

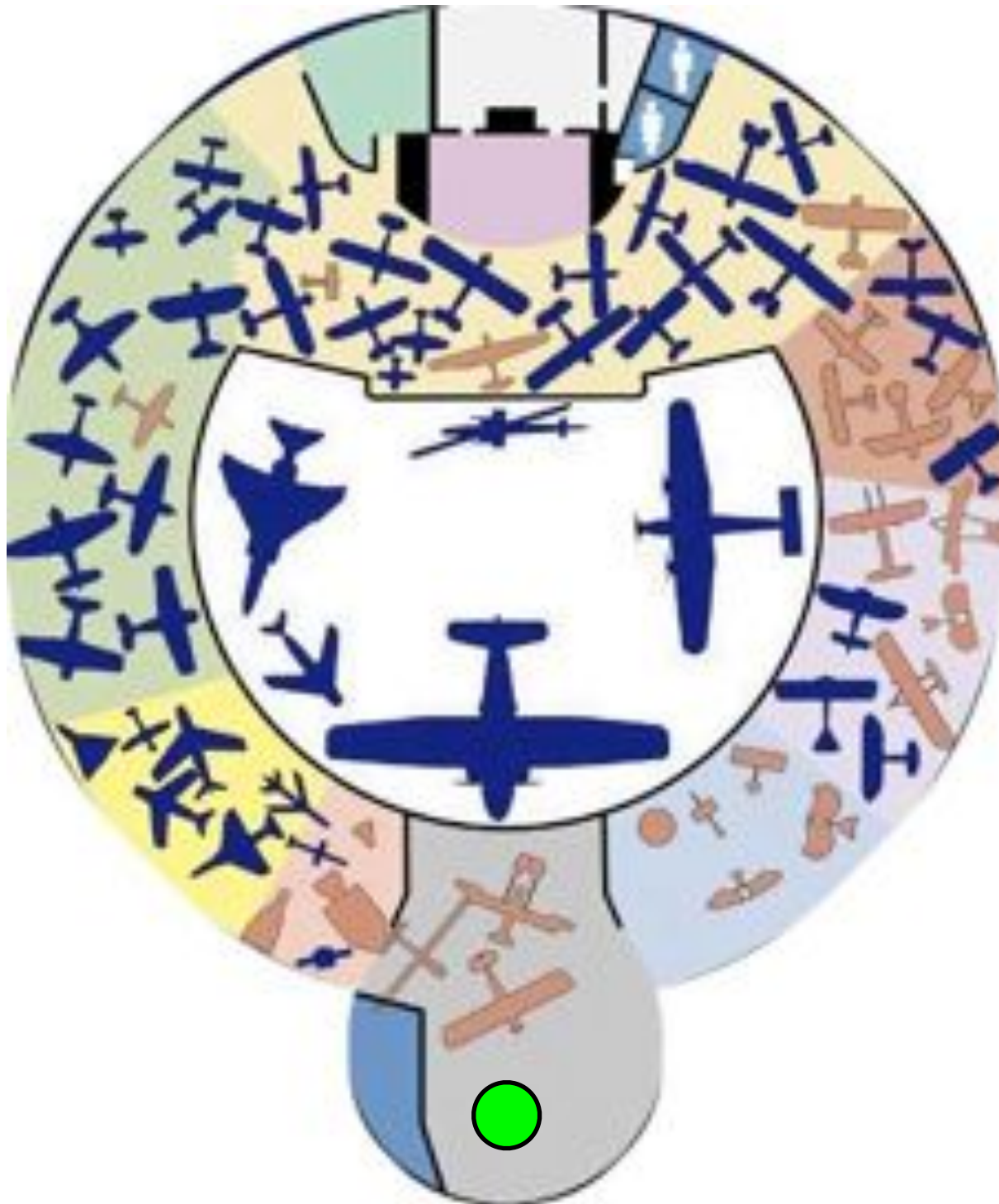
SAN DIEGO AIR AND SPACE MUSEUM

THEMATIC TOURS PRESENTATION

LYFORD ROME
EDTEC 671
MAY 11, 2009



TREMENDOUS COLLECTION SPANNING THE HISTORY OF FLIGHT



HISTORICAL CONTEXT IS LINEAR AND STATIC



(IT'S HARD TO MOVE
PLANES - PHEW!!!!)

