



# **HEROES ARE MADE, NOT BORN**

Process Book

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IMD470

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## Project Summary

Heroes Are Made, Not Born is a touch screen interactive experience in which visitors can get a glimpse of how Marines are made in the United States Marine Corps. It will showcase the life of a recruit from recruitment to graduation through use of video, images, brief text, and interactive games.

## Pages/Sections

1. *Introduction* – The first page will introduce and welcome visitors to the interactive exhibit. It will let the visitors know what to expect and what they’re supposed to do. Once the visitors finish reading the brief introduction, they can click the button marked “Report to the Barracks.” This will take the visitor to the bunk of a Marine recruit. It’ll be an interactive environment using Flash and ActionScript 3.0. In this room, they’ll be able to highlight and select various items that will open up the other pages/sections with new information about a recruit’s experiences. For each section a visitor will earn a medal for completing a certain task. Once all sections have been visited and all medals collected, a congratulatory message will appear saying they’ve completed virtual training and if they want to try out for the real thing, get more information at the information booth in the lobby of the museum.
2. *Recruitment* – Visitors activate this section by clicking on a JOIN USMC pamphlet pinned to a corkboard on the wall. This section will have two subsections. The first subsection will have the physical and educational requirements which will be posted in a table/chart format. Visitors can calculate Body Mass Index (BMI) to see if they fit the height and weight requirements. The second subsection will include information of recruitment centers near the museum and will include a video of a top marine recruiter.
3. *Receiving* – Visitors activate this section by clicking on the photographs on the wall. This section will briefly describe the three main recruit training facilities in the United States. It will also describe what happens once a recruit reaches these facilities like haircuts and uniform details. This information will be accompanied by images.
4. *Boot Camp* – Visitors activate this section by clicking on the combat boots on the floor. This section will give a brief overview of what a recruit might learn and experience during the 13 weeks of tough training. There will be a subsection about Drill Instructors (DI’s). There will be sound bytes of DI’s ordering around new recruits as well as images of DI’s with their distinctive hats. It will discuss the daily Physical Training (PT) exercises and also physical fitness testing.
5. *Rifle Training* – Visitors activate this section by clicking the M16A2 rifle on the floor. This section will discuss the weapons training involved to become a Marine. Visitors will get to reassemble an M16A2 rifle by dragging and dropping the pieces into the correct spots.
6. *Field Training* – Visitors activate this section by clicking on the field backpack on the floor. This section will discuss how recruits train through operating and living in a simulated combat environment. Specifically it will discuss some of the supplies carried by recruits such as canteens, tents, and other survival gear.

7. The Crucible – Visitors activate this section by clicking on the Kevlar helmet resting on the green chest. The Crucible is the major final physical and mental test that a recruit must complete in order to become a Marine. This will include images and data of what obstacles recruits might face in this crucial test. A game in which a recruit will jump over obstacles/hurdles and solve puzzles (drag and drop) will be implemented in this section.
8. Timeline – Visitors will activate this section by clicking on the calendar on the bulletin board. An interactive calendar of events will be implemented on this section. Visitors can scroll through the timeline and see what training will be involved each week.
9. Graduation – Visitors will activate this section by clicking on the formal white Marine hat on the desk. This section will discuss the requirements to graduate and become a Marine. It will also discuss the ceremony and the parade. Webcam integration will be implemented in this section. Visitors will be able to take a headshot of themselves in formal Marine gear or camouflage combat gear.
10. Medals – This section will be a rollover dashboard at the bottom of the interface. Medals collected from the other sections will appear here. Once all medals have been collected, a congratulatory message will appear as stated in the Introduction section.

## Copy

1. Introduction - Welcome to the Heroes Are Made, Not Born exhibit at the National Marine Corps Museum. So you want to learn how to become one of The Few and The Proud? You've come to the right place. Report to the barracks to begin your virtual 13-weeks of training. Explore every inch of your bunk.
2. Timeline – Weeks 1-4 = Receiving, Initial Strength Test, Learn core values, Week 5-9 = Close Combat Training, Marksmanship Training, Every Marine's a Rifleman, Week 10-13 = Simulated Combat Training, The Crucible, Graduation
3. Rifle Training – In the Marines, "Every Marine Is A Rifleman." Reassemble this M16A2 Rifle, the official rifle of the USMC.
4. Graduation Photo – You're just about ready to graduate. Take a photo of yourself in uniform to share with your friends and family.
5. Boot Camp PFT (Physical Fitness Training) - A perfect score (300) is 20 dead-hang pull-ups in 30 sec, 100 crunches in 120 secs and a 3-mile run in 18 minutes. To enlist, you must be able to do 5 pull-ups, 60 crunches and run 1.5 miles in 11 minutes.
6. Recruitment BMI – BMI is a measure of body fat based on height and weight.
  - Underweight = <18.5
  - Normal weight = 18.5-24.9
  - Overweight = 25-29.9
  - Obesity = BMI of 30 or greater

