



# WPI

## **Cibachrome IQP Team 2021**

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# Goals and Objectives

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- Goals
  - Develop a prototype showcase for the Cibachrome Association's archive
  - Develop a promotional plan for the showcase
- Objectives
- Curating elements for the prototype showcase
- Designing the best implementation for the showcase
- Devising a promotional plan

# Methods

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- Objective 1: Curating elements for the prototype
  - Surveyed young adults
  - Interviewed archivists, curators and photographers
- Objective 2: Designing the best implementation for the showcase
  - Conducted literature review
  - Surveyed young adult
  - Received feedback from curator
- Objective 3: Devising a promotional plan
  - Surveyed young adults
  - Interviewed photographer and artists

# Results Thus Far

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- Used data from the survey and interviews to design the outline of our project
- Format and implementation
- Best promotional platform to use for Europe and the US
- Which media is more engaging to them
- Which times to promote the showcase on there various platforms

# Results to Obtain

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- Because of the size of the archive, it is unknown what theme would best suit the showcase
- Copyright rules on the elements we pick up
- How to create the final prototype

# Discussion

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- How much of the final product do other teams have done?
  - Does other teams have all of the results they wanted, or are you still waiting for more data/answers?

The logo of Moorcester Polytechnic Institute is a circular seal. The outer ring contains the text "MOORCESTER POLYTECHNIC INSTITUTE" at the top and "1865" at the bottom, separated by two small dots. Inside the ring is a shield-shaped crest. At the top of the crest is a banner with the Latin motto "LEHR UND KUNST". The shield itself is divided into four quadrants, with a central emblem that appears to be a stylized figure or symbol. The entire logo is rendered in a light red color against a dark red background.

**Any Questions?**