

Front 1



## Transparency

### Advent Calendar/Competition

The "Advent calendar/competition" method consists of putting a scientific puzzle or experiment behind the 24 doors every day for you to copy and guess, and if you solve all the puzzles correctly, you can take part in a prize draw.

**Target Group:** Adults, School students

**Timing:** end

**Format:** Game, Competition

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■

Front 2



## Transparency

### Visitor Centre

A visitor centre offers the public the opportunity to find out about the work of an institution on site, whereby the offer can vary from small exhibitions to special buildings with exhibits, 3D films, lectures and free guided tours.

**Target Group:** Adults, School students, Children

**Timing:** middle

**Format:** Exhibition, Dialogue

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■

Front 3



## Transparency

### Illustrated Book

An illustrated book, whether as a printed book, PDF file or website, focusses mainly on illustrations, which can be supplemented by accompanying texts and information on scientific topics or art exhibitions.

**Target Group:** Adults, School students, Children

**Timing:** middle

**Format:** Media

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■

Front 4



## Transparency

### Picture and Children's Book

Combining scientific research with fantastic entertainment for children. Today, there is a wide selection of modern books that present scientific knowledge for young readers, supported by various awards and prize lists.

**Target Group:** School students, Children

**Timing:** end

**Format:** Media

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■



## Transparency

### Botanical Garden

Botanical gardens are used for education and research, offer recreation and walks in parks, promote species conservation through seed banks and cultivation of endangered plants, and provide extensive learning opportunities about flora, conservation measures and botanical research through guided tours, presentations and workshops.

**Target Group:** Adults, School students, Children

**Timing:** end

**Format:** Exhibition

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■



## Transparency

### Citizens' Exhibition

A citizens' exhibition offers space for dialogue and discussion of the different perspectives of citizens by presenting interviews and photos of representatives of various interest groups in order to promote mutual understanding and active participation.

**Target Group:** Adults

**Timing:** end

**Format:** Exhibition, Event

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■



## Transparency

### Comic

Science comics use the combination of images and speech bubbles to convey complex scientific topics in an engaging and entertaining way.

**Target Group:** Adults, School students, Children

**Timing:** end

**Format:** Media

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■



## Transparency

### Computer Game

Scientific computer games convey scientific knowledge in a playful way and enable players to actively contribute to research processes.

**Target Group:** Adults, School students, Children

**Timing:** end

**Format:** Media, Interactive

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■

Front 5

Front 6

Front 7

Front 8



Back 1



**Requirements:** Calendar puzzles/experiments/tasks, material, advertising, prizes if applicable

**Notes:**

Back 2



**Requirements:** Venue, guided tours

**Notes:**

Back 3



**Requirements:** Concept, image material, accompanying texts, book designer, advertising

**Notes:**

Back 4



**Requirements:** Concept, authors, illustrators, advertising, printing

**Notes:**



**Requirements:** Set up botanical garden, information boards, use mostly free of charge

**Notes:**



**Requirements:** Exhibition space, material (posters, etc.), catering, advertising

**Notes:**



**Requirements:** Develop concept/script, find illustrators, advertising, fees & printing costs

**Notes:**



**Requirements:** Concept, visualization, design, programming, advertising, technology, production

**Notes:**

Back 5

Back 6

Back 7

Back 8







Back9



**Requirements:** Free of charge

**Notes:**

Back10



**Requirements:** Concept, advertising, material, exhibition venue (all very dependent on the topic)

**Notes:**

Back11



**Requirements:** Venue, invitations, advertising, catering if necessary

**Notes:**

Back12



**Requirements:** Concept (theme, rules, etc.), prototype (& corresponding material), marketing

**Notes:**

**Requirements:** Commissioning, material (projector, drawing pad, etc)

**Notes:**

**Requirements:** Depending on the type of implementation (e.g. material, technology, experts, advertising, concept)

**Notes:**

**Requirements:** Experts, scenes from film/series/play, technology

**Notes:**

**Requirements:** Conceptualization, licenses (graphic programs)

**Notes:**

Back13

Back14

Back15

Back16



Front 17



## Transparency

### Instagram

Instagram is a mixture of microblog and audiovisual platform for sharing photos, videos and short clips. Researchers can post about their everyday work, research projects or scientific events on their own Instagram profile to get people interested in their work.

