

# GEBCO-subpage for high school students

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# Background

## outreach masterplan in Nov 2013

- In Monaco
- Paulo & Eunmi & Hyo
- Presentation on outreach concepts and plans
- Purposes/Methods/Masterplan Scheme in general

tangible/ intangible work  
product-oriented/activity-oriented

What we are thinking

### General Method of Making Road Map

- Information Strategy Planning methods will be tailored for the direction of outreach program

Step1. consensus of need for Roadmap  
Step2. Environment analysis (members, funds, organization, traditions, rules etc.)  
Step3. Current situation analysis ( ICT technical trend, user interests)  
Step4. SWOT analysis  
Step5. Vision and Objectives setting  
Step6. Strategies and potential subprograms  
Step7.  
Step8.  
Step9.  
Step10.

### For examples

```
graph TD; S1[1 Who are our guests?] --> S2[2 What step we have to do?]; S2 --> S3[3 Education Material]; S3 --> S4[4 Prepare & Plan]; S4 --> S5[5 Make]; S5 --> S6[6 Propagate]; S6 --> S7[7 Version Update]; S7 --> S8[8 Hard copy]; S8 --> S9[9 Soft copy]; S9 --> S10[10 Soft + order Based hardcopy];
```

1 Who are our guests?

2 What step we have to do?

3 Education Material

4 Prepare & Plan

5 Make

6 Propagate

7 Version Update

8 Hard copy

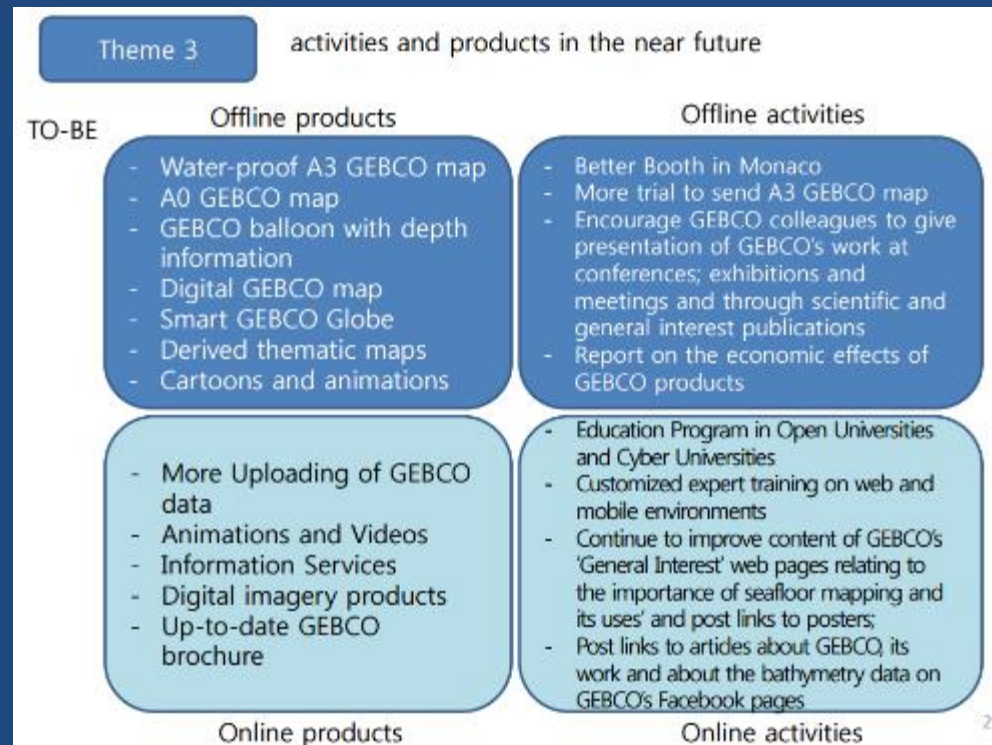
9 Soft copy

10 Soft + order Based hardcopy

# Short History

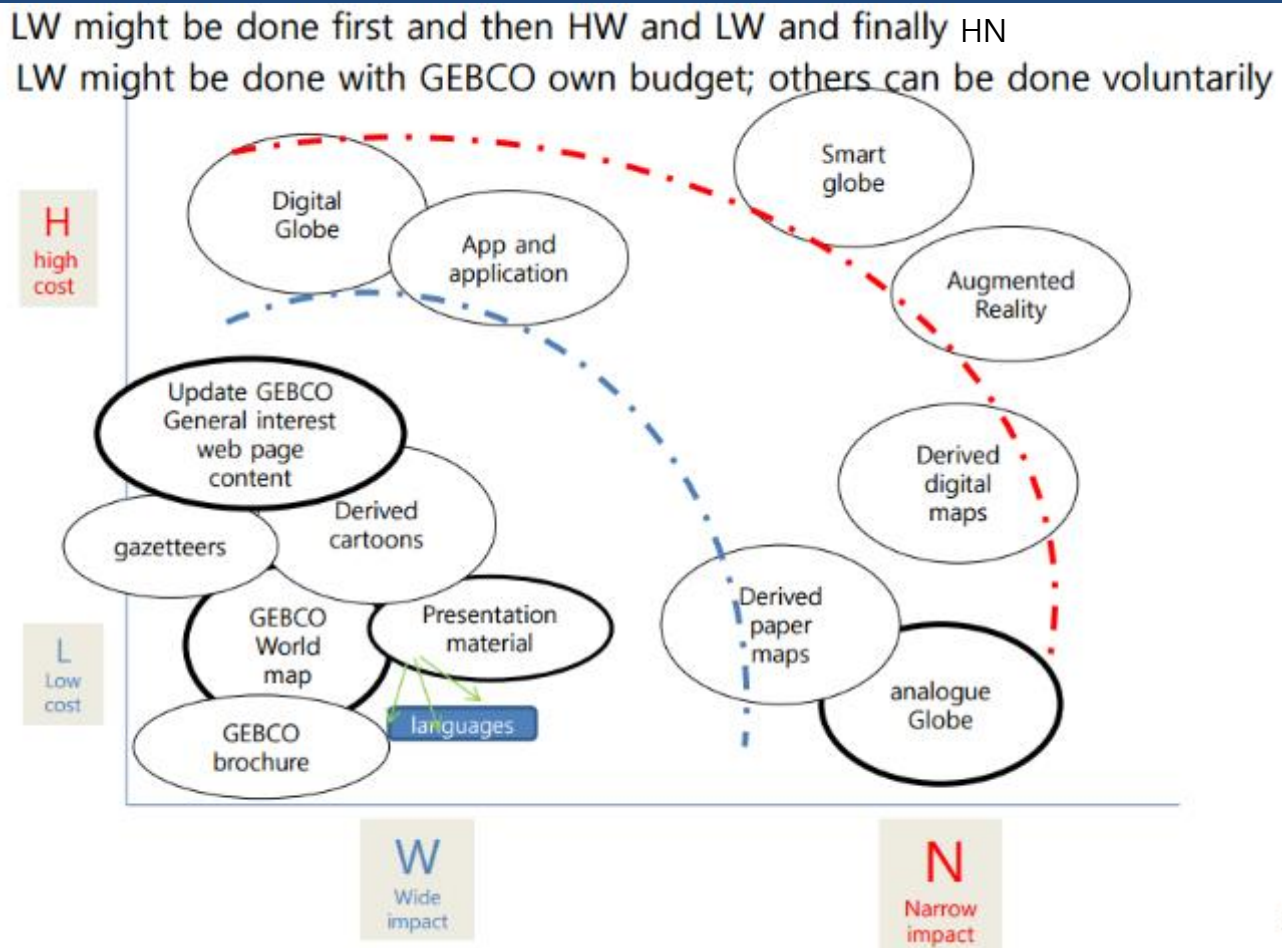
## outreach masterplan in June 2014

- In San Francisco
- Pauline & Eunmi & Hyo
- Presentation on potential activities in short-terms and long-terms
- Priority : less cost, more effect
- Students-targeted sub page
- Brochure or web games
- Attending conferences



# Short History

## Priority in outreach masterplan in Dec. 2014



# Purposes

## **Effects of outreach programs**

- Awareness of GEBCO activities
- Lead society toward sustainable development
- More investments on Hydrographic Survey and Ocean Mapping

