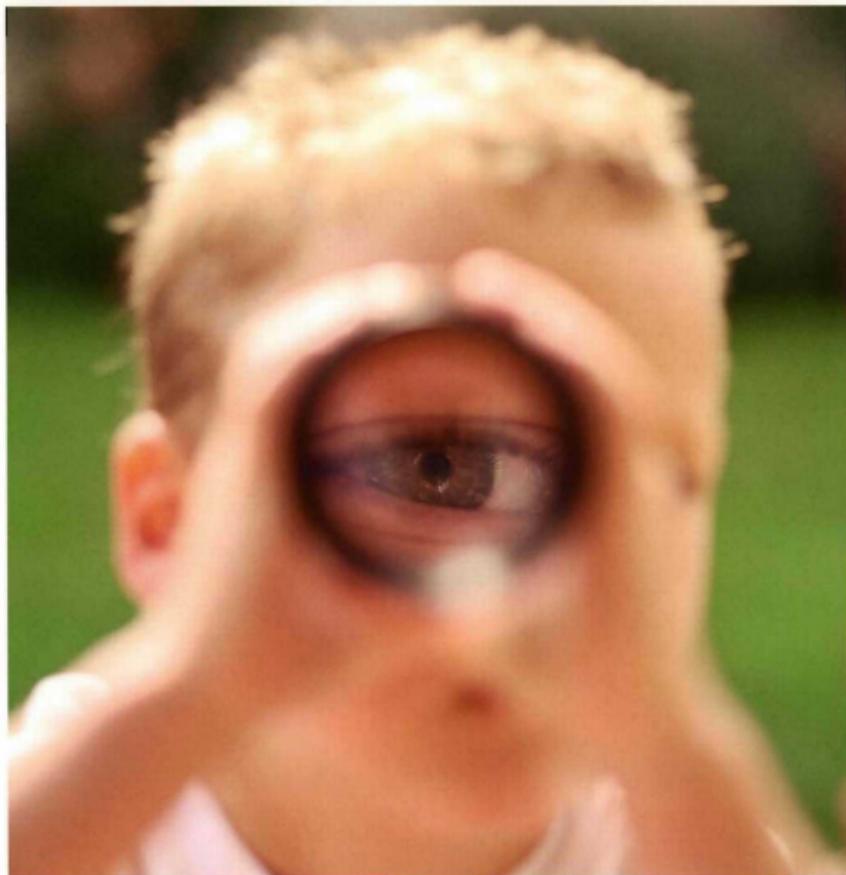


Interactive Annual 9

Communication Arts



September/October 2003
Sixteen Dollars
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2003 Award of Excellence

Interactive Annual

INFO DESIGN

Eileen Meier, creative director/art director

Brandy Camps/Mark Rodriguez,

Flash programmers/graphic designers/animations

Steve Goldman/Eileen Meier, information architects

Steve Goldman, executive director

Wired Science, project design and development

Orlando Science Center, client



Communication Arts

Patricia Long

EDITOR AND DESIGNER

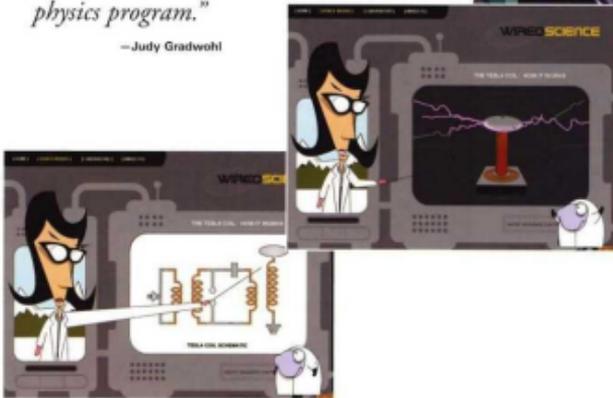
The Amazing Tesla Coil

Overview: Designed for the casual Science Center visitor, this CD-ROM works on many levels to explain how man-made lightning pushed the limits of electricity.

- Complex scientific information is delivered through humor and interaction
- Multiple interactive quizzes appeal to all age groups
- Flash based
- Project took 3 people 6 months to develop

"Everything your mother never told you about Tesla coils and then some! This is a fun and humorous delivery of serious science education. It employs fabulous animation, terrific script and audio—you don't usually see such amazing production values in a physics program."

—Judy Gradwohl





Creator's Comments: "During the creation of this project we, as designers, had to become scientists and learn the physics behind what we were creating. So, our executive director (Steve Goldman), who has a B.S. in physics, would sit us down and teach class day-to-day on the Tesla coil and how it works."

"We would videotape his lectures and use his hand-drawn schematics and diagrams to formulate scripts that later became animations based on the information he taught us. We even took trips to science centers like Chabot in Oakland and the Exploratorium in San Francisco to get better ideas of what was out there and to see how our project might fit into other science center environments."

"After exploring other centers, we feel very confident that our kiosks will work to help facilitate existing exhibits. They've been receiving such great reviews here at the Orlando Science Center that we're currently working on new ones to hit the floor later this year."

"To put this project in perspective: Presenting formal learning material via an informal teaching device (kiosk) has been challenging, frustrating and fun—overall, quite an adventure."

—MARK RODRIGUEZ



"Catchy and kitschy. There's a lot of motion without ever being too much. Simple graphics, good voices and noises and very quick, visual and easy-to-understand explanations of some complex concepts. A great interactive learning experience."

—Kristina Kremer



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