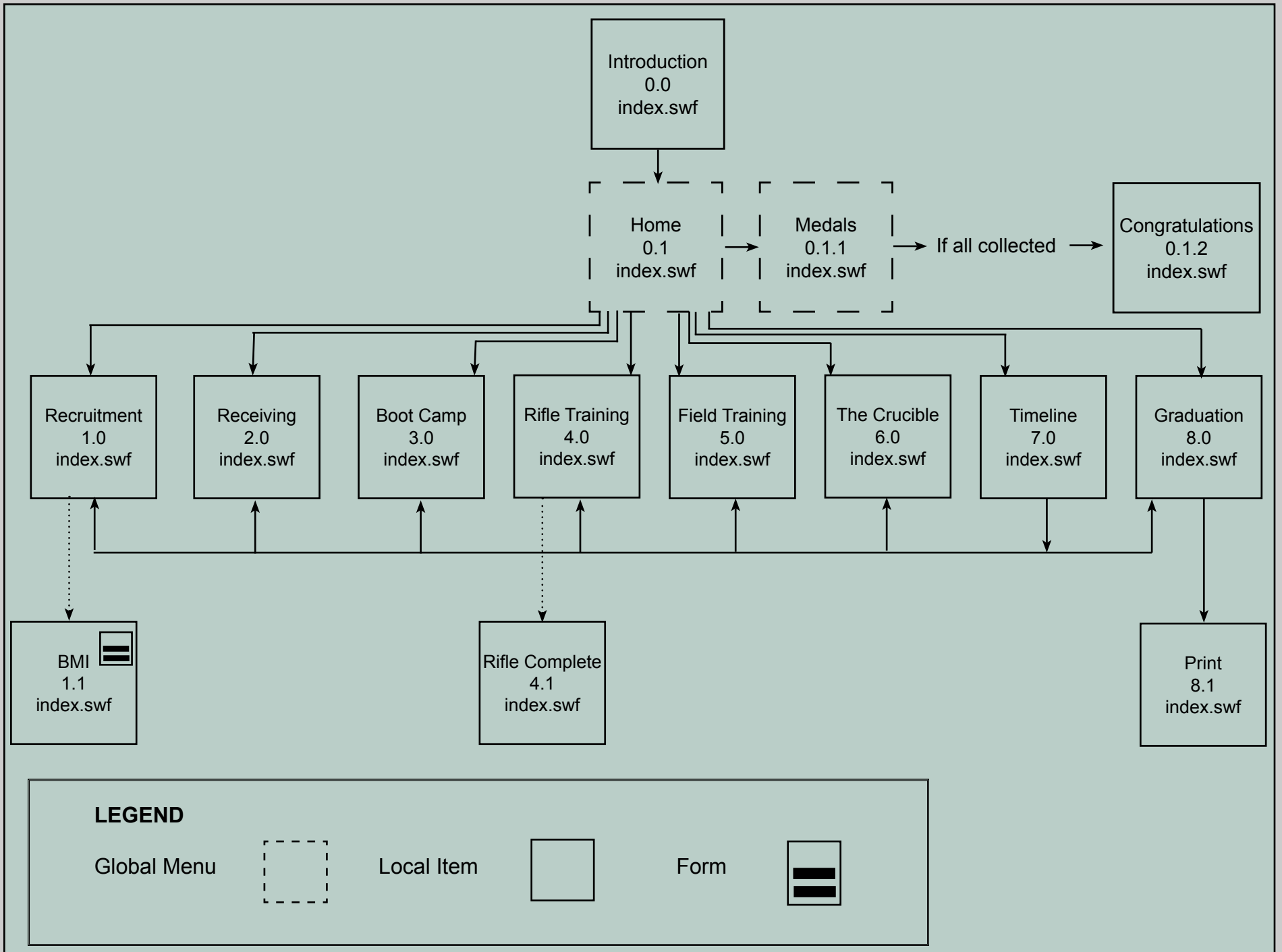
## **Audience**

The target audience for this exhibition is age 13 years old and up. This can include middle schoolers and high schoolers, teachers and parents, and also war veterans. Anyone with basic knowledge of computers will have no problem exploring the interactive exhibit.

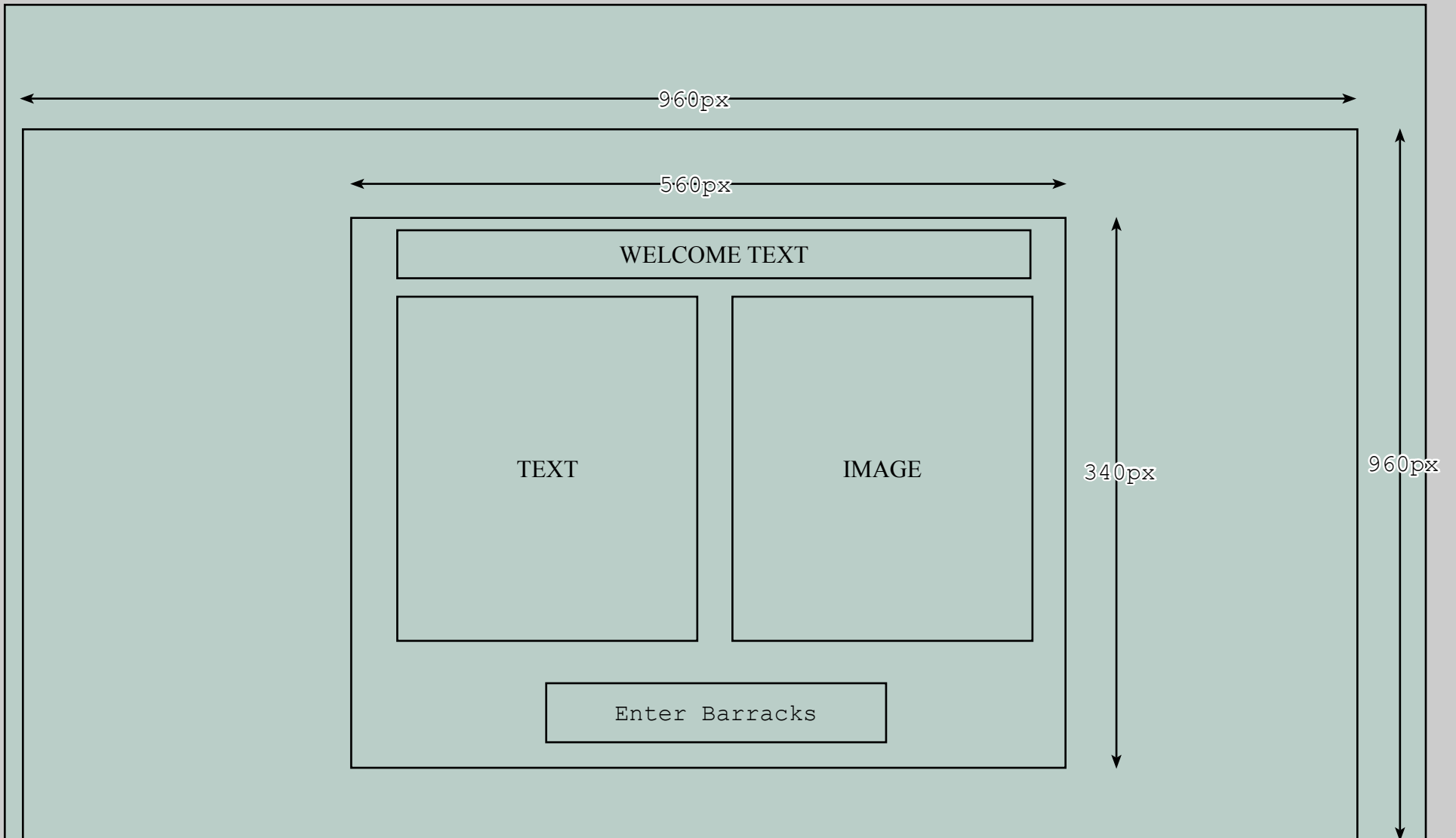
## **Perception/Tone**

Sophisticated, Sleek and Immersing.

