

Making ScienceHappen

Brady Communications began working with The Carnegie Science Center to redesign its Web site. The site, while containing a wealth of information and robust content, was in need of reorganization. The goal of this project was two-fold: drive traffic to the Carnegie Science Center through a fun and engaging online experience and present the content in an easy-to-navigate format.

During this process, a branding element, "ScienceHappens," was developed. While incorporating "ScienceHappens" into the Web site through various elements, we also branded collateral marketing tools to help launch the site and then live the brand. Some of these were billboards, signage, a countdown Web page, banners, viral marketing and even uniforms.

The newly redesigned site provides an easier-to-navigate, more user-friendly and

more interactive site for CSC visitors, members and employees. The Web site supports the brand image and experience of the Carnegie Science Center.

SCIENCEHAPPENS

Carnegie Science Center

The client was in need of a completely redesigned Web site to further enhance its visitor experience. In addition to interactive design, we delivered a complete Web solution, including interactive flash learning tools for the Science Center.



Spreading the Word

Billboard advertising was developed to promote the launch of Carnegie Science Center's new Web site. The "teaser" billboard included www.sciencehappens.org, a temporary page with a countdown timer. After the launch of the new site, the billboards revealed the message.

Science Fun

Interactive, rotating flash banners for the homepage were developed to liven up the site and teach science lessons in a fun way. You can "grab" objects, help the chameleon change colors, or move the telescope to find hidden elements.



ScienceHappens

New signage was developed to promote ScienceHappens at the Science Center. It is displayed to support the brand outside the museum in various locations, and it showcases the new image to the public.