HOW CAN THE MUSEUM PROVIDE ADDITIONAL EDUCATIONAL
CONTEXTS FOR THE COLLECTION?

AIR AND SPACE MUSEUM WEBSITE

The screenshot shows the homepage of the San Diego Air & Space Museum website. The header features the museum's logo and name, "Official Air & Space Museum of California". A navigation menu includes links for Home, Museum, Exhibits, Collection, Our Location, Airplane, Education, and Special Events. The main content area is divided into four columns: "FEATURED EXHIBIT" (Da Vinci Experience), "UPCOMING EVENTS", "JOIN TODAY", and "SPECIAL EVENTS". A sidebar on the right contains a "SCOPE" section with three items: "Enter Museum Store", "Events 2010", and "New at the Museum". The footer includes logos for Southern California Air Museum Affiliates Program, Balboa Park, and the City of San Diego, along with a note about financial support.

SAN DIEGO AIR & SPACE MUSEUM
Official Air & Space Museum of California

SCOPE
Enter Museum Store
Our new Online Museum Store is now open!

Events 2010
Sign up now for a unique aviation adventure!

Sign up for the E-Newsletter
Sign up today to start receiving our E-Newsletter today!

New at the Museum
Find out what's new at the San Diego Air & Space Museum.

Home Museum Exhibits Collection Our Location Airplane Education Special Events

FEATURED EXHIBIT
DA VINCI EXPERIENCE

UPCOMING EVENTS

JOIN TODAY

SPECIAL EVENTS

Home | About Us | Volunteer | Press | All Information

Southern California Air Museum Affiliates Program BALBOA PARK

Financial support for the San Diego Air & Space Museum is provided in part by the City of San Diego, Commission for Arts and Culture.

