



Class

Acts

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ADES 4600.001  
Fall 2019



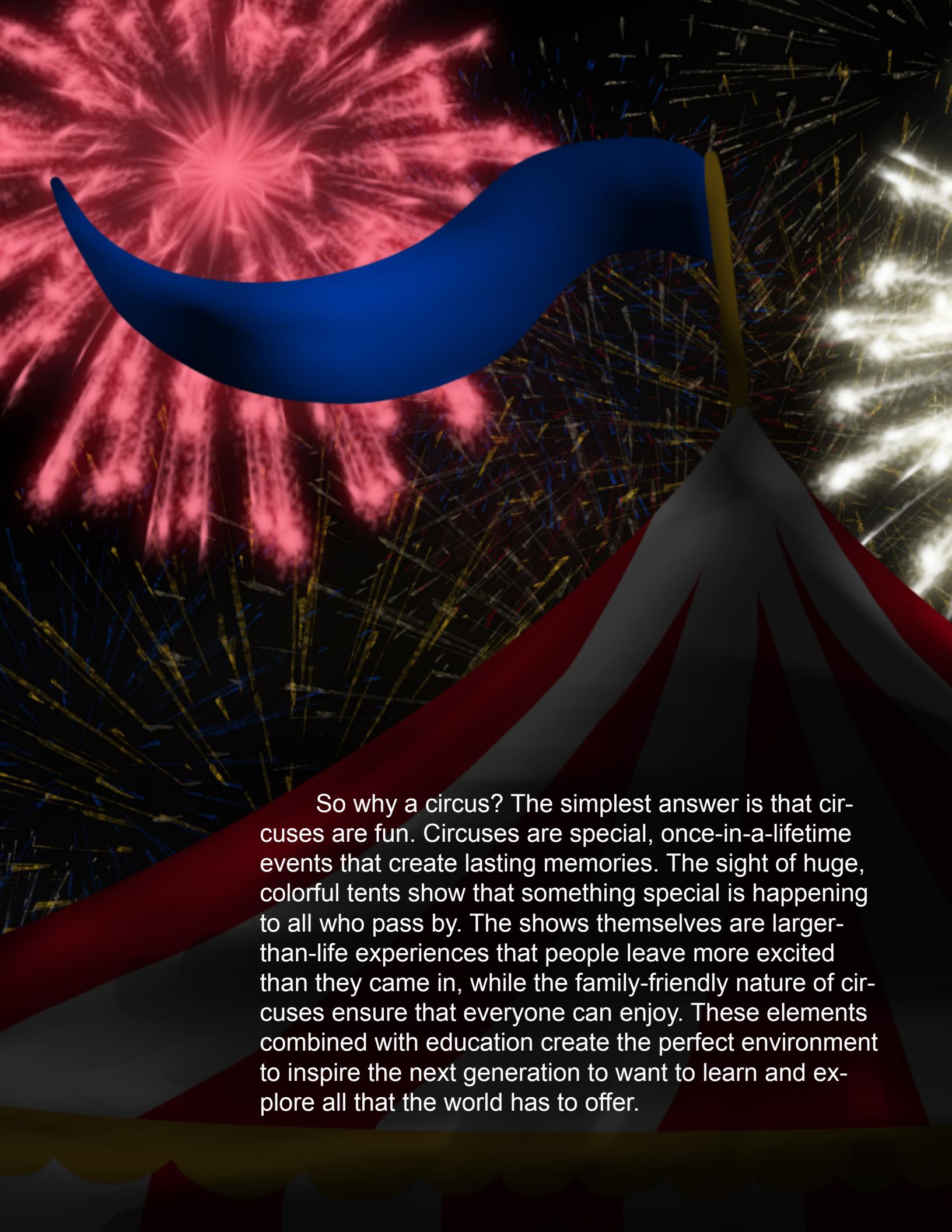
# Table of Contents

Project Abstract	5
Design Statement	6
Precedence Studies	8
User Profiles	12
Site Analysis	18
Project Program	24
Prototype	34
Branding	36
Marketing	37
Concept Board	40

# Abstract



One of the best ways to teach and inspire children is by having them experience and interact with new ideas. For many families, finding opportunities outside of basic schooling can be expensive and difficult. Class A Acts aims to change this by bringing free educational experiences straight to the communities that need it. To create the best experiences, Class A Acts starts by looking into how others have created educational programs, in order to find the perfect balance between fun and informative. These studies will also help create plans to cater to a wide range of ages, so that Class A Acts can appeal to as many children as possible. The knowledge gained from the analyses of other programs will be used to create the best show possible, to inspire all who see it. Class A Acts will also have side activities at each event, which will complement the lesson in the main show. More importantly, the side activities will allow children to get any questions that they have answered, and leave with the resources to continue learning. This way, Class A Acts will be able to leave a lasting inspiration on every child that comes.



So why a circus? The simplest answer is that circuses are fun. Circuses are special, once-in-a-lifetime events that create lasting memories. The sight of huge, colorful tents show that something special is happening to all who pass by. The shows themselves are larger-than-life experiences that people leave more excited than they came in, while the family-friendly nature of circuses ensure that everyone can enjoy. These elements combined with education create the perfect environment to inspire the next generation to want to learn and explore all that the world has to offer.