# NAVIGATION MAP



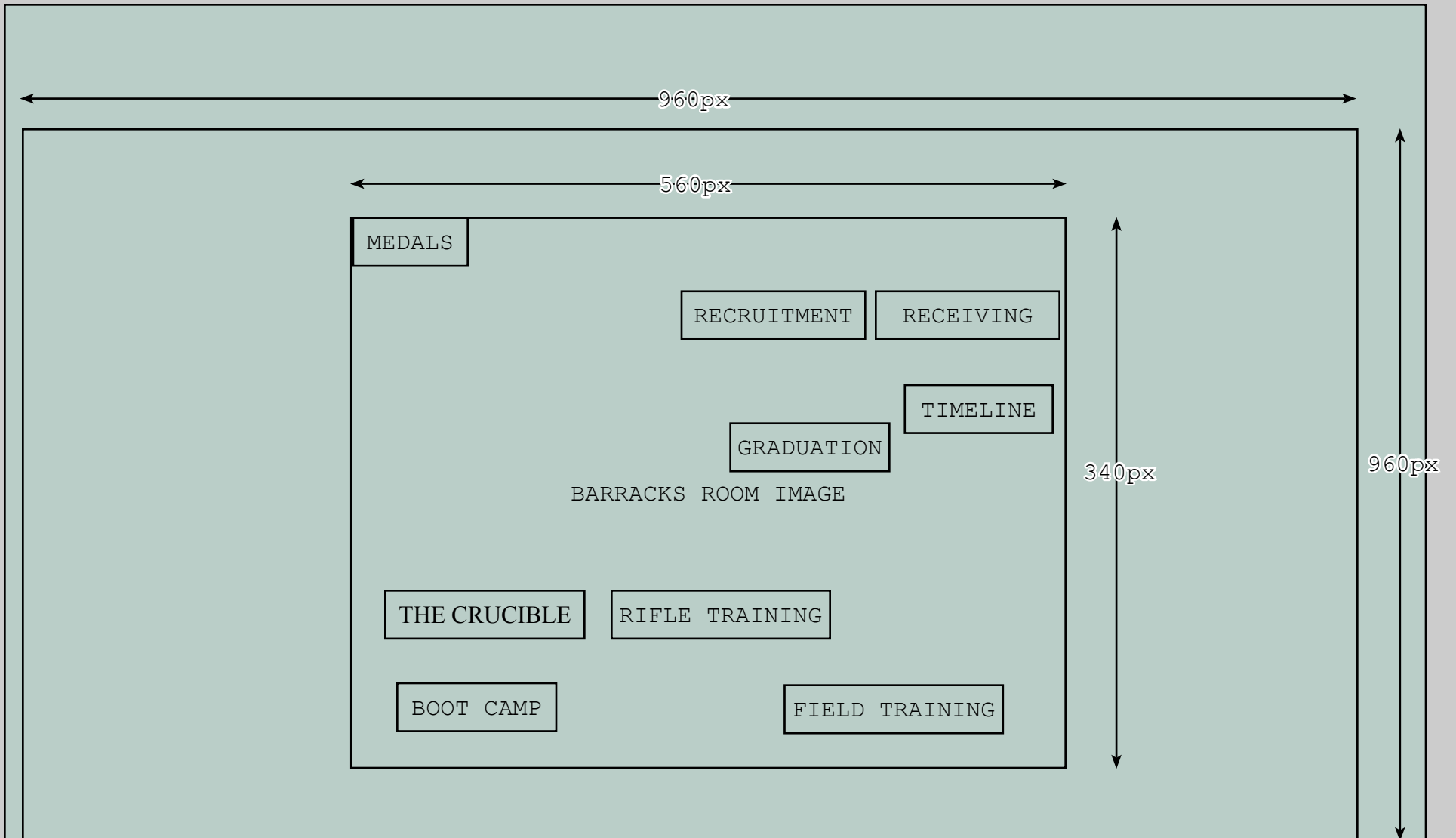
# WIREFRAMES - INTRODUCTION



## Notes:

Visitor will be first greeted by this introductory page. Once visitor understands the concept of the exhibit, the visitor can begin the exhibit by clicking the Enter Barracks button.

# WIREFRAMES - INTERFACE

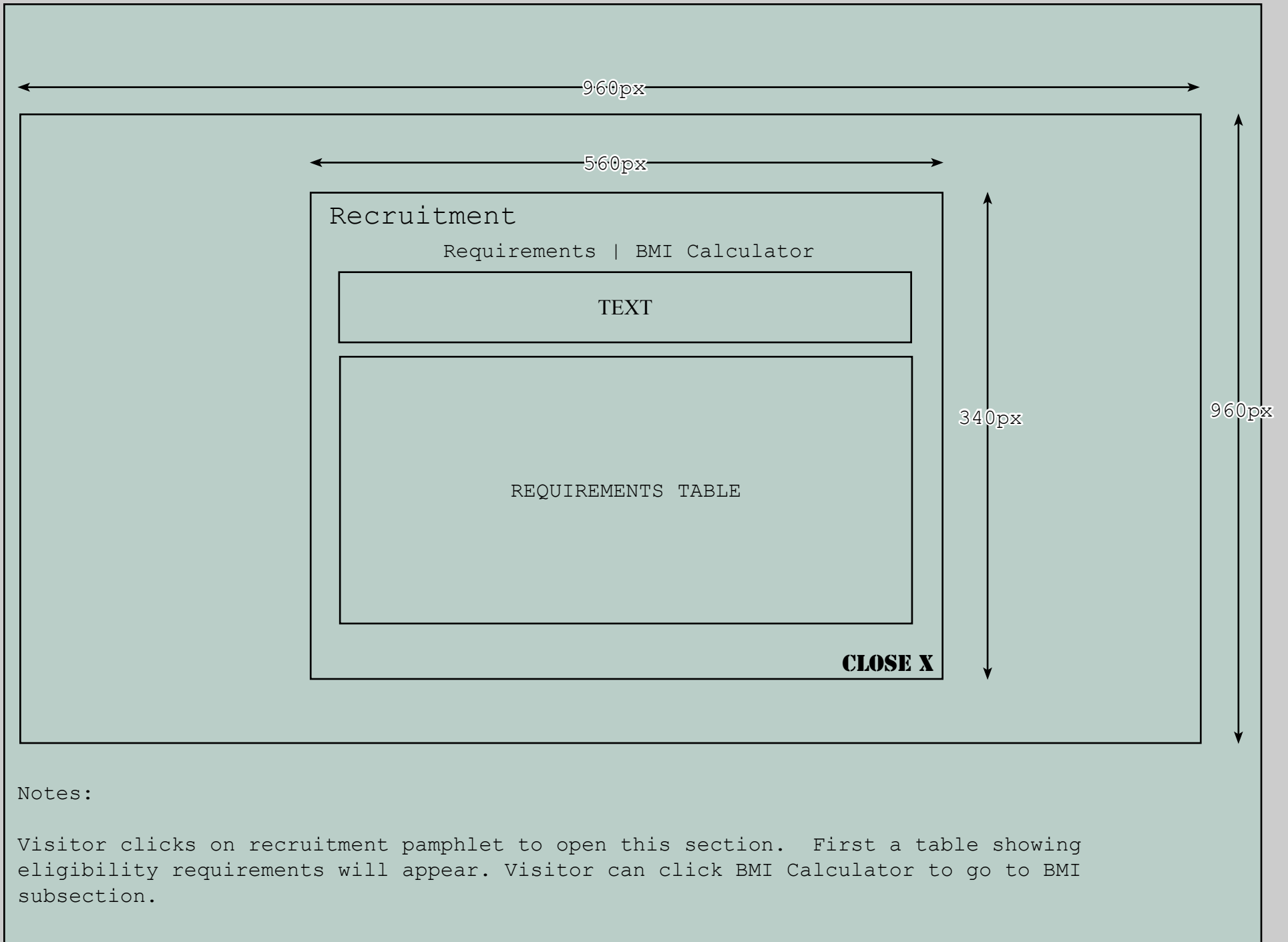


Notes:

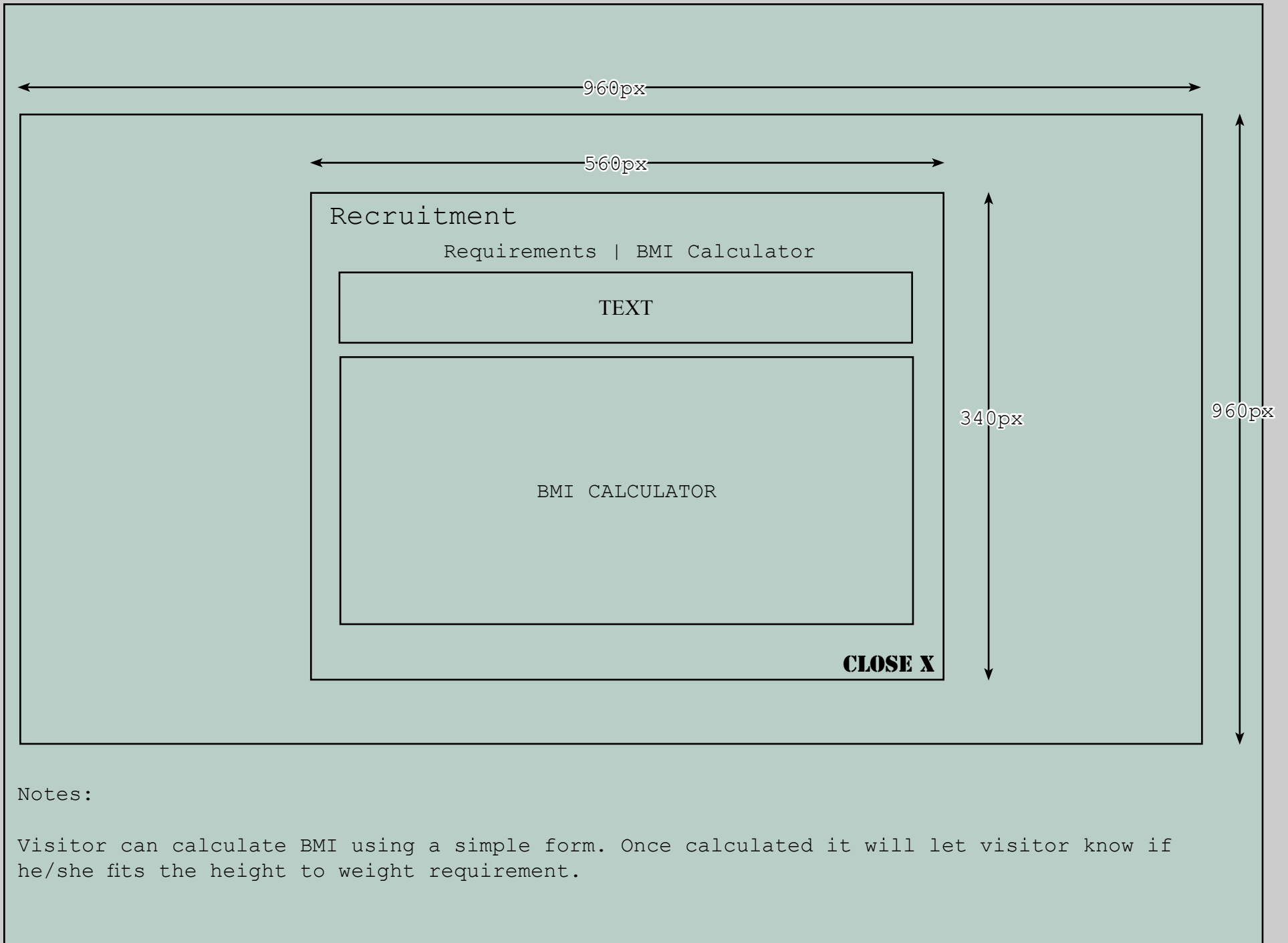
Each boxed item above represents an image link that opens up a new section.



