What is Geomatics?

An evolving discipline requires innovative methods to raise awareness

Helen Murray-O’Connor

Dublin Institute of Technology, Ireland and
Society of Chartered Surveyors Ireland

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.
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.

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.
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!

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
Style Design and Screen Layout

Decision to create this media clip using animation was a strategic one seeking:
- to ensure longevity of the product itself
- to ensure that the 'look and feel' did not detract from the message itself.

In short, the animations were intended to be timeless in character and bold in statement.

Graphic style for characters, backgrounds and layouts

Appropriate for the target audience - the ‘look and feel’ of the media clip is pivotal to its success.

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

The wide ranging career paths available to any potential students together with the diversity of subjects within the ‘Geomatics’ discipline.
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 copyright-free was preferable

Maybe a future addition
Let us visit www.dit.ie/geomatics

Helen Murray-O’Connor
Dublin Institute of Technology, Ireland
and
Society of Chartered Surveyors Ireland
helen.murray@dit.ie

www.dit.ie/geomatics