# Design Statement

# Precedence Studies



[www.tinkergarten.com](http://www.tinkergarten.com)

Tinkergarten is a program that hosts outdoor classes for children aged 6 months-8 years. These classes are self-guided and play-based, which allows the children to learn at their own pace and have fun while doing it. Each class's lesson is designed by experts to facilitate learning through play, and the classes are led by leaders in the communities that host events.



images used from  
Tinkergarten's web-  
site



Tinkergarten has three main strengths that Class A Acts can learn from. The first strength is Tinkergarten's play-based approach to teaching. This approach allows children to learn at their own pace, while also making the learning process about discovery. Class A Acts can use a similar play-based approach in the side activities.

Tinkergarten's second strength is in their strong online presence. Their website allows visitors to view upcoming events, suggest locations for future events, and even sign up to lead an event. Their social media pages are updated regularly, and have thousands of followers. Tinkergarten's online presence is a useful guide to developing Class A Act's online elements.

The third strength is that Tinkergarten's website has free activity guides that allow parents to continue the experience at home. By providing these resources, Tinkergarten ensures that the classes are not just a one-time thing, and that parents can continue to encourage their children to learn. Class A Acts can learn from Tinkergarten's example and provide resources on both the subject of the events and how to properly research, so that children can continue to learn long after the event has ended.

# Family Experiments with the Perot Museum

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The Perot Museum hosts special learning events once a month at Klyde Warren Park. These events cover a wide range of topics and feature family-based activities that illustrate the concepts taught.



The Perot Museum itself serves as an excellent example of educating through experiences, as most of the exhibits are interactive. The family experiments take the museum experience out to the public, and has two key strengths that Class A Acts can learn from. The first is that each event is hosted by educators from the museum. These experts ensure that all of the information provided through the event is accurate, and that any questions that may come up during the event can be answered. Class A Acts will benefit by ensuring that knowledgeable staff is present at every event, to make sure no question goes unanswered.

The second strength is that these events are hosted by a renowned museum. This makes the information in the events trustworthy. Class A Acts can learn from this by partnering with educational institutions to create the shows and give credibility to the events.

The family experiments have one massive downside: they are not advertised well. It is difficult to find out more information other than the time and date of the events. Class A Acts can overcome this by having strong presences in both communities and online, to spread the word about events, guaranteeing a large turnout and impact.



images used from  
Perot Museum's  
website

# User Profiles

Client profile:  
Bill and Melinda Gates Foundation

## BILL & MELINDA GATES *foundation*



The Bill and Melinda Gates Foundation was chosen as a potential client because one of the foundation's goals is to help every child succeed academically, a goal that Class A Acts shares. With the help of this foundation, Class A Acts would be able to go farther and help more kids find their passion.

Image from Bill and Melinda Gates Foundation website

Stock photo on right from Depositphotos.com

# Benefits

There are several benefits that Class A Acts would enjoy through a partnership with the Bill and Melinda Gates Foundation. The first is the prestige that comes with a partnership. Being one of the foundation's partners is an honor, and one that would spread the news about Class A Acts to a much larger audience, which would help it grow. A second benefit would be that the foundation would be able to assist Class A Acts in finding more funding opportunities, and more funding would allow the program to provide bigger, better experiences to more children.



# Challenges

To create and maintain a partnership with the Bill and Melinda Gates Foundation, Class A Acts has two options: proving the concept and applying for a grant. To prove its concept, Class A Acts would need to perform a show, and have positive feedback from those attending. This will show the foundation that the idea is successful, and will help create the partnership. The second way, applying for a grant, would be exactly as it sounds. Class A Acts would apply for a grant that would be used to build the program. This would likely also require proof of concept, so the Bill and Melinda Gates Foundation would likely not be the first partner for Class A Acts.

# User profile: Employee

There are three types of employees at Class A Acts: researchers, lesson leaders, and volunteers. Researchers and lesson leaders work together to create the shows, with the researchers finding the material and the leaders putting it in show form. The volunteers help set up shows and help run the side activities.

## Examples of Employees

The ideal researcher is, as the name suggests, someone who is skilled in researching all manner of subjects. Researchers will also need strong writing skills, so that they can put their research into layman's terms, making it easier to teach.

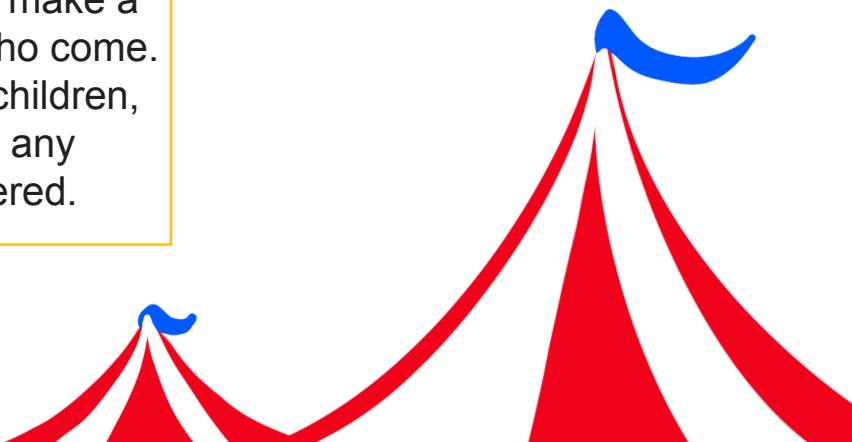
Lesson leaders will be the performers and leaders of activities. They will need fun personalities and a love for showmanship. They will also need to be able to explain the events, and guide the activities.

Volunteers will be the ones to help out where needed. They will be helpers during activities and shows, and will need to be able to help the children understand the material and guide guests around the event.