# WIREFRAMES - RECRUITMENT



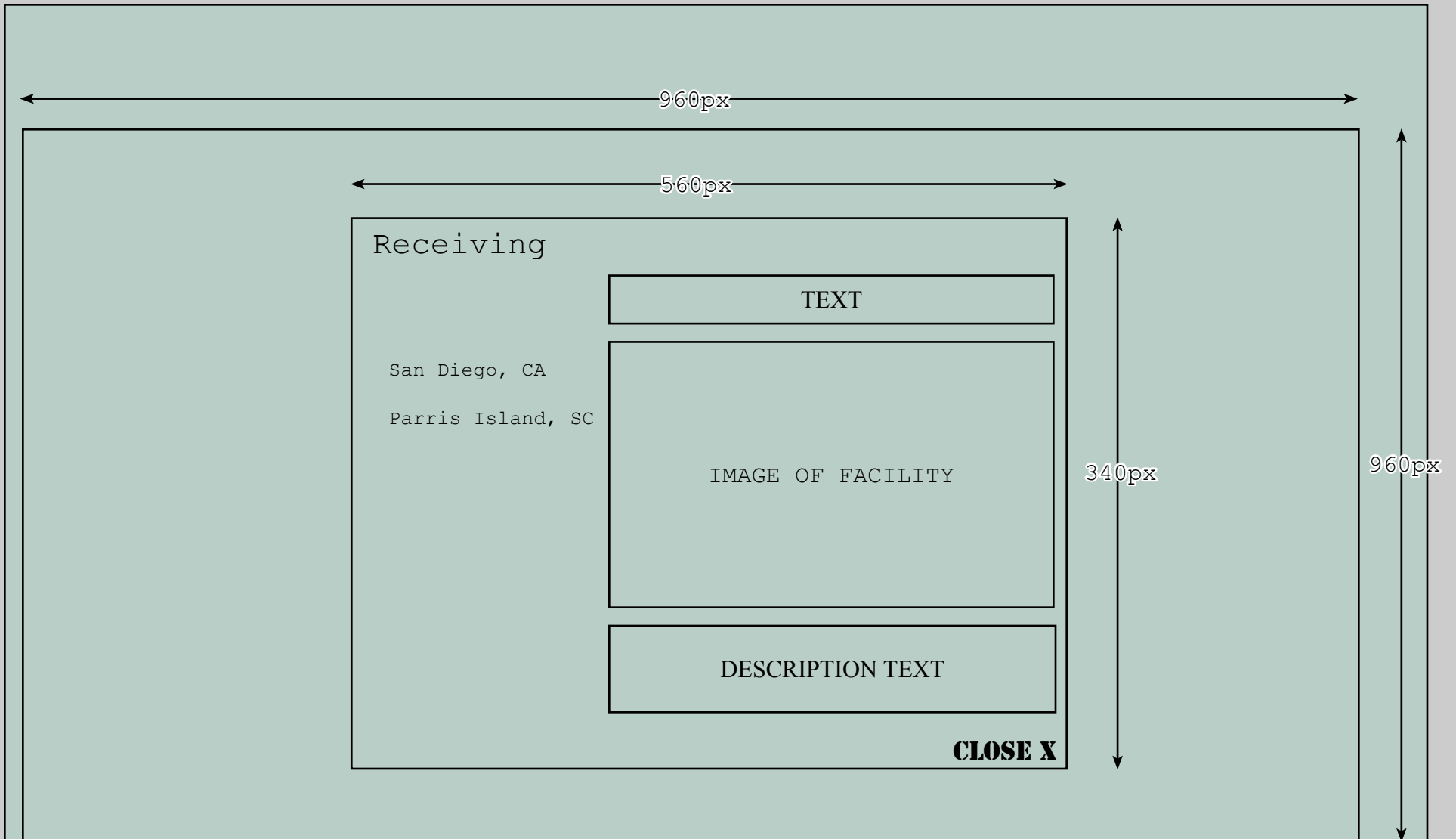
# WIREFRAMES - RECRUITMENT (BMI)



Notes:

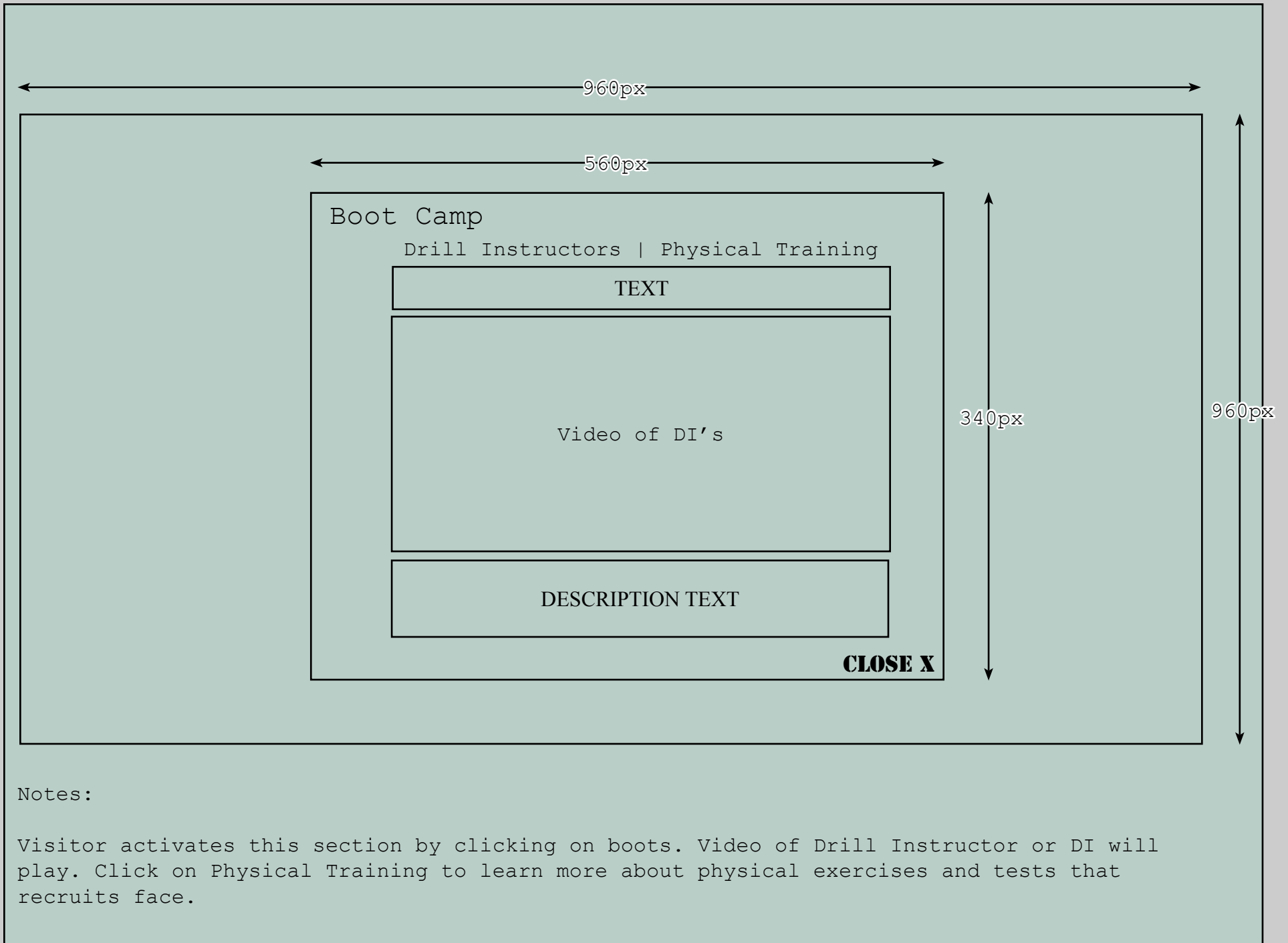
Visitor can calculate BMI using a simple form. Once calculated it will let visitor know if he/she fits the height to weight requirement.