THEMATIC TOURS CENTERED ON EDUCATIONAL TOPICS

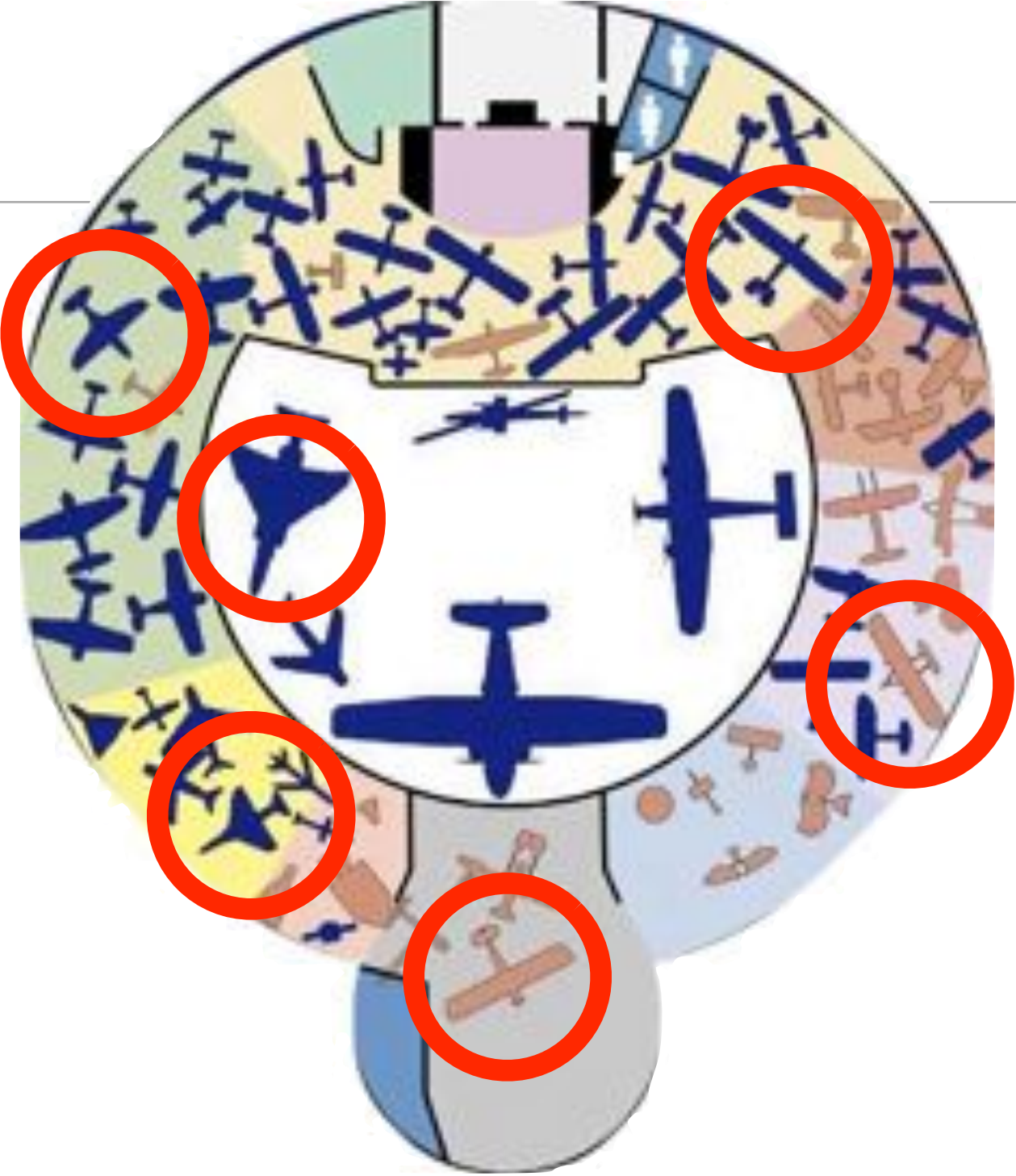
- ADD NEW VALUE TO CURRENT EXHIBITS
- AVAILABLE ON WEBSITE FOR DOWNLOAD
- TIE IN WITH PROMOTIONS OR OTHER ATTRACTIONS
- GENERATE RETURN VISITS SINCE THE COLLECTION IS "NEW" EACH TIME



AUDIENCE



SETTING



TOPICS

- CULTURAL

- HISTORICAL

- TECHNOLOGICAL

- MECHANICS OF FLIGHT

- MATERIALS SCIENCE

- INVENTIONS AND INVENTORS

- PHYSICAL SCIENCES

OUTCOMES

- INCREASE EDUCATION VALUE FOR EXISTING EXHIBITS WITHOUT INCURRING MAJOR EXPENSE
- INCREASE VISITS AND FIELD TRIPS FROM SCHOOLS
- INCREASE CROSS PROMOTION WITH OTHER ATTRACTIONS
- INCREASE RETURN VISITS FROM STUDENTS AND TEACHER

EXAMPLE THEMATIC TOUR

HIGHER AND HIGHER: A TOUR OF THE COLLECTION UP THROUGH THE ATMOSPHERE

DOWNLOADABLE GUIDE



SAN DIEGO AIR & SPACE MUSEUM

Official Air & Space Museum of California

HIGHER AND HIGHER!

A TOUR OF THE COLLECTION UP THROUGH THE ATMOSPHERE



Complete your spaceship and fly to outer space!