## Important qualities

Class A Acts is all about a love for learning, so every employee will have a passion for teaching and learning. This will help them to make a difference in the lives of the children who come. They also need to have patience with children, and have strong research skills so that any questions that get asked can be answered.



## Employee Expectations

Class A Acts promises to make sure every employee has a safe place to share knowledge. Safety is taken very seriously, so every event will have all necessary precautions taken to eliminate as much risk of injury as possible during shows and activities. Events will also have security present, to provide everyone present with a sense of security.

Researchers and lesson leaders will be paid for their work, while volunteers will be able to use the experience as volunteer hours.



Stock photos from istockphoto.com

## Employee Issues

To make sure that Class A Acts is a great place to work, employees will be able to give feedback about any problems that they have. Any problems that are raised will be fixed as quickly as possible, to keep the organization as fun and safe to work for. Some examples of issues that may come up are issues with poorly-behaved guests, difficulty with lessons, or issues with other workers. These issues will be investigated and resolved to keep Class A Acts a safe and engaging place to work.

# User Profile: Patron

There are three categories of patrons that Class A Acts sees: younger children aged 5-10, adolescents aged 11-15, and parents. All three of these categories have different needs that will need to be addressed.

## Examples of Patrons

The ideal families that Class A Acts serves is ones in low-income areas. These areas tend to struggle to provide impactful educational experiences, meaning that Class A Acts can do the most good in these situations. The younger children will be provided with play-based activities, which will allow them to learn by discovery. Adolescents will get more structured activities that mimic real-world problems, which will help show the importance of the subject, as well as show potential careers that they may be inspired to pursue. Parents will get to learn alongside their children, and will be provided resources that will help them encourage their children to learn.



Stock photo from depositphotos.com

## Subjects

The subjects taught will need to appeal to the wide age range, as well as being appealing to the parents that will be attending with their child. There will also need to be different activities for the two age groups. As parental involvement is important for encouraging the child's desire to learn, all of the events will need to engage the parents as well.

## **Benefits**

Each group will experience different benefits when participating in Class A Acts event. The younger children will be able to experience something new, and will be inspired to learn about a new subject. Adolescents will be able to explore subjects with greater detail than they would likely get in school, which could influence their choices of what to study as they progress through their scholastic career. Parents benefit by having a family activity to do with their child, as well as being able to see what their child likes, and encourage them to continue to learn.

## **Issues**

One of the biggest potential issues that the patrons of Class A Acts may face is the appeal of the subjects taught. Due to the wide age range of participants, the subjects will need to be curated to suit everyone's needs. For example, a robotics event that involves building and programming robots would appeal to adolescents, but would be too difficult and uninteresting to young children. Likewise, an event focused on identifying rocks may be well-suited for the younger children, but bore the older ones. A balance will need to be struck to keep everyone engaged.

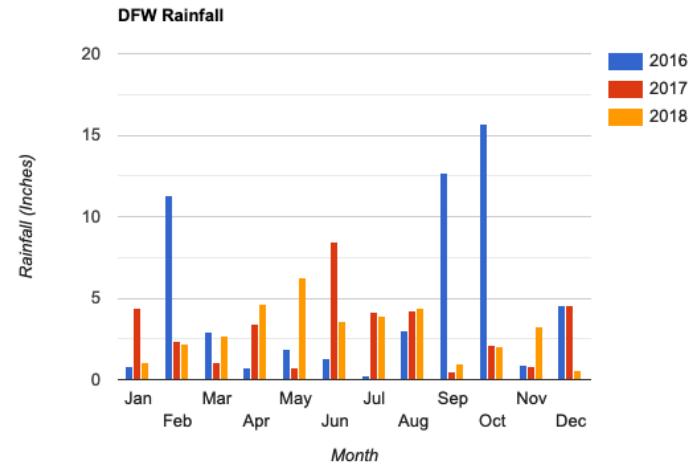
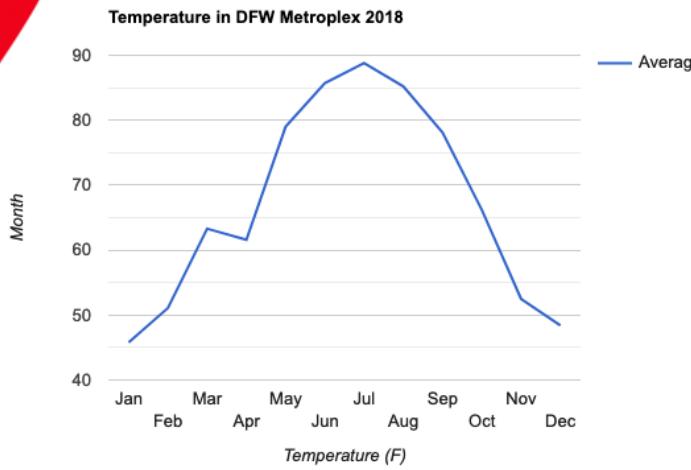
A second potential issue is with parental involvement. The risk is that either the parent will become too involved and do the entire activity for their child, eliminating the benefits that Class A Acts provides, or too unengaged, discouraging their child from pursuing knowledge. To help solve this, the staff will be trained to guide the parent and child through the activities to help mitigate this risk.

# Site Analysis

Class A Acts will initially serve the Dallas-Fort Worth Metroplex, so geographical factors examined on this page will cover the locations examined more closely in the following pages

The temperature and rainfall charts below show that the best time to have events would be during the summer, as that has the lowest risk of being rained out. However, events would have to avoid the middle of the day if possible, as that is when temperatures are highest.

