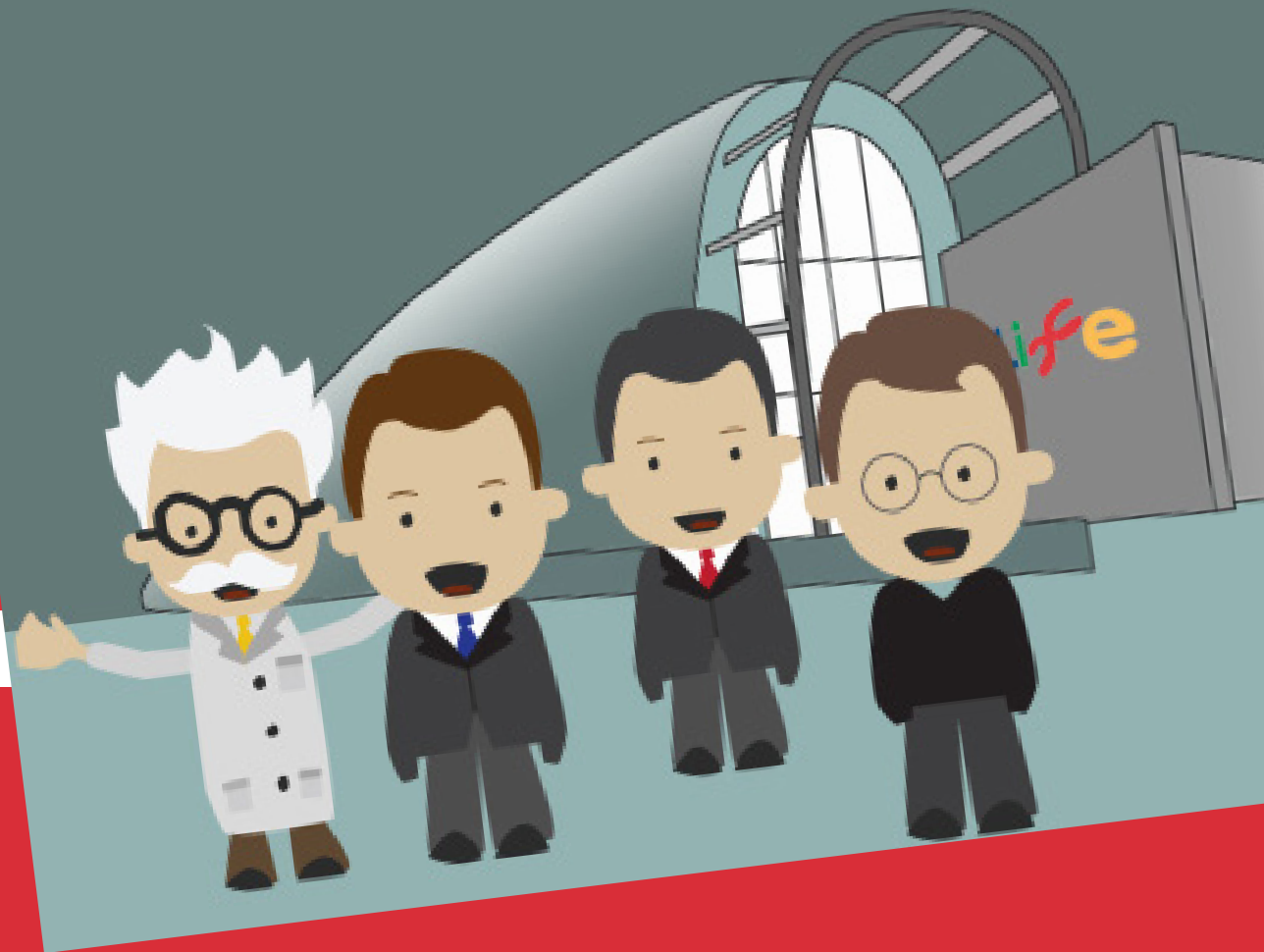
Maximise public awareness and attention

Utilise the creativity and innovation of NU Design Department in terms of interaction and engagement

Brand building

Values and Benefits

- NU efforts and contribution to academic research.
- Established framework that benefits researchers.
- Strengthen the NU image and reputation.
- Demonstrate the ability of NU Design Department.
- Potential partnerships/ collaboration.



