



WPI

Cibachrome IQP Team 2021

Drew Sullivan, Eduardo Morel, Erica Bonelli, and
Kaylie Lunderville

Goals and Objectives

- 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

- 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

- 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

- 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

- 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?

Any Questions?