The rainfall graph shows that while monthly rainfall is usually less than ten inches, it is hard to predict which months will be the wettest. Therefore, having indoor facilities close to potential locations will help mitigate the weather factor.



Temperature and rainfall data from weather.gov

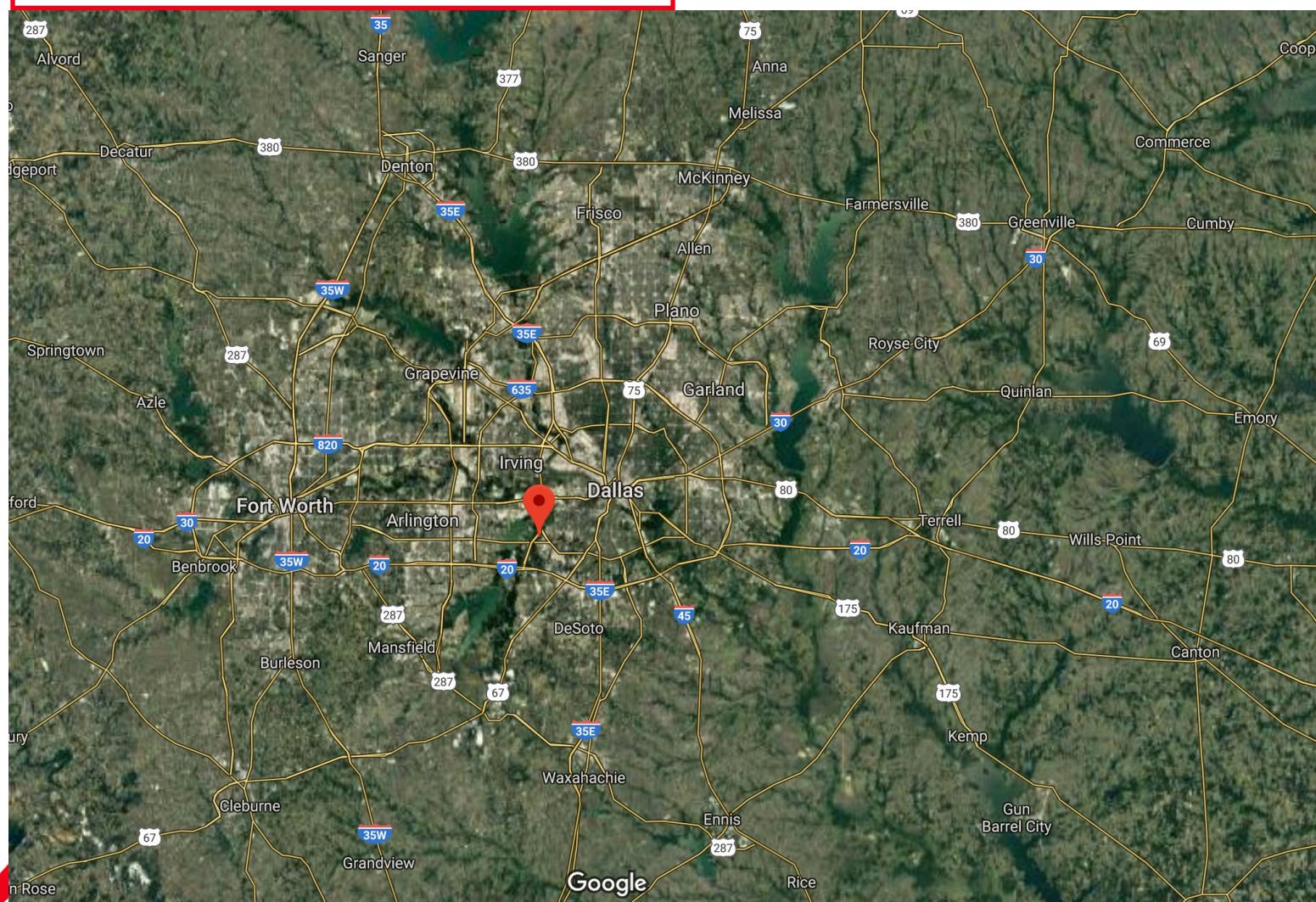
Map of DFW Metroplex from Google Maps

Each location analysis will look for the following demographic information:

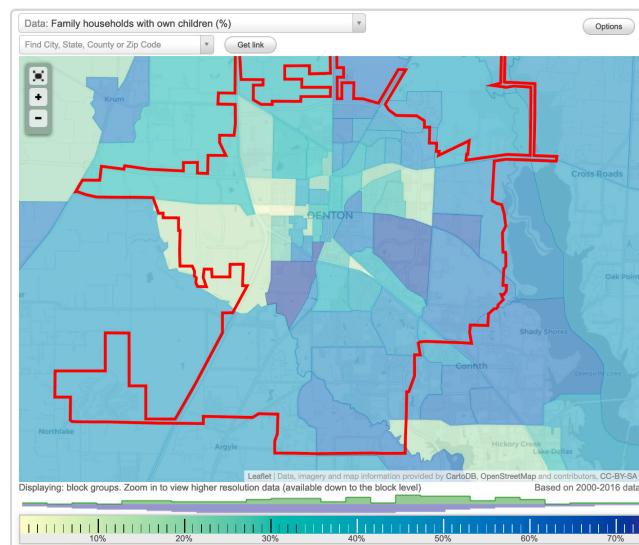
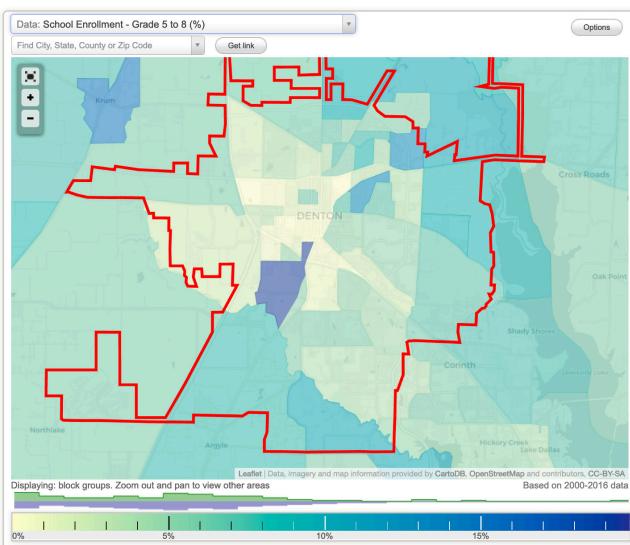
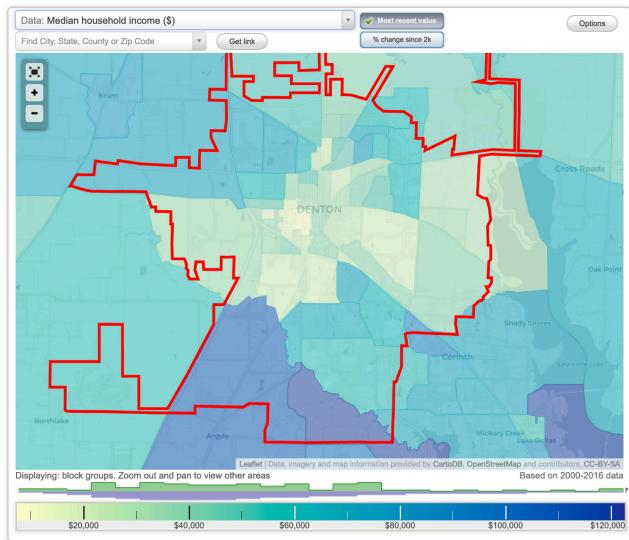
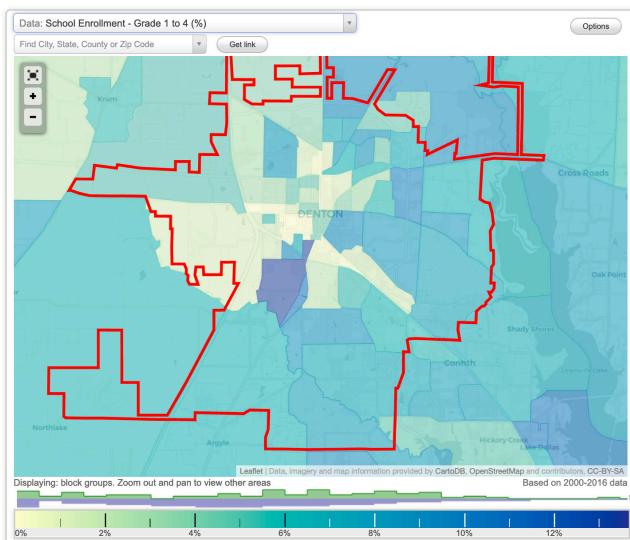
- Families with children
  - This is the target demographic, and locating closer to families will increase attendance
- Income status
  - This will allow Class A Acts to locate near low-income areas, a key target market
- School enrollment
  - This will help forecast the needed supplies and employees for the two activity age groups
- Languages spoken at home
  - This will help forecast the need for translation services, such as Spanish-speaking staff so that everyone can feel welcome

Each location will also need to have these features to be able to host a show:

- A large, open area
  - This area can be a park or school lot, anywhere big enough to set up an event in. The ideal location would also have a nearby indoor space, such as a community center, that can host activities in the case of inclement weather
- Easy road access
  - This will allow the trucks carrying the tents and supplies to reach the area. Without road access, Class A Acts cannot set up.



# Location 1: Denton



Denton's current poverty rate is about 18%, which is slightly higher than the average for the state of Texas.  
Denton has 24 elementary schools, 8 middle schools, and 5 high schools

Demographic maps from city-data.com  
Language data from MLA Language Map Data Center

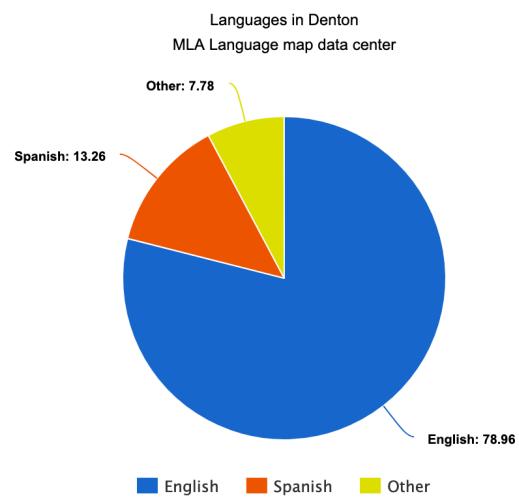
Right: Satellite map from Google maps, image from discoverdenton.com



