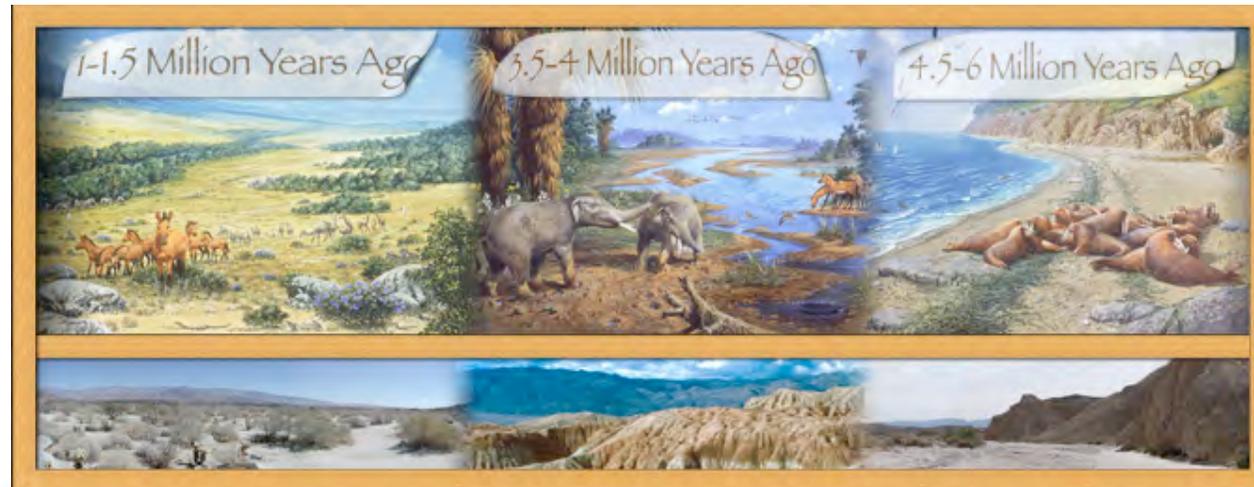


Ancient Worlds in Anza-Borrego



Proposal to create excitement to visit
Anza-Borrego Desert State Park™

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ET671 Spring 2005

Connecting Virtual Visitors to Anza-Borrego Desert State Park™

We propose a website that entices people to visit and explore the park by looking through a window to the past.

The website will

- Introduce the vast paleo resources of the park
- Introduce the new Visitor Center exhibits
- Develop a sense of scientific curiosity for exploration of the fossils and clues to solve mysteries of the past
- Enable visitors to manipulate and virtually observe objects that are otherwise too precious and valuable to handle or areas that are too remote for easy access
- Provide an alternative experience for those who are unable to visit the Park

We Want Viewers to Take Away These Key Ideas

- **History**—Anza-Borrego has a record of life that dates back 350 Million Years (my)
—The last 6 my provide the best documentation of the Pleistocene in North America
- **Mystery**—The fossil clues give us a view to ancient worlds
- **Curiosity and wonder**—Our natural gift for inquiry will help us know more about the past and discover the animals and plants that lived here millions of years ago