# WIREFRAMES - RECEIVING

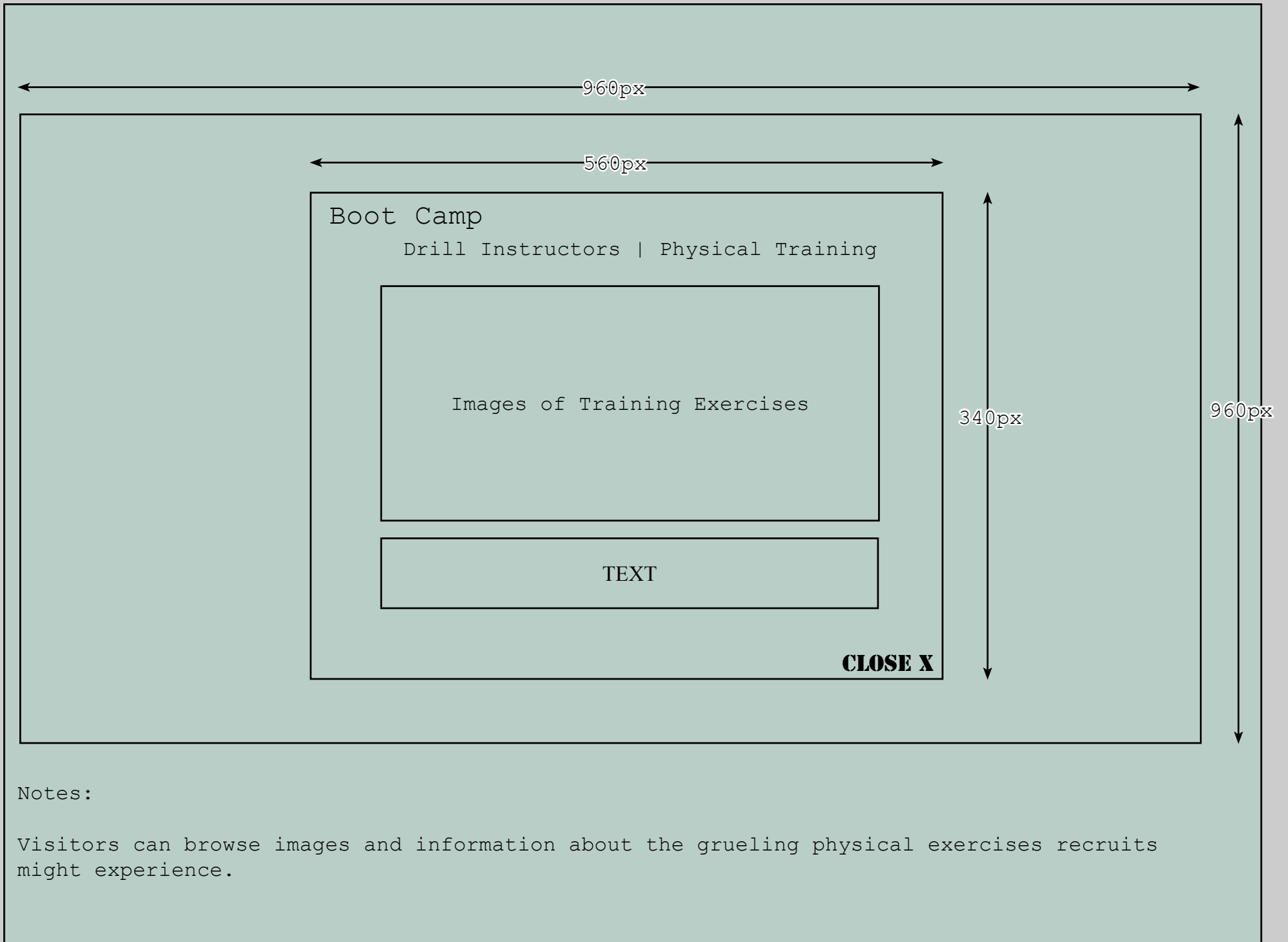


## Notes:

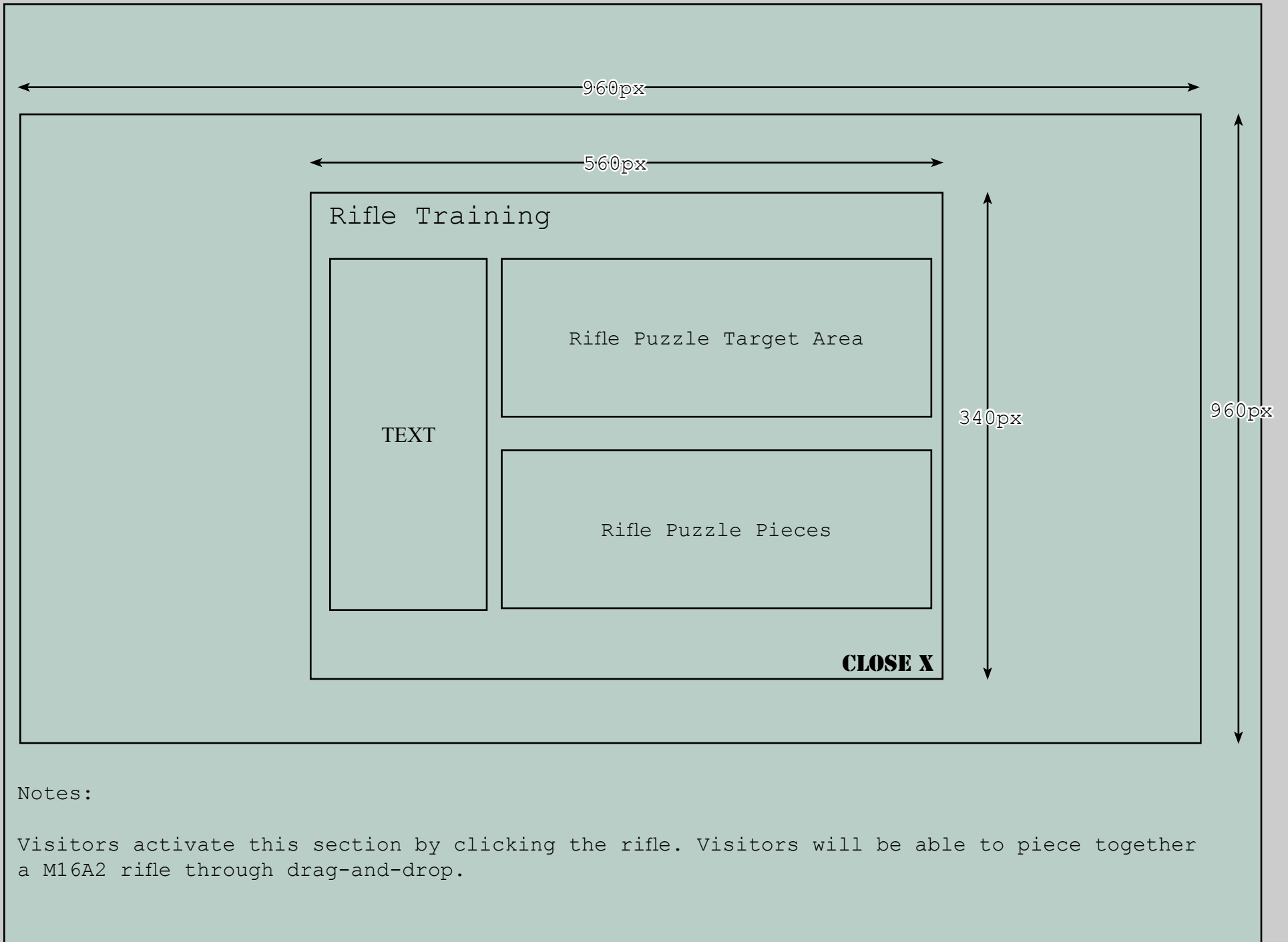
Visitor activates this section by clicking on photographs. This section will describe the two training facilities for new recruits.