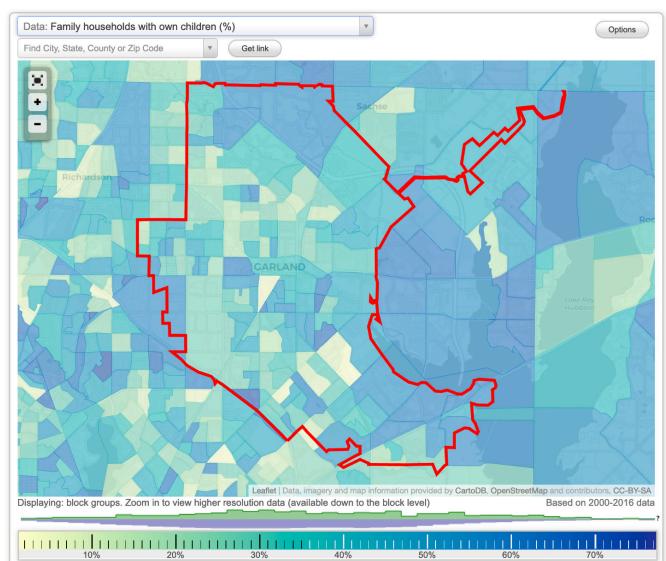
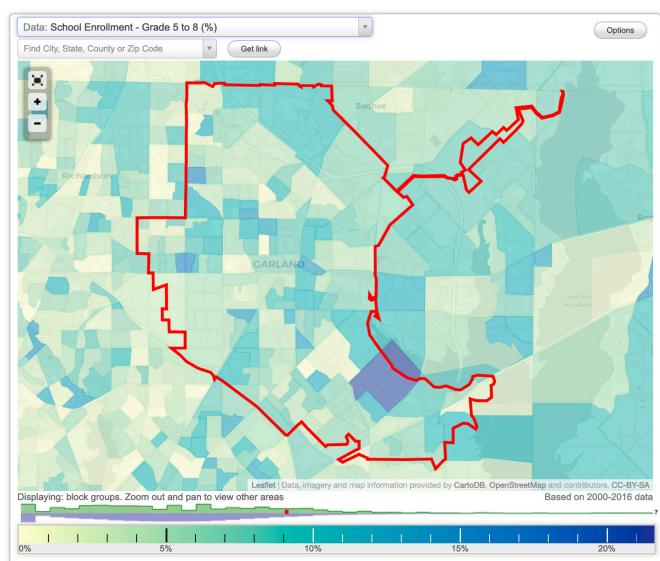
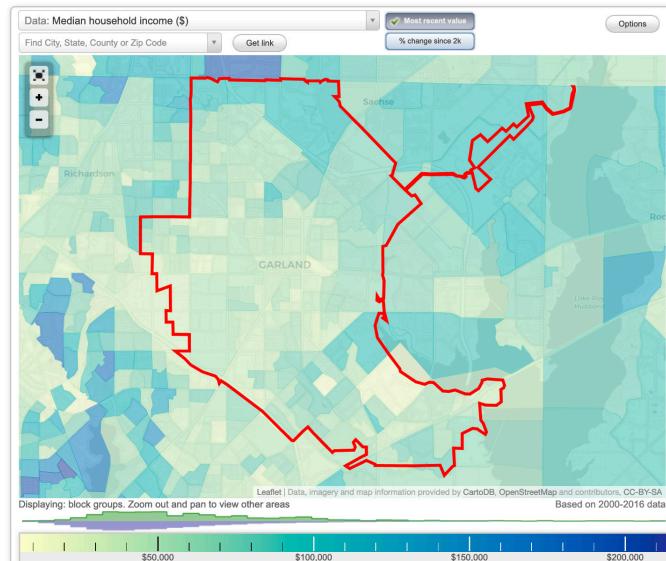
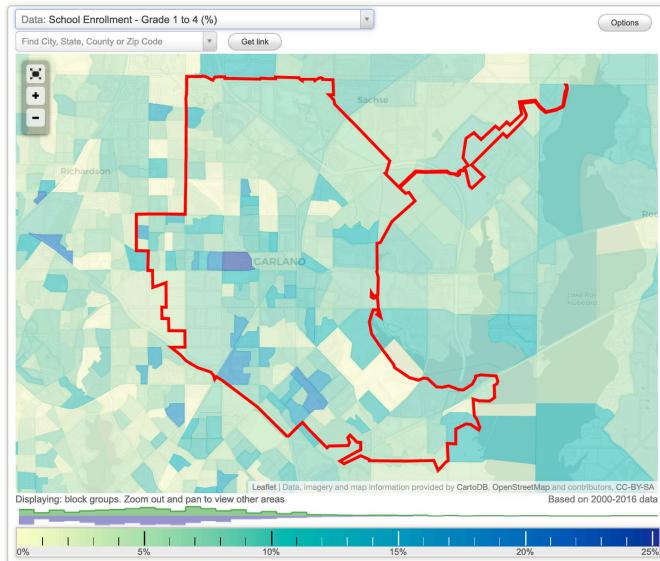
The proposed location for a Class A Acts event is North Lakes Park. It has the open spaces needed to put up tents, a nearby rec center, and is located near major roads. However, it is located somewhat far away from the target demographics.

## Comments

- Nearby colleges allow college students who major in the topics taught to volunteer, as well as having professors available to invite as special guests.
- Target demographics of children aged 6-15 are present.
- Some Spanish-speaking staff is recommended.