Website Description

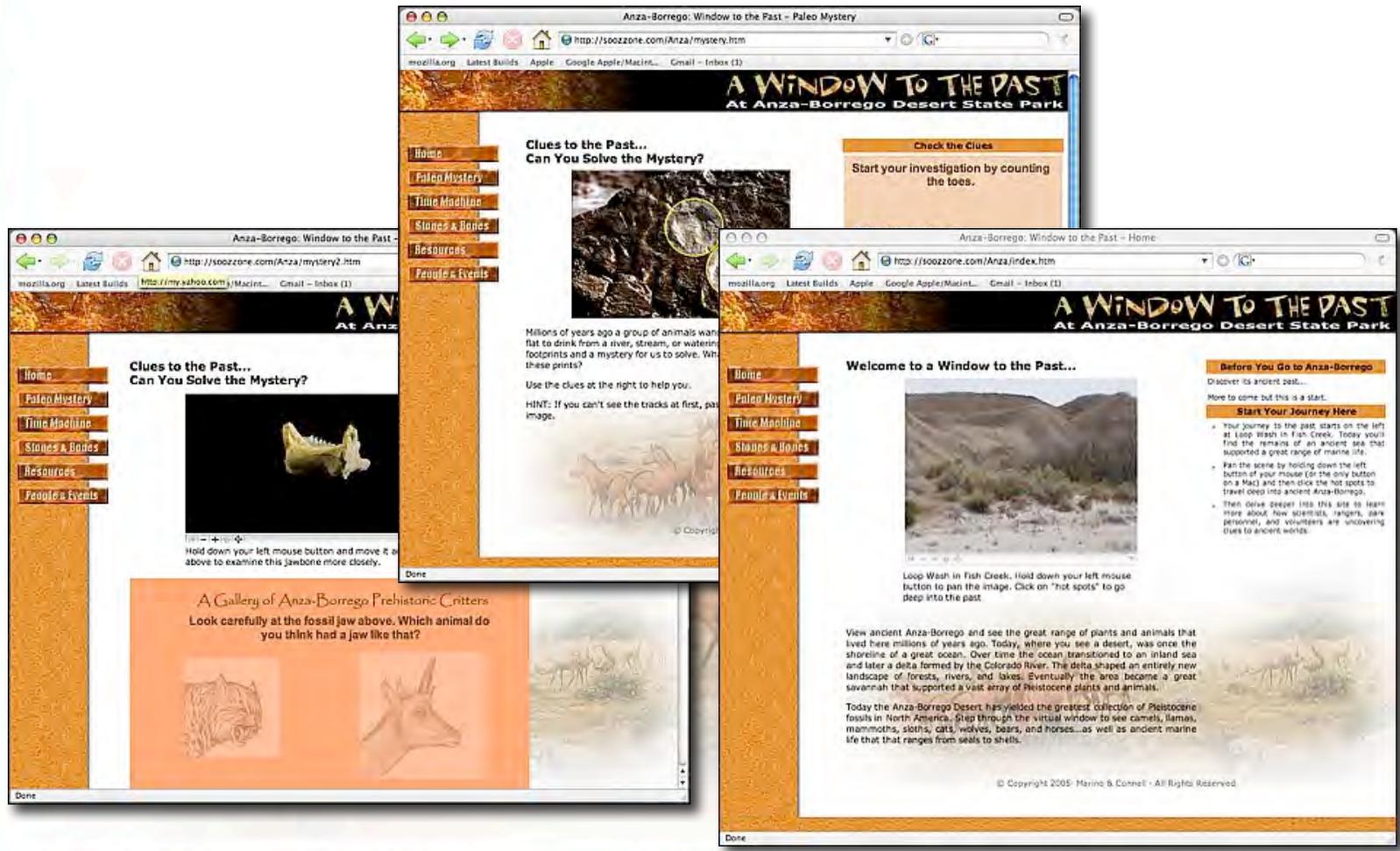
- Interactive and manipulative features
- A mystery using fossils (with clues)
 - What animal made these tracks?
 - Had this jaw?
 - Had these teeth?
- Wow! factors that include
 - Virtual worlds—Panoramas of present park landscapes that merge into past landscapes and art reconstructions so visitors can “walk through time”.
 - Many fossils...some dating to 6 million or more years ago
 - Virtual fossils that viewers can hold and spin in space
- Connections to the present day park and Visitor Center including a time line spanning 5 ½ million years
- Potential to connect to high tech exhibits, distance learning, class trips (schools), and events at the park

A WINDOW TO THE PAST

At Anza-Borrego Desert State Park

The Website

- <http://www.soozzone.com/Anza>



Specifications

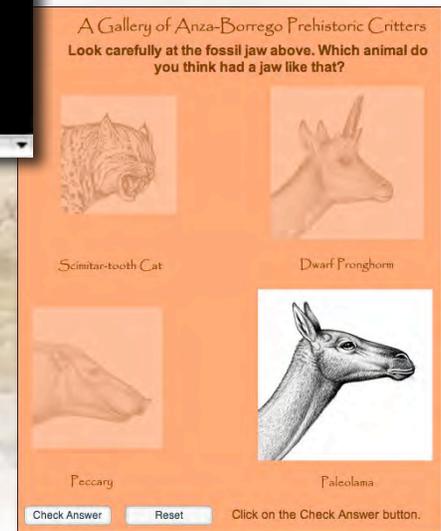
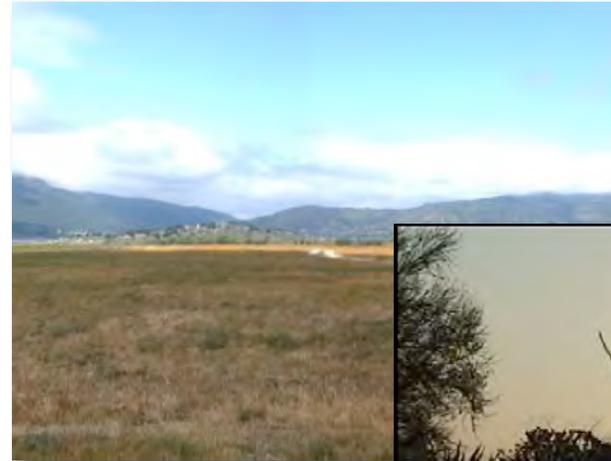
- **Attraction—Wow factors:** panoramas, manipulation of virtual objects
- **Engagement—Curiosity:** solve the mystery
- **Prior Knowledge—**See the present and walk into the past
- **New information—**Images, text, manipulating objects
- **Applying new understanding—**online bbs, distance learning conferencing, write to a Ranger
- **Discussion, thinking, and feelings—**the great difference between what they know about the park today and what is presented on the site
- **Further exploration—**connect to park visits, resources on the site, incentives to visit the Visitors' Center and park

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Technologies

- Quick Time VR—[panoramas](#) and objects to [manipulate](#)
- QuickTime mini movies of ranger tours and park events
- Flash animations and [interactions](#)
- [Rollovers](#) and pop ups that reveal clues and information



Evaluation

- Website metrics
 - Unique visits
 - Page views of specific pages
- Requests for school trips, distance learning sessions
- Visitor Center survey form question—“Have you visited our website?”

Next Steps

- Finalize [site map](#)—Coordinate with Visitor Center and Park Interpretive Director
- Work up production budget with time line
- Gain approval, funding, and go!



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Site Map