# WIREFRAMES - BOOT CAMP (PT)



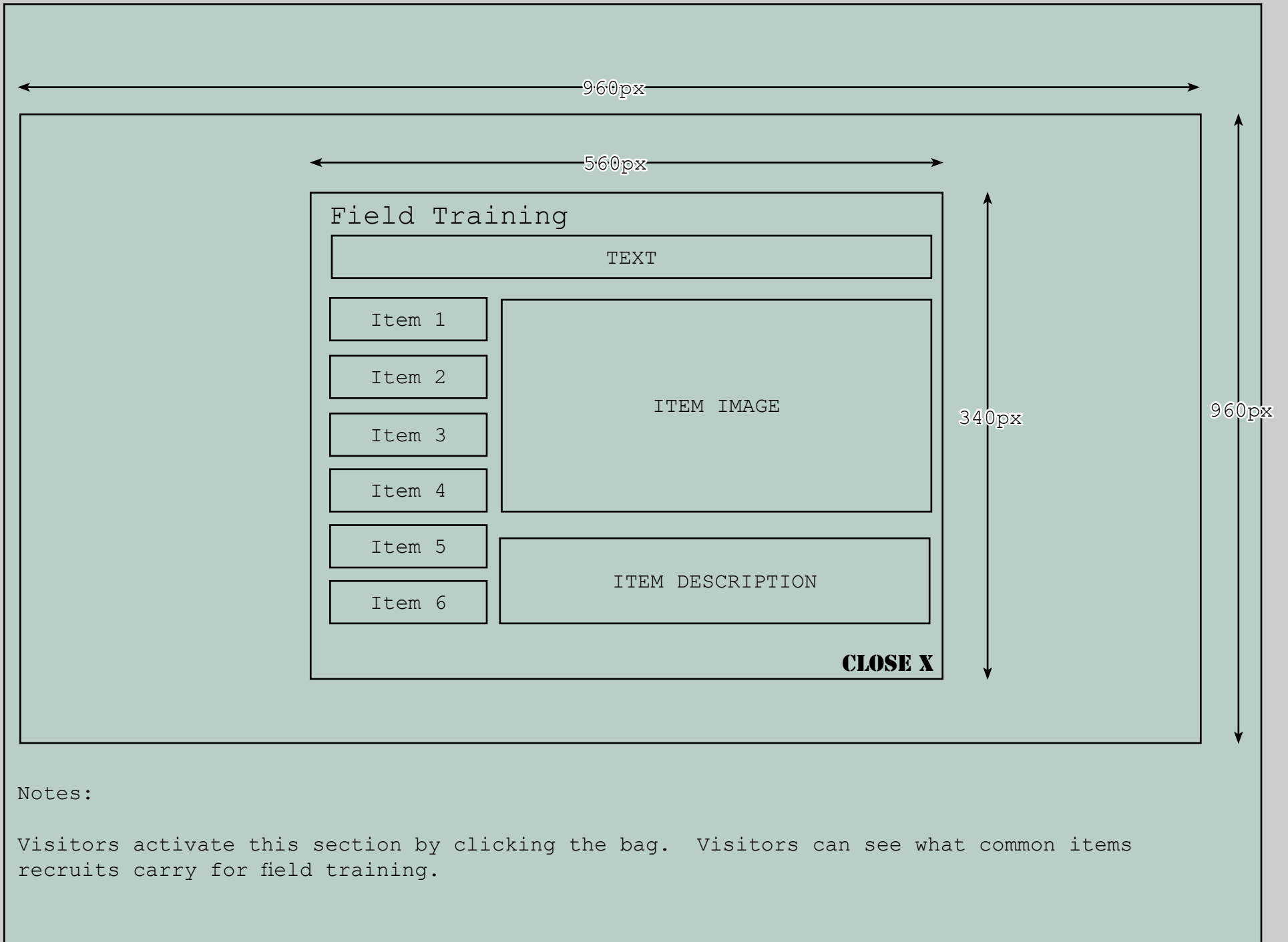
# WIREFRAMES - RIFLE TRAINING



Notes:

Visitors activate this section by clicking the rifle. Visitors will be able to piece together a M16A2 rifle through drag-and-drop.