# Location 2: Garland



Garland's current poverty rate is about 15%, about the same as the average for the state of Texas

Garland has 47 elementary schools, 12 middle schools, and 7 high schools

Demographic maps from city-data.com  
Language data from MLA Language map data center

Right: Satellite map from Google maps, image from mapofplay.kaboom.org

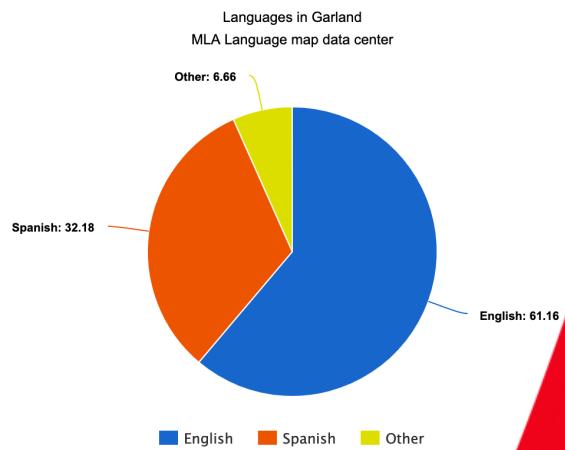


The proposed location for a Class A Acts event is Tinsley Park. It has the open space and rec center needed, but it is small and does not have easy road access.



## Comments

- Garland has a large Spanish-speaking population, so bilingual staff is required.
- Target demographic of children aged 6-15 is present, with younger children aged 6-10 being the most populous.
- Garland is an urban area, so finding open spaces to host events is difficult.

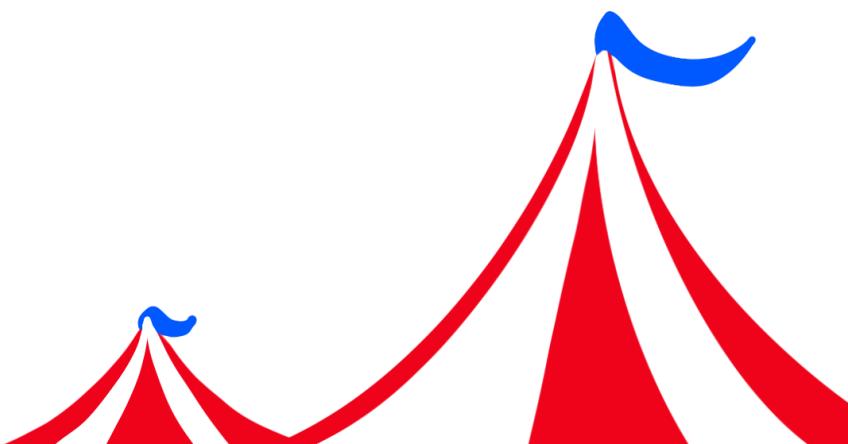


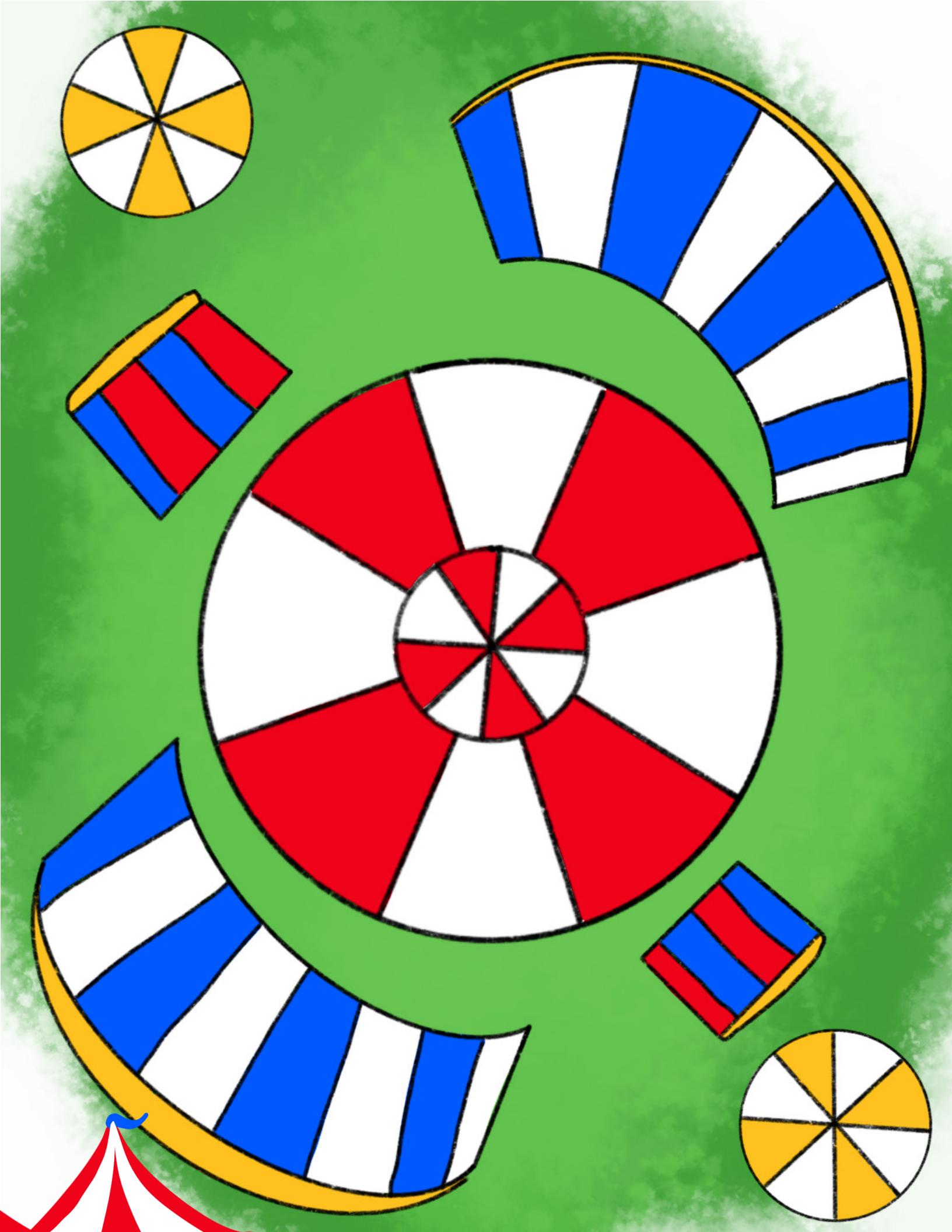
# Project Program

Class A Acts is a traveling educational show that aims to spark the passion to learn in all who attend. Pictured to the right is a hypothetical layout of how an event would look.

