

LOOK! PARIS!

Problem

The majority of visitors in Carnavalet are adults and seniors.



Solution

To expand the audience, we created an interactive game book that aims at enhancing the experience of children, increasing their interest in the museum, by creating a direct link with their everyday surroundings.

MUSÉE
CARNAVALET
HISTOIRE
DE PARIS



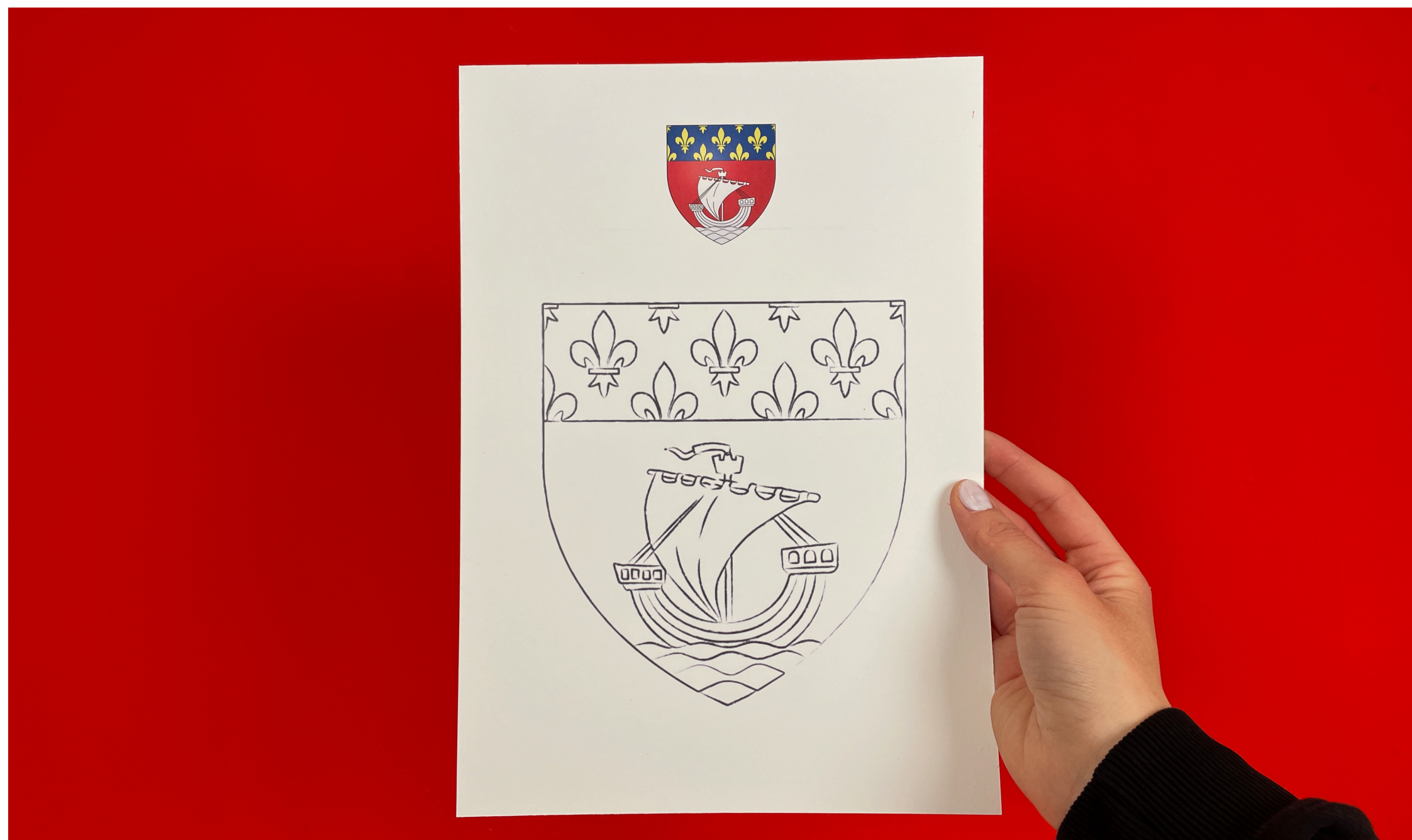
Content





Prize

To encourage the kids to solve all the riddles, a diploma with a stamp, and a coloring emblem on the back will be waiting for them at the front desk!



tickets

billetterie-parismusees.paris.fr

PLUS

CHOIX DES BILLETS

Veillez indiquer le nombre de billets que vous souhaitez pour chaque tarif.
Le nombre sélectionné de billets doit être au maximum de 4 par client.