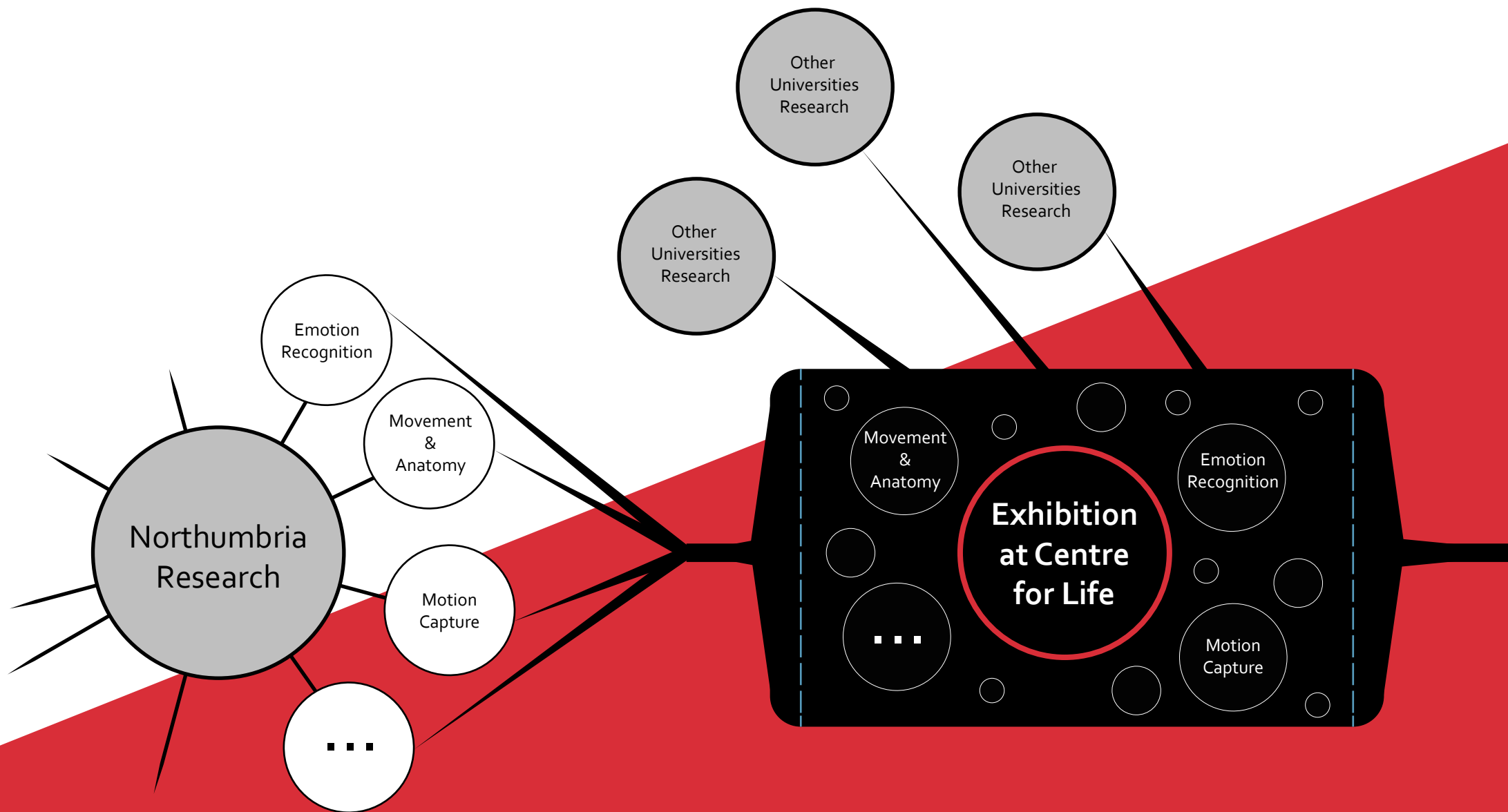
Stage Four

Invite other universities such as Newcastle University to collaborate and develop the approach that researchers can use to communicate with the public/ audience.

Rationale

Low cost, high value

Utilise the existing network of researchers and professionals



This database hosted by
northumbria@life will be a

Research
&
Innovation
HUB

Data collected while the
public is taking part into
the researchers activities

Researchers
DATABASE of
Northumbria @ Life

Stage 4 Conclusion.

By the time stage four is reached, the partnership will be adept at creating engaging research and exhibition experiences. Leveraging this popularity will involve collecting data from research participants. It is a win-win situation as the Centre for Life will attract more visitors, and researchers at Northumbria will have access to data that would be otherwise difficult to come across or hard to generate through other means.

Future of "Meet the Researchers"

- Opportunity to reach audience which were inaccessible through conventional route
- Raise profile of the research and related courses
- Create funding opportunity
- National and international recognition
- Put NU on the map
- Mobile and portable

Team



Marc Peregrino



Nkusi Alain
Clement



Ashlee Bentham



Craig Fenby



Haroon
Mohammed



Valeria Murru



Max Holford



Nishanth Marka



Luke Jackson



Laura Elizabeth
Mckay



Jonathan Hartono



Jasmine Morris



Francis Hew



Lola Corral-Alfonso



Andrew Mckinney



Gisele Ossambia



Quang Huy
Nguyen



Hăng Catie



Sam Hirsch



Lewis
Cunningham-
Robinson

Thank
you