On your map, look for specially marked exhibits in the museum. At each station,

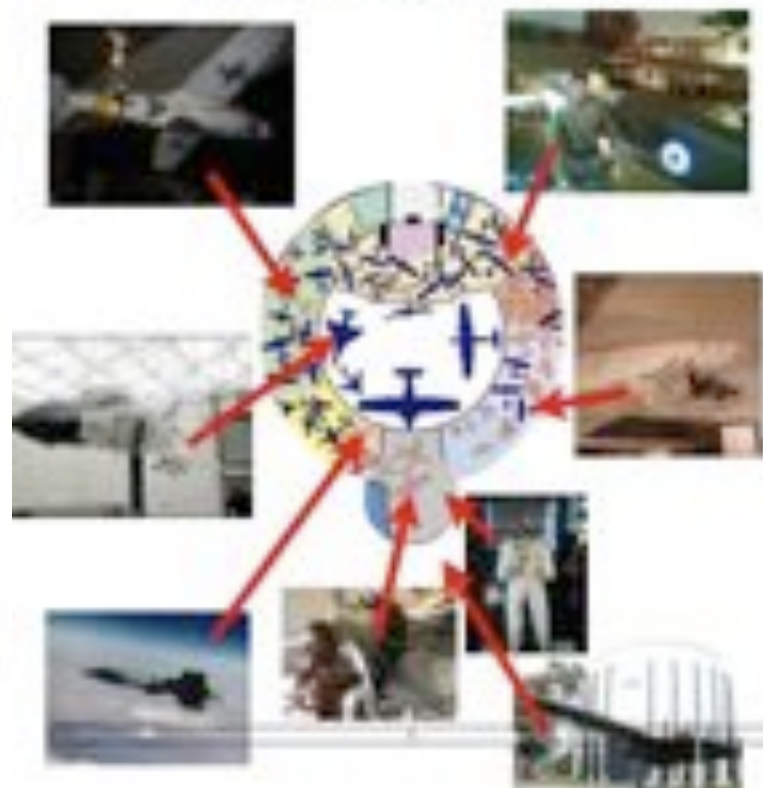


SAN DIEGO AIR & SPACE MUSEUM

Official Air & Space Museum of California

HIGHER AND HIGHER!

A TOUR OF THE COLLECTION UP THROUGH THE ATMOSPHERE



LEARNING OBJECTIVES

- STUDENTS IDENTIFY VARIABLES THAT CHANGE WITH ALTITUDE.
- STUDENTS IDENTIFY SOME OF THE METHODS OF PROVIDING PROTECTION AT DIFFERENT ALTITUDES
- STUDENTS NAME SOME OF THE ADVANCES MADE IN TECHNOLOGY THAT ENABLE FLIGHT AT HIGHER ALTITUDES

FROM TROPOSPHERE TO EXOSPHERE...



MOTIVATION

Messerschmitt Bf 109G-14



Find the airplane flying upside down in the World War Two gallery.

This German fighter plane featured a pressurized cockpit. As planes flew higher and higher, there was less atmosphere above them. The reduced weight of the air column is why air pressure drops the higher one climbs. If air pressure drops too low, pilots might have trouble breathing, become dizzy, or even pass out.

Pressurized Cockpit



The pressurized cockpit was developed to keep the pilot in an environment that is similar to the lower troposphere.

To gain a pressure system for your space plane, find out what flight ceiling the Bf109 had:

Ceiling: _____ feet

MOTIVATION



LOW TECH AND LOW COST!

- RESOURCES UTILIZE EXISTING ASSETS
- MINIMAL EXPENSES INCURRED FOR SIGNAGE ADDITIONS, PROGRAM MANAGEMENT, DOCUMENT CREATION
- ADOBE PDF TOUR MAPS HOSTED ON EXISTING SITE
- COSTS COULD BE ASSOCIATED WITH PROMOTIONAL TIE INS AND INCENTIVES,, SUCH AS DISCOUNTS ON SIMULATORS OR IN THE GIFT SHOP
- COULD ACTUALLY GENERATE INCOME IF CROSS PROMOTIONS AND OTHER DISCOUNTS CREATE RETURN VISITS OR ADDITIONAL "IMPULSE BUYS"

THANK YOU!