Tarif	Quantité	Prix unitaire	Sous-total
Gratuit collections adulte	1 ▼	0.00 EUR	0.00 EUR
Gratuit collections -18 ans <small>Free LOOK! PARIS! activity booklet included. Pick it up at the front desk!</small>	1 ▼	0.00 EUR	0.00 EUR

Total 2 billets **0.00 EUR** [AJOUTER AU PANIER](#)

[← MODIFIER LA DATE/L'HEURE](#)

docs.google.com

LOOK! PARIS BUDGET

File Edit View Insert Format Data Tools Extensions Help

TEAM MEMBER	ARTISTIC DIRECTOR	CHILDREN PEDAGOGY EXPERT IN PARISIAN HISTORY	UX DESIGNER	GRAPHIC DESIGNER/2D ANIMATOR	TRANSLATOR	SOCIAL MEDIA DIRECTOR	WEBSITE ENGINEER	PURCHASE (DESCRIPTION)	PURCHASE COST	Total HT
COST PER DAY	265,00 €	250,00 €	250,00 €	250,00 €	185,00 €	250,00 €	165,00 €	Libellé		
Total Phase 1/ DESIGN	40	40	30	40	20				0,00 €	#REF!
1.1 Graphic design	10	10	10	10	0					#REF!
1.2 Editorial	5	5	5	5	5					#REF!
1.3 Historic research	10	10	5	10	10					#REF!
1.4 Illustrations	10	10	10	10	0					#REF!
1.5 Translation	5	5	0	5	5					#REF!
Total Phase 2 /PRODUCTION	10	0	10	10	0				272,00 €	#REF!
2.1 Printing 250 bookets (UX)	5	0	5	5	0			paper& thread	22,00 €	#REF!
2.2 Filming	5	0	5	5	0				250,00 €	#REF!
Total Phase 3/ Running costs (based on 1000 units)	10	0	10	10	0				103,00 €	#REF!
3.1 Printing & Binding	5	0	5	5	0			paper& thread	90,00 €	#REF!
3.2 150 Pencils/ 1000booklets	5	0	5	5	0			pencils	13,00 €	#REF!
Total Phase 4 / Communication & marketing	25	0	25	25	0	20	5			#REF!
4.1 Instagram posts& stories	5	0	5	5	0	5	0			#REF!
4.2 Carnavalet Youtube	5	0	5	5	0	5	0			#REF!
4.3 Facebook fan page	5	0	5	5	0	5	0			#REF!
4.4 Twitter posts	5	0	5	5	0	5	0			#REF!
4.5 Adapt to Carnavalet website	5	0	5	5	0	0	5			#REF!
TOTAL	85	40	75	85	20	20	5	TOTAL TEAM COST		#REF!
	22 525,00 €	10 000,00 €	18 750,00 €	21 250,00 €	3 700,00 €	5 000,00 €	825,00 €	82 050,00 €	375,00 €	82 425,00 €

Budget

Goal: try to limit the expenses in order to allow the booklet to be given for free.

SOUND CREDITS

1. Sneaky Adventure (Copyright Free)
2. *Going up the country*, Canned Heat
3. Youtube Sound Effects Sound Bank

BIBLIOGRAPHY

1. “Rijksmuseum Masterpieces up Close.” Rijksmuseum.nl. Last accessed December 15, 2021. <https://www.rijksmuseum.nl/en/masterpieces-up-close>.
2. “Children's Perceptions of Their Museum Experiences: A ...” Accessed December 15, 2021. <https://www.jstor.org/stable/pdf/41514951.pdf>.
3. “Immersive Interfaces for Engagement and Learning Www ...” Accessed December 15, 2021. https://projects.iq.harvard.edu/files/rivercityproject/files/dede_immersive_interfaces.pdf.
4. Barab, Sasha, and Chris Dede. “Games and Immersive Participatory Simulations for Science Education: An Emerging Type of Curricula - Journal of Science Education and Technology.” SpringerLink. Kluwer Academic Publishers, March 22, 2007. <https://link.springer.com/article/10.1007/s10956-007-9043-9>.

THANK YOU!