Outreach means the activity of making people aware of the work that you do and the products and services that you provide.

## **Effects of student-targeted web page**

- Awareness of GEBCO activities
- Awareness of ocean mapping and naming undersea features
- Extend the usage of GEBCO products

# Methods

## Contents designs

- What we have done
- What we have shown
- What other web sites have
- What experts have reported

## Storyboard designs

The storyboard design for the website 'GEBCO for High School and College Student' is structured as follows:

- 1. Header:** Includes 'Letters From big faces' and 'Useful links' with QR codes.
- 2. Navigation:** Features buttons for 'Reading', 'Playing', 'Printing', and 'Designing'.
- 3. Contents:** Divided into a 'Sub Menu' and an 'Article'.
- 4. Article:** The introduction of this homepage is briefly described such as purposes, contents and usefulness.
- 5. Footer:** GEBCO copyright and other references.

# Methods

## Design concepts

- Sea waves on the top
- My bottle concept
- Love letters floating in the sea
- Open the bottle, then you will find stories.



## Simple Activity menu

- Reading
- Printing
- Playing
- Designing
- Letters
- Useful links



# Prototype

Link the url: <http://ziin2010.ipstime.org/outreach/>  
(front page in the First page)

 **GEBCO for High School and College Student** 

[Reading](#)   [Playing](#)   [Printing](#)   [Designing](#)

**Reading**   **GEBCO for High School and College Student**

**Playing**

**Printing**

**Designing**

The moon is mapped from polar to polar. As we have launched many artificial satellites to observe the earth itself, we have not finished mapping of the earth in detail. The earth is covered by water, in the names of seas and oceans. We are ignorant to landforms and lives under seas. It is natural or not necessary to know everything undersea features, as the human being belong to terrestrial parts of the earth.