**Target Group:** Adults, School students

**Timing:** beginning

**Format:** Media

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■

Front 18



## Transparency

### Institute Tour

During an institute tour, visitors are guided through the research areas, laboratories, or parts of the campus of a research facility.

**Target Group:** Adults, School students, Children

**Timing:** middle

**Format:** Event, Presentation, Dialogue

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■

Front 19



## Transparency

### Art Exhibition

An art exhibition reflects society's view of knowledge and encourages visitors to reflect and question.

**Target Group:** Adults, School students, Children

**Timing:** end

**Format:** Exhibition

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■

Front 20



## Transparency

### Educational trail

An educational trail imparts knowledge about topics such as nature, history or astronomy, often through signs, interactive stations or digital additions. It can be designed in a classic way or as an adventure and sensory trail and promotes learning with all the senses.

**Target Group:** Adults, School students

**Timing:** end

**Format:** Exhibition, Interactive

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■



## Transparency

### Live Escape Room

The players find themselves in a locked room and have to escape from this room within a certain time by solving riddles and following clues. The puzzles can also include a scientific context.

**Target Group:** Adults, School students, Children

**Timing:** end

**Format:** Game

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■



## Transparency

### Lunch Lecture

When you clear your mind, you can immediately fill it with new ideas, e.g. during a short talk in the lunch break. Food is provided or brought along, and discussions take place in a relaxed atmosphere. The only important thing is that the talk does not last longer than the break and leaves time for questions.

**Target Group:** Adults

**Timing:** beginning

**Format:** Presentation

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■



## Transparency

### MOOC

A MOOC (short for "Massive Open Online Course") is an online course that is open to everyone and has no limit on the number of participants. Content can be used flexibly and from any location. MOOCs enable free learning - for personal development or to exchange ideas with others online.

**Target Group:** Adults, School students

**Timing:** middle

**Format:** Event, Media

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■



## Transparency

### Public Lecture Series

Several lecturers are organising a weekly public lecture series, which is free of charge and can be attended without prior registration.

**Target Group:** Adults, School students

**Timing:** beginning

**Format:** Presentation

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■

Front 21

Front 22

Front 23

Front 24



**Requirements:** Set up account, image/graphics programs & recording equipment if necessary

**Notes:** .....

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**Requirements:** Plan tour, prepare presentation, determine guide (shift schedule if necessary)

**Notes:** .....

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**Requirements:** Concept (artists, theme), exhibition venue, advertising, staff if necessary

**Notes:** .....

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**Requirements:** Concept (area, theme, route, materials), permits, path maintenance, digital additions (e.g. accompanying app)

**Notes:** .....

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**Requirements:** Test concept (suitable puzzles, equipment), rent room if necessary, determine management/room supervision if necessary, advertising

**Notes:** .....

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**Requirements:** Room search, catering, prepare presentation, technology, advertising

**Notes:** .....

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**Requirements:** Course concept (topic, material, platform), advertising, technology

**Notes:** .....

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**Requirements:** Determine topic, recruit teachers, advertising

**Notes:** .....

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Front 25



## Transparency

### Pecha Kucha

20 images, each of which is shown for exactly 20 seconds. This results in a presentation that is exactly 6 minutes and 40 seconds long, usually presented using PowerPoint.

**Target Group:** Adults, School students

**Timing:** middle

**Format:** Presentation

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■

Front 26



## Transparency

### Planetarium

A planetarium allows viewers to immerse themselves in the starry sky through projections, travel to the dinosaurs and much more.

**Target Group:** Adults, School students, Children

**Timing:** end

**Format:** Exhibition

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■

Front 27



## Transparency

### Podcast

A podcast is a series of audio contributions, produced privately or professionally, prepared or improvised, completely free in terms of topic and without any time frame.