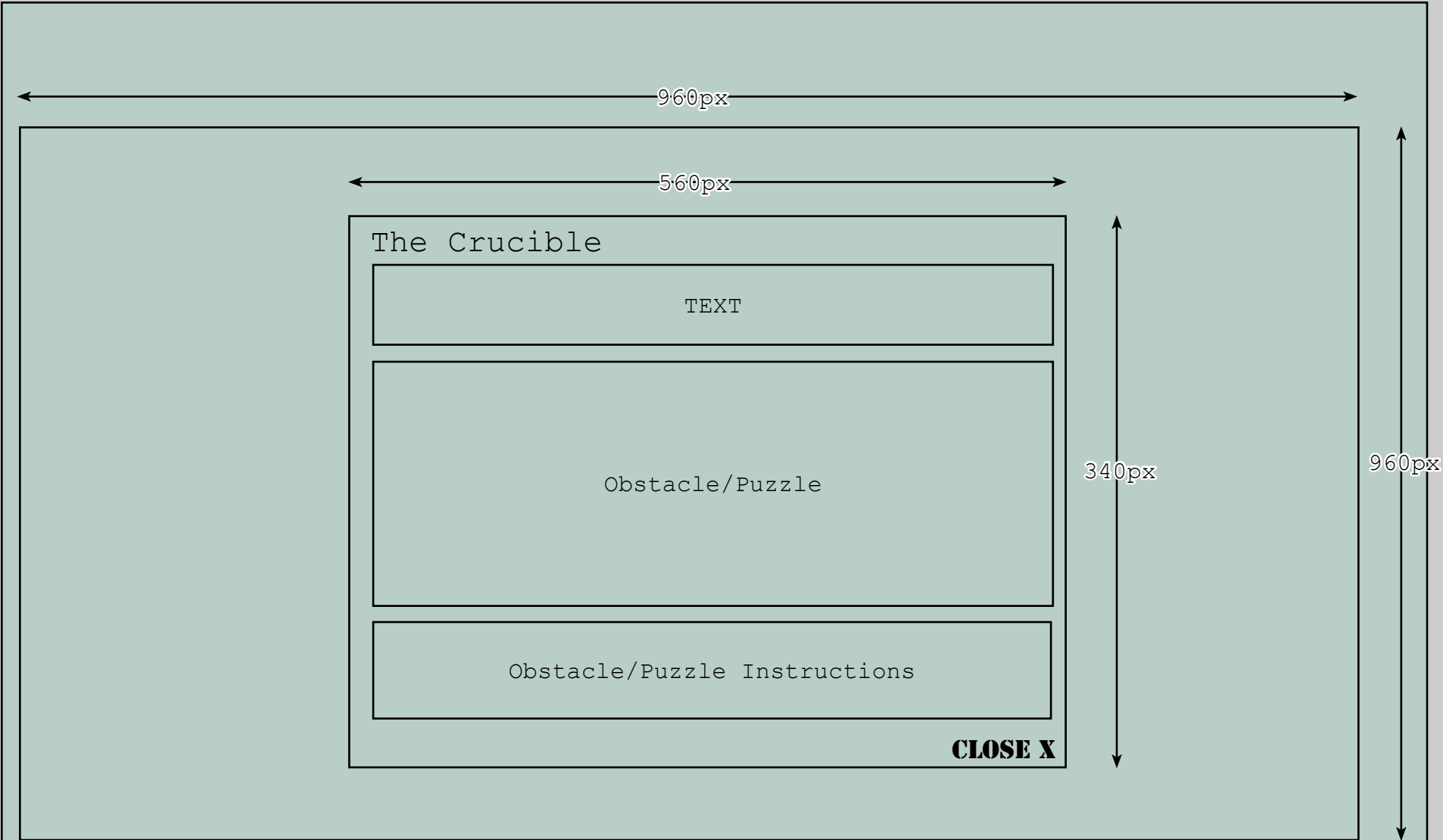
# WIREFRAMES - FIELD TRAINING



Notes:

Visitors activate this section by clicking the bag. Visitors can see what common items recruits carry for field training.

# WIREFRAMES - THE CRUCIBLE

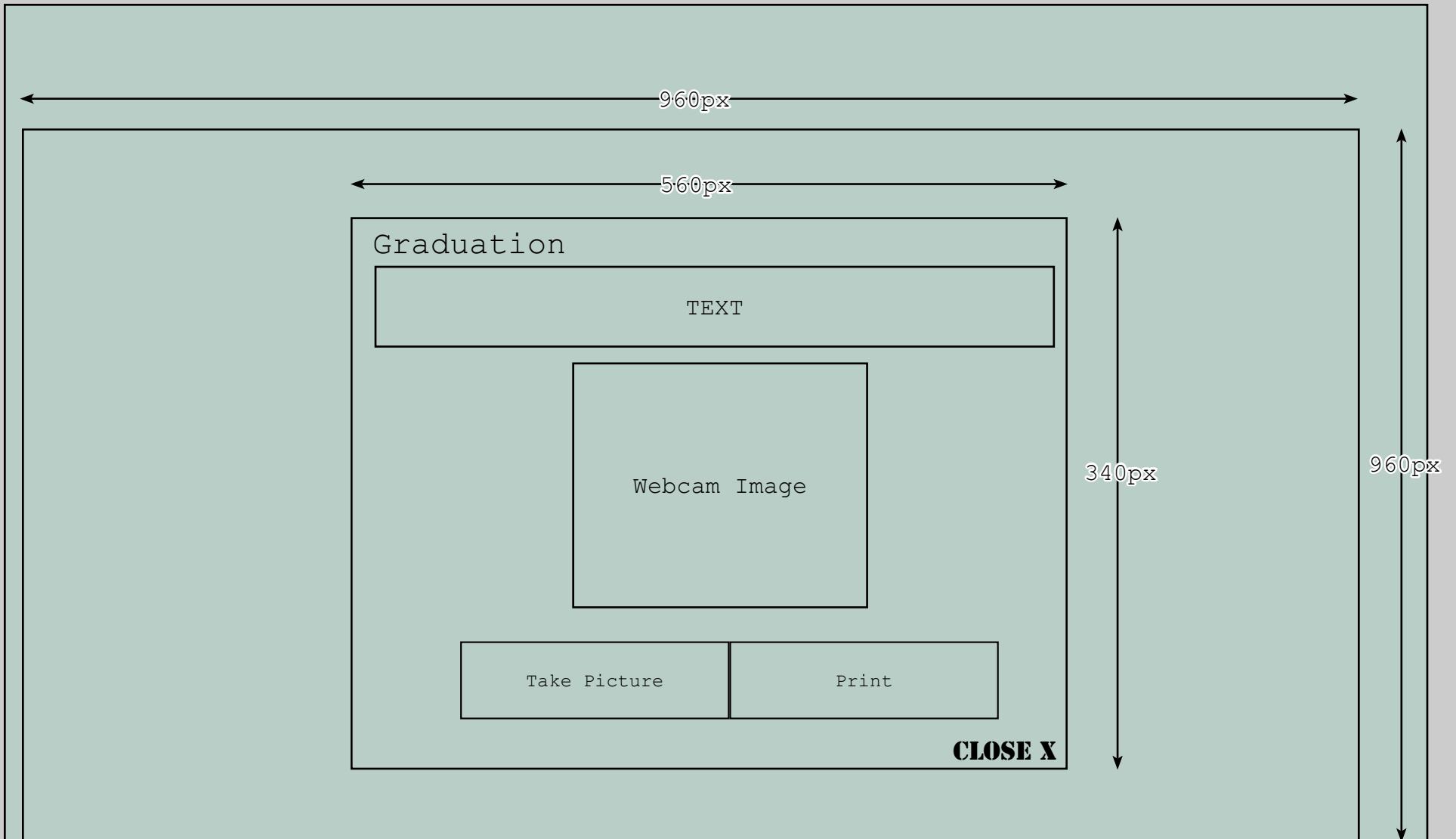


Notes:

Visitors activate this section by clicking the helmet. Visitors will get a taste of The Crucible, a recruit's final physical and mental test.