This page aims to promote students in high schools and colleges to understand the activities of GEBCO (GEneral Bathymetric Chart and Ocean Mapping) and to be familiar to undersea features. Main manu is composed of activities of the students such as reading, playing, printing and designing. We hope this page will be kept updated and be full of materials interesting and useful.

Please leave any comments or Idea to [emchang21@gmail.com](mailto:emchang21@gmail.com) or [hhsung@owha.ac.kr](mailto:hhsung@owha.ac.kr).

Outreach Groups

reading	playing	printing	Designing
Brochure Posters Education Programs Job Related Ocean Mapping	Web toons Dictionary Links Comparison Games Twenty Question Games	GEBCO World map with Undersea Feature Names GEBCO World map without Undersea Feature Names	Commercial Non commerial Artistic Manipulation NOAA Icosahedron Globe

# Prototype: reading

## Brochure

- GEBCO official brochure
- GEBCO one page
- GEBCO Digital atlas one page
- In English and in Spanish

## Posters

- A3 size for print
- A0 size for print
- In English and in Spanish

## Education Programs

- Universities & Colleges
- Non-degree programs

## Job related to GEBCO products

- Careers

# Prototype: playing

## Web cartoons

### Web Cartoons (Oceans and Names)

- Contents -

1. Definition of Marine Geographical Names
2. Research Methods of Marine Geographical names
3. Marine Geographical Feature Naming and Announcement
4. Marine Geographical Name Outreach Service
5. Each Country's Undersea Feature Names



## Comparison games

- Comparison two pictures showing undersea feature

## Dictionary links

- NOAA
- Undersea features
- Free Picture sites

## Twenty Question games

- TBD

# Prototype: printing

## GEBCO world map with Undersea feature names

- Asia-centered map
- America-centered map
- In various languages



## GEBCO world map without Undersea feature names

- Asia-centered map
- America-centered map
- In various languages



# Prototype: designing

## Commercial

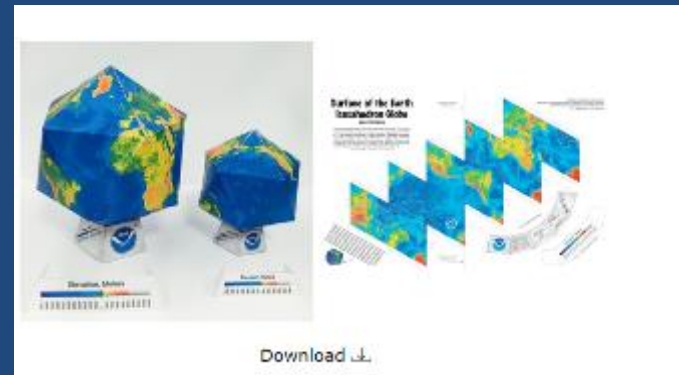
- Related documents can be downloaded
- GEBCO Spinning Globes

## Non-commercial

- GEBCO Globes by KOHA
- GEBCO smart Globes by KOHA

## Artistic Manipulation

## NOAA Icosahedron Globe

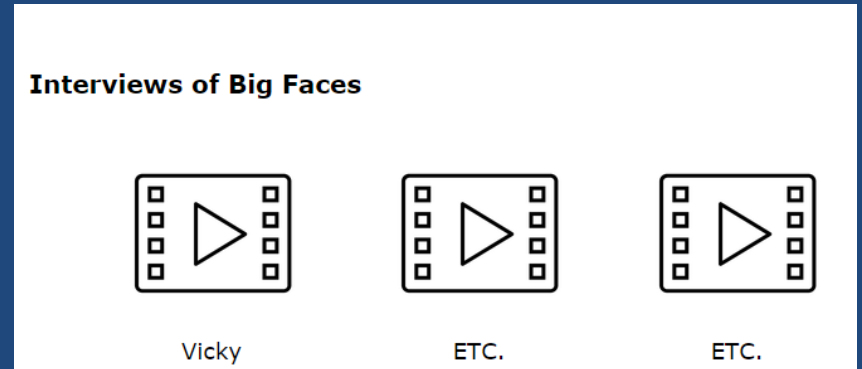


# Prototype: letters

## Letters from big faces



## Interviews of big faces



# Prototype: useful links

**NOAA/NOS Education site**

**USGS education site**

**Ocean Atlas**

**Marine Atlas**

**Regional Maps**

**Beautiful Ocean Maps**

**Free Images**

# Further Development

## Playing

- 20 Questions for undersea features
- Thematic Maps or Derived maps from GEBCO world maps
- Education materials for extra curriculums : molding and flipping
- Comparison size of features in terrestrial parts and in ocean

## Letters

- More hydrographers
- More ocean mappers
- More marine geo-physicists

## Interviews

- You-tube links
- More interview



# Further Development

## Reading

- Short Hydrographic History in pictures
- Quick Understanding for new technologies on Ocean Mapping
- Quick Understanding for data handling

## Printing

- Oceans and Currents
- Southern Pole maps
- Northern Pole maps

# Discussions

## More ideas & More input

- Needs for Teachers' page?
- Links for commercial sites
- Digital rights for data
- Standard Format for movie file?