**Target Group:** Adults, School students

**Timing:** beginning

**Format:** Media, Dialogue

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■

Front 28



## Transparency

### Popular Science Book

In a popular science book, researchers, experts or science journalists write about their specialism in a generally understandable, sometimes entertaining way.

**Target Group:** Adults, School students, Children

**Timing:** end

**Format:** Media

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■



## Transparency

### Poster Session

On a poster, the most important information on current research are summarised in a concise and graphically appealing way.

**Target Group:** Adults, School students

**Timing:** end

**Format:** Presentation

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■



## Transparency

### Press Release

A press release provides information about current and future events and developments from institutions, companies, organisations, associations, etc.

**Target Group:** Adults

**Timing:** middle

**Format:** Presentation, Media

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■



## Transparency

### Pubquiz

Solve quiz questions in a pub - on physics, social research or wind energy - in competing teams, the participants answer the quiz masters' questions.

**Target Group:** Adults

**Timing:** end

**Format:** Event, Dialogue

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■



## Transparency

### Scrollytelling

Scrollytelling combines image, sound, video and text material to create interactive, transmedia stories that readers can explore for themselves by scrolling and clicking. The topics are diverse and not told in a linear fashion.

**Target Group:** Adults, School students

**Timing:** end

**Format:** Media, Interactive

**Group Size:** ■■■ ■■■ ■■■ **Effort:** ■■■ ■■■ ■■■

**Duration:** ■■■ ■■■ ■■■ **Cost:** ■■■ ■■■ ■■■

Front 29

Front 30

Front 31

Front 32



**Requirements:** Obtain approval for Pecha Kucha, program, moderators, technology, venue, catering, advertising

**Notes:**



**Requirements:** Technology, venue, advertising

**Notes:**



**Requirements:** Concept, research, technology, platform, invite experts if necessary, advertising

**Notes:**



**Requirements:** Topic, research, write text, publisher, advertising

**Notes:**

**Requirements:** Poster design, printing, catering, venue, advertising

**Notes:**

**Requirements:** Compile information, distribution list, dissemination

**Notes:**

**Requirements:** Venue, questions, technology, quizmaster, advertising, prize money

**Notes:**

**Requirements:** Content, domain, topic identification, technology, storytelling tool, software

**Notes:**



**Requirements:** Program, tour, catering, materials, invite researchers, advertising

**Notes:** .....

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**Requirements:** Program (guided tours, lectures, workshops, etc.), catering, materials, advertising

**Notes:** .....

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**Requirements:** Set up account, apply for developer account, create/program/host app in account

**Notes:** .....

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**Requirements:** Acquire VR headset and application, acquire/design/program VR applications if necessary

**Notes:** .....

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**Requirements:** Create user account, participate in mentoring program, create/edit posts

**Notes:** .....

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**Requirements:** Rent restaurant if necessary, set topic, invitations, advertising, presentations

**Notes:** .....

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**Requirements:** Venue, materials if necessary, catering if necessary, invite speakers if necessary, advertising

**Notes:** .....

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**Requirements:** Theme, venue, material, advertising

**Notes:** .....

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## Transparency

### Science Song

Science songs take existing songs and provide them with new, science-focussed lyrics, but there are also new compositions. The songs are published on various video portals.

**Target Group:** Adults, School students, Children

**Timing:** end

**Format:** Media

**Group Size:** ■ ■ ■

**Effort:** ■ ■ ■

**Duration:** ■ ■ ■

**Cost:** ■ ■ ■



## Transparency

### Science Theatre/Performance

Scientific theatre combines science and theatre by conveying scientific content in an accessible and entertaining way or by artistically stimulating reflection on a meta-level.

**Target Group:** Adults, School students, Children

**Timing:** end

**Format:** Event

**Group Size:** ■ ■ ■

**Effort:** ■ ■ ■

**Duration:** ■ ■ ■

**Cost:** ■ ■ ■



**Requirements:** Select/compose song, write lyrics, record/publish song, advertising, obtain technology if necessary, professional help if necessary (singing, composition, etc.)

**Notes:** .....

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**Requirements:** Conceive play/performance, engage artists, venues, technology, advertising, other material

**Notes:** .....

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