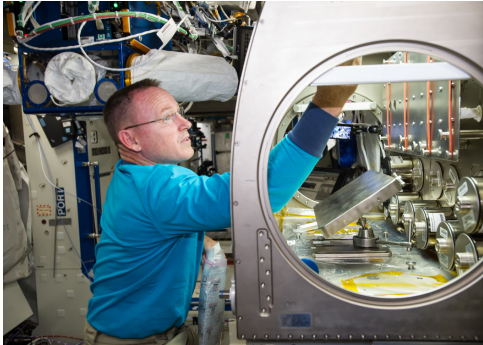


Biosciences Video

National Aeronautics and Space Administration



Challenge: The NASA Space Biosciences Division at NASA Ames Research Center needed a way to tell the science community how to get their experiment into space. Space Biosciences is expert at conducting ground and spaceflight experiments, as well as developing advanced research platforms for the International Space Station that facilitate the use of the laboratory by the scientific community to conduct increasingly sophisticated life science experiments in microgravity. They want to make sure that independent scientists and labs know that they can partner with the Division and “take their projects to new heights.”

Solution: The Collaborative chose to use an animated infographic to quickly tell the story of getting experiments into space for the non-NASA community. As with all of such “whiteboard drawings,” we begin by doing research and interviews, then proceed to producing sketches and subsequently storyboards. The final drawings are videotaped to show the artist’s actual hand—as if drawing on a whiteboard. Narration and music round out the product and the end result is both exciting and informative.

Results: Since launching their program, Space Biosciences has reached a very broad audience across the nation. Applications have been varied and numerous and the chance of people outside of NASA actually reaching the International Space Station with their project has been impressive, to say the least. It is projects like this that has kept the center on leading edge of NASA’s fundamental space biology program for more than 40 years.

