



What is Geomatics?

An evolving discipline requires innovative methods to raise awareness

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and
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TS08H Marketing and Management of Professional Survey Education (5210)
FIG Working Week - Marrakech, Morocco 21st May 2011



Some Background

**Department of Spatial Information Science (DSIS)
Dublin Institute of Technology (DIT),
Bolton Street,
Dublin 1**



**Only available BSc. (Hons) in Geomatics course
within the island of Ireland.**



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DSIS's mission is to be responsive to the spatial information needs of society



**To promote and deliver flexible learning resources,
facilitate and undertake applied and fundamental
research,
and actively engage with the spatial information
community at
national and international level**

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**DSIS is acutely aware that for the
Geomatics discipline in Ireland to thrive...
it needs to continue to attract high quality applicants.**



Core of this problem

- **A severe lack of awareness of what 'Geomatics' encompasses both as discipline and as a potential career path.**
- **Many second level students, their parents and the general public do not fully appreciate what the Geomatics discipline is or indeed how integral Geographic Information (GI) is to society generally, and the burgeoning spatial information industry specifically**

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Geomatics @ DIT Fights Back!

The profession recognises that

- In recent years the traditional field of 'land surveying' has been transformed globally into a wider future-facing 'Geomatics' discipline
- A new and innovative way of getting that message out there is needed!

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The Simple Aim?

To answer the very difficult question

'What is Geomatics?'

often posed by prospective students,
educators at second level

and


the general public

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Style Design and Screen Layout

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Graphic style for characters, backgrounds and layouts

Appropriate for the target audience - the 'look and feel' of the media clip is pivotal its success

Also important that the media clip incorporated DIT branding both in colour, typical line-work and graphic style

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Minimal colours incorporating DIT branding palette



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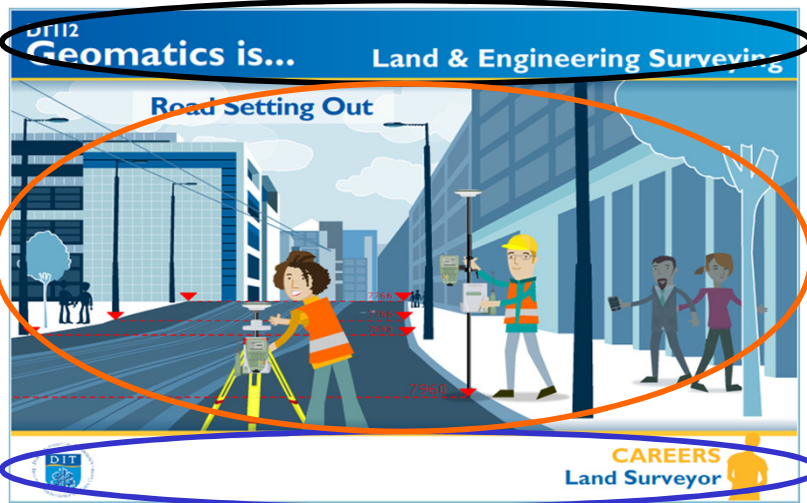
The main message of each screen needed to illustrate two specifics



**The wide ranging career paths
available to any potential students
together with the diversity of
subjects within the 'Geomatics'
discipline.**

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Movie screen was broken into 3 sections to give the key DIT branding and title elements consistency and clarity

Voice-over



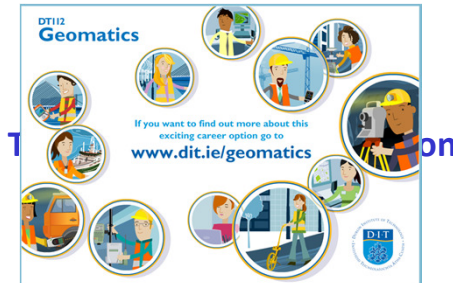
While recognizing that a voice-over/commentary might be useful – scripted extra information

It was decided that for its intended audience

- a carefully selected looping copy-right free was preferable

Maybe a future addition

Let us visit www.dit.ie/geomatics



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