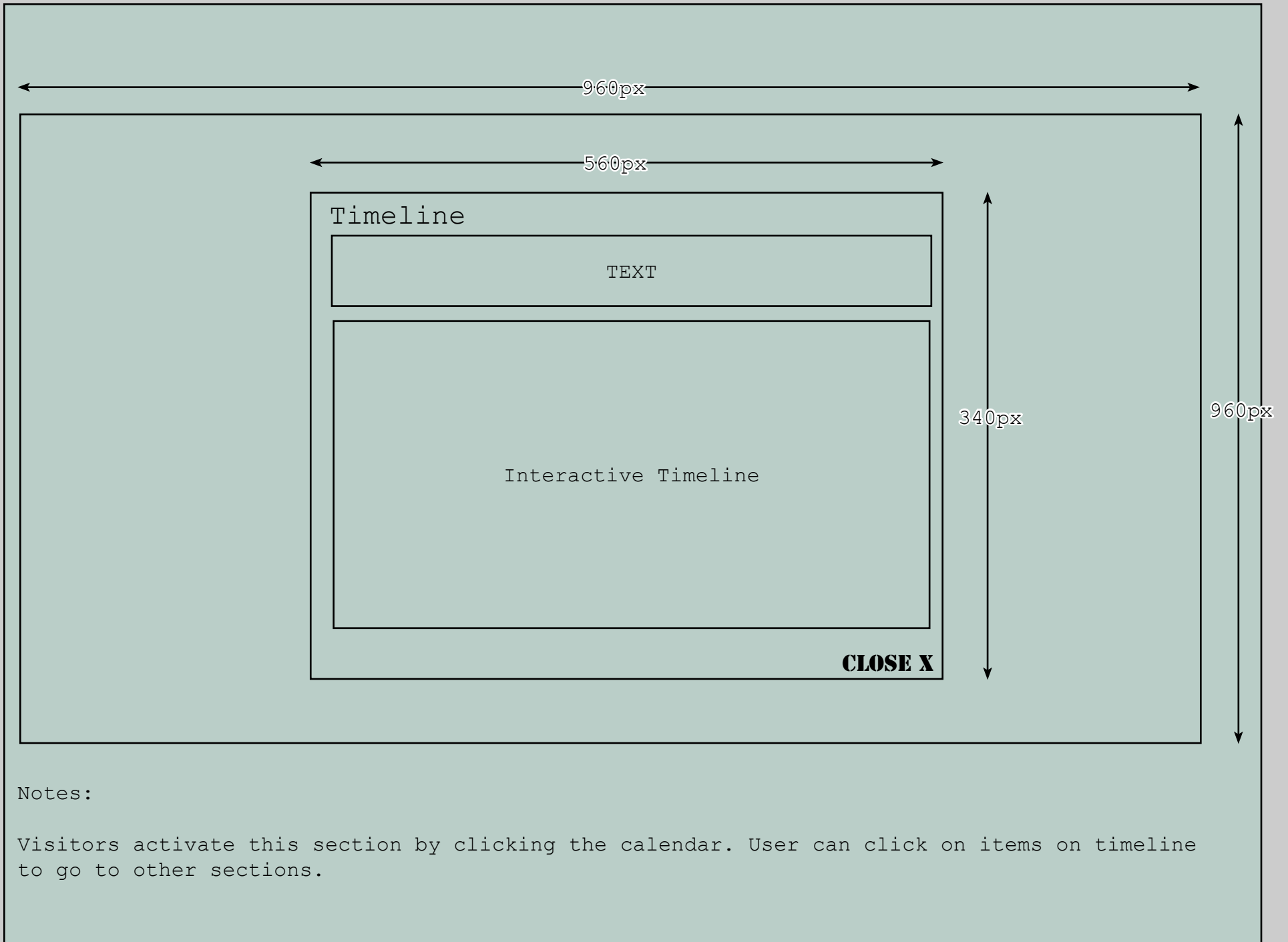
# WIREFRAMES - GRADUATION



## Notes:

Visitors activate this section by clicking the white formal hat. Visitors can take a picture as a marine in formal wear or camouflage gear and print it.

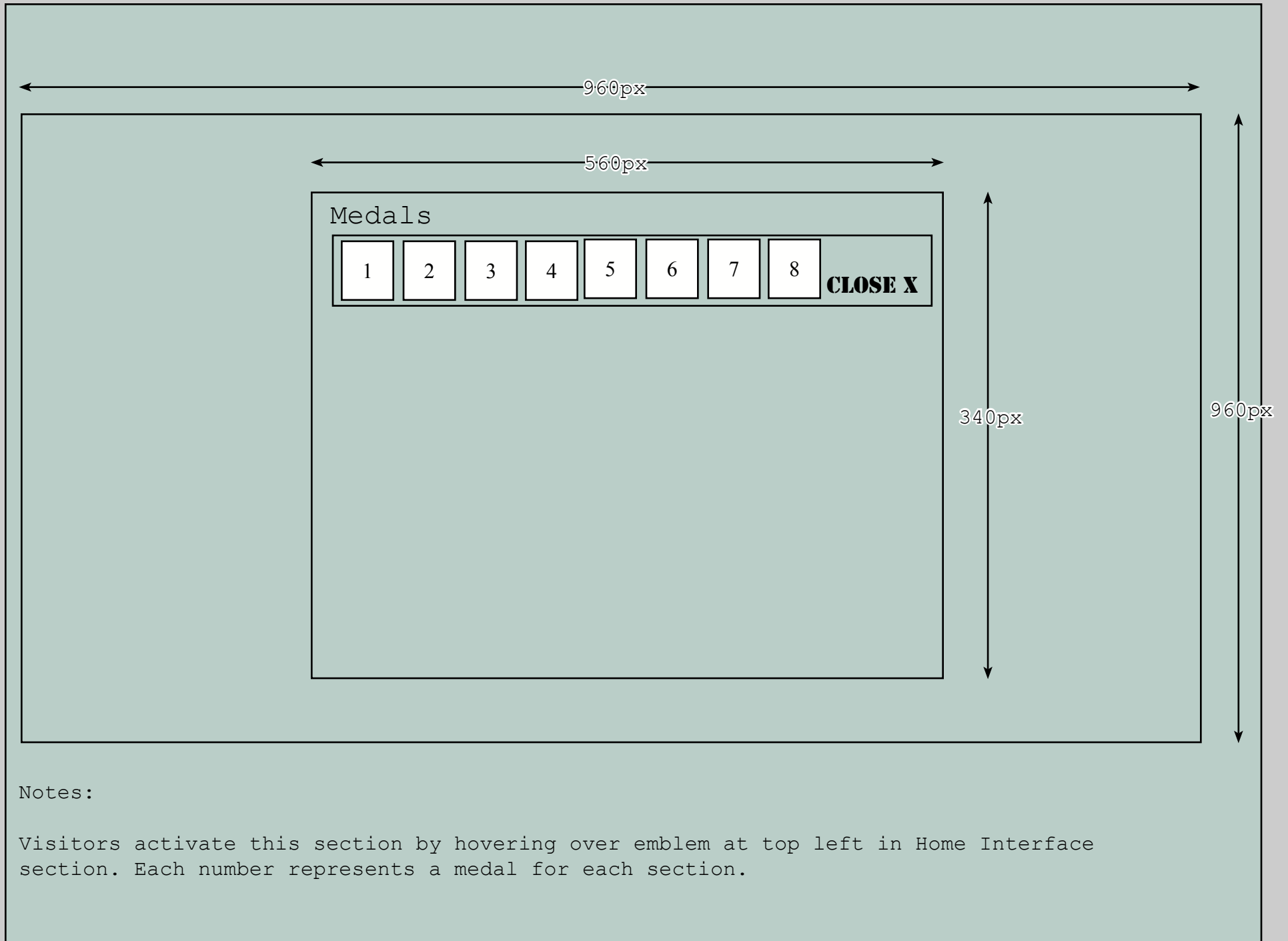
# WIREFRAMES - TIMELINE



## Notes:

Visitors activate this section by clicking the calendar. User can click on items on timeline to go to other sections.

# WIREFRAMES - TIMELINE



## Fonts, html generated:

Font Name(s).....Arial, Verdana  
Font Sizes.....12px, 14px  
Font Colors.....#000000  
Background Color.....#CCCCCC

## Fonts on images:

Font Name(s).....Stencil Std  
Font Sizes.....12px, 14px, 16px  
Font Colors.....#000000,#FF0000  
Image Colors.....#006600,#FFFFFF,#000000  
#CCCCCC

## Technology Used:

XHTML  
CSS  
Adobe Illustrator  
Adobe Photoshop  
Adobe Flash  
ActionScript 3.0

## Images

Images are from flickr.com, gettyimages.com, and sxc.hu unless otherwise stated.

## Text

Text comes from about.military.com and more TBA.