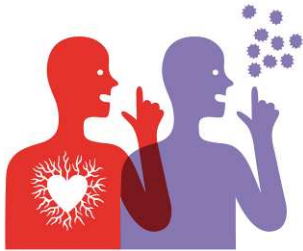




Education and Culture DG

Lifelong Learning Programme

**EAC**  
**EA**  
Education, Audiovisual & Culture  
Executive Agency



# PILOTS

**Professionalisation for learning in technology and science  
141872-LLP-1-2008-1-BE-GRUNDTVIG-GMP**

## D8.2: Logo and promotional material

**Workpackage 8: Dissemination**

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**[www.thepilots.eu](http://www.thepilots.eu)**

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# 1 Executive Summary

This deliverable describes the logo and brochure which were produced for the Pilots project. The design brief was drawn up by Ecsite and discussed with an external graphic design team before the results were produced and circulated among the project consortium for comments.

The graphic design was a key element in conveying the atmosphere of the project through its brochure, website and correspondence.

## 2 Design brief

### **A poster/leaflet promoting European training for explainers of science centres and museums**

#### **The project:**

Pilots is a new 2-year project which organises European training courses for science centre and museum explainers. Explainers are the people who interact with the public in exhibitions, activities and science shows.

#### **The need:**

Pilots needs an object to circulate by post and by email to all the science centres and museums in Europe. The aims are:

- To promote the Pilots training courses for explainers to the personnel of the science centre and museum
- To underline to science centre and museum directors the importance of the changing role of explainers, and the need for training
- For the recipient of the object to pass the message on to the explainers at that institution.

One possibility we imagined was a leaflet that becomes a poster. So the recipient reads about the role of explainers and the importance of training, and then puts the poster up on the staff noticeboard to inform all the staff at the institution.

This should also be developed in a format to be emailed.

The work would require:

- Design of a logo (and brand image/graphic identity? Is this feasible?) for the project (colour and B&W version)
- Design and printing of a poster/leaflet in 2000 paper copies (to be circulated by post)
- Production of an emailable version of the poster/leaflet

## 3 Pilots graphic design

### 3.1 Logo

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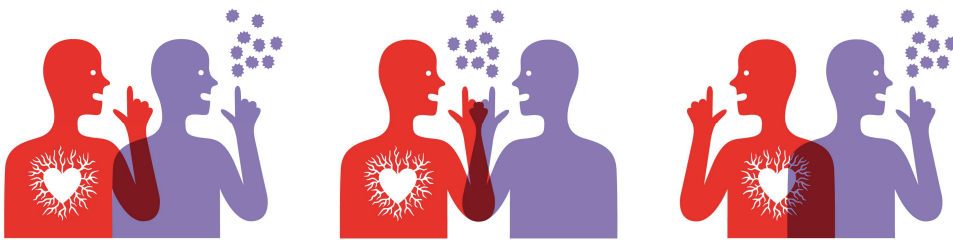
The Pilots logo was designed with a bold, eye-catching style, in line with the innovative and dynamic atmosphere of the project:

*Basic Pilots logo*

### 3.2 Logo

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Graphical elements were designed to accompany the logo, reflecting elements of the science explainer's role: engaging the public, communication, science, dialogue and emotion.



*Graphical elements*

### 3.3 Email banner

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The email banner below was designed to announce the opening of the Pilots Hub:



**Pilots Hub**, Europe's online community for science explainers - is now open! Sign up now, free, at [www.thepilots.eu](http://www.thepilots.eu)

## 4 Pilots brochure

The Pilots brochure (see Annex A) was designed as a leaflet which unfolds into a poster. This choice was made due to the dual nature of the target audience of this publication. The leaflet targeted the science centre and museum directors and management staff, who had to understand the importance of the project in order to agree to sending explainers to Pilots training courses, authorise Co-Pilots events and to make use of Pilots material. But also, the poster had to target explainers who could potentially join the Hub and attend training courses themselves. So the idea was that the management staff would read the leaflet and then pin up the poster for their explainers to read.

A PDF version of the brochure was also designed to be circulated by email and to download from the institutional website.

### 4.1 Brochure text

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## Pilots

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The Pilots project works towards  
**the professionalisation of the role of explainers in science centres  
and museums**

both through developing European training courses and through  
research on the role of explainers.

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Find out more inside – and then pin this poster on your staff noticeboard to inform your explainers!

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### **Who are explainers?**

Explainers are the people working in a science centre or museum who come into face-to-face contact with the public. They often have different names depending on their exact role in the institution – animators, guides, edutainers, facilitators or pilots, among others.

### **Why focus on explainers?**

There is currently a lack of shared knowledge about the roles, tasks and professional status of explainers in different European science centres and museums. Little structured research exists about explainers. Training schemes for explainers are not easy to find. Explainers from different institutions across Europe have little opportunity to meet and exchange ideas and best practices. We see in our field that science centres and museums are transforming, from expository to participatory, from exhibition-centred to engaging the public in a more active role. As our institutions evolve, the role of the explainer must evolve too.

### **How can I get involved?**

Pilots will be running training courses for European explainers. This is an opportunity for explainers from your institution to benefit from the latest best practice from across Europe. The Pilots project will make use of the most up-to-date European literature, methodologies, protocols and other results coming from European good practices in order to update explainers' skills and knowledge, with a particular focus on adult visitors. Courses last two or four days, and explainers in attendance will take part in a range of activities designed to hone various skills relevant to their role. Participants will share ideas about what it means to be an explainer, and share their own expertise as well as benefitting from the experiences of others.

## **How can my institution make the most of this training?**

All participants in Pilots training courses must organise a training activity in their own institution, for their colleagues. This allows explainers to share their experiences from Pilots in their own language, and ensure that as many explainers as possible benefit from this best practice, in each participating institution.

## **What is Pilots?**

Pilots is a 2 year project with the support of the Lifelong Learning Programme of the European Union. It is coordinated by Ecsite, the European Network of Science Centres and Museums, and the partners are: Technopolis®, the Flemish Science Center in Mechelen, Belgium; La Cité des sciences et de l'industrie in Paris, France; Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci in Milan, Italy; SISSA Medialab in Trieste, Italy; Ciência Viva - Pavilion of Knowledge in Lisbon, Portugal and House of Experiments in Ljubljana, Slovenia.

Pilots is aimed at Europe's community of science explainers. These individuals are brought together in THE Group, a thematic group of members of Ecsite, the European network of science centres and museums.

The Pilots webplatform will host a wide variety of pedagogical material, gathered and produced by the project, and supporting a European community of explainers who use, share and add to the resources available. Also available via this webplatform will be the results of research into the role of the explainer, carried out as an integral part of the project.

**For more information, or to take part in a Pilots training course:**

[www.thepilots.eu](http://www.thepilots.eu)

**or contact the Ecsite Executive Office:**

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[www.ecsite.net](http://www.ecsite.net)

<partners' logos>

<EU logos>

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## **5 Annex A: Pilots brochure PDF**

See attached.