- The large red and white tent in the middle hosts the main show.
- The blue and white canopies host activities for the children who come. One canopy has activities for younger children, while the other one has activities for older children.
- The gold and white tents are information booths. They provide information about Class A Acts, as well as take-home activities and resources to help visitors continue to learn about the topic of the event
- The red and blue booths are merchandise booths that sell both snacks and merchandise such as shirts and bags.

Class A Acts will have events from March through September, with each month focusing on a different topic. The topics will range from scientific to historical. Each event will feature a main show that is performed twice a day, and side activities that are available all day. The following pages will go into further detail over each tent's activities, then a storyboard of a main show.





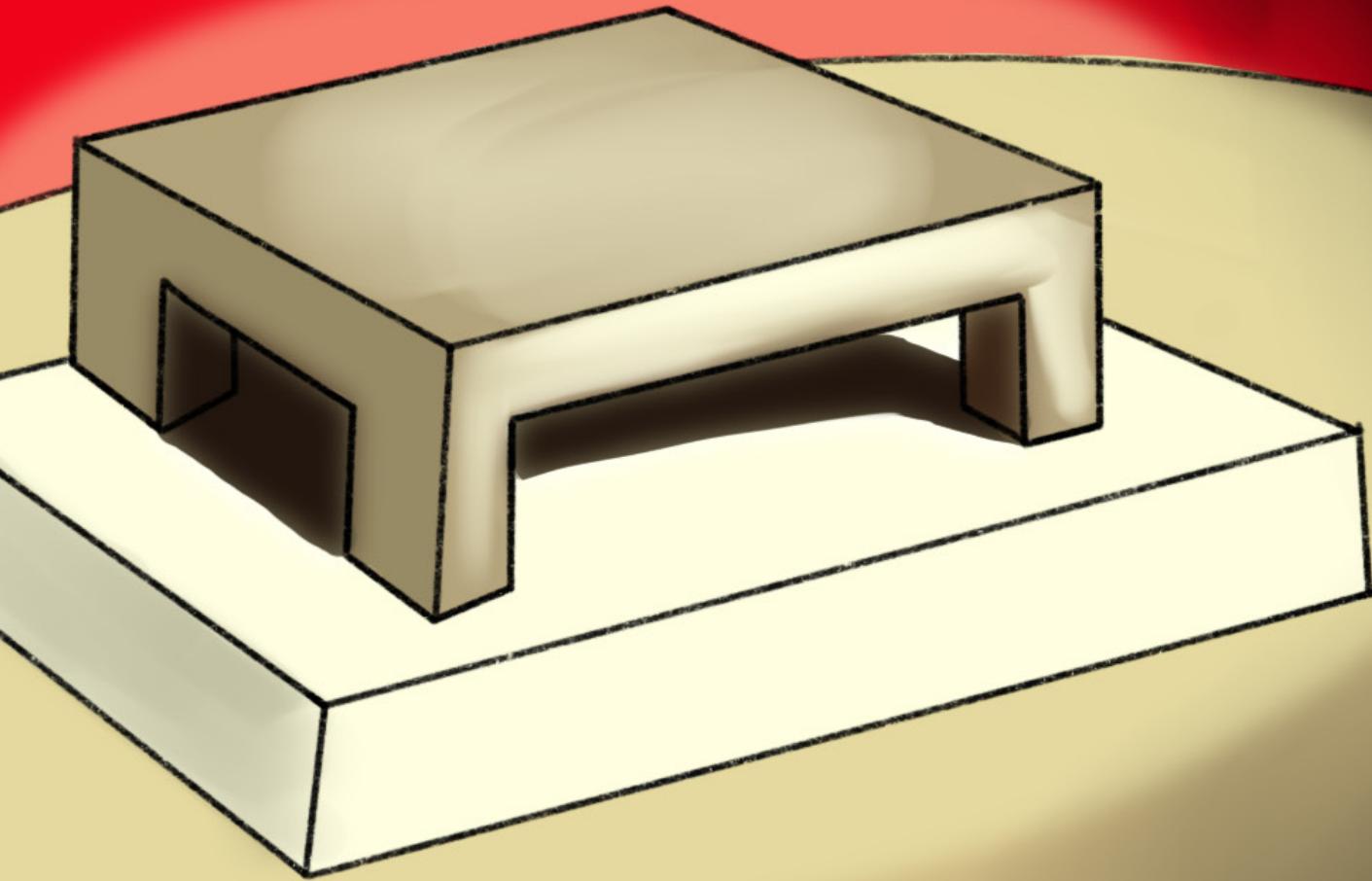
# The Main Tent

The shows will take place in this main tent. Each show will last between one and two hours, and will encourage audience participation. Entrance to the shows is free, but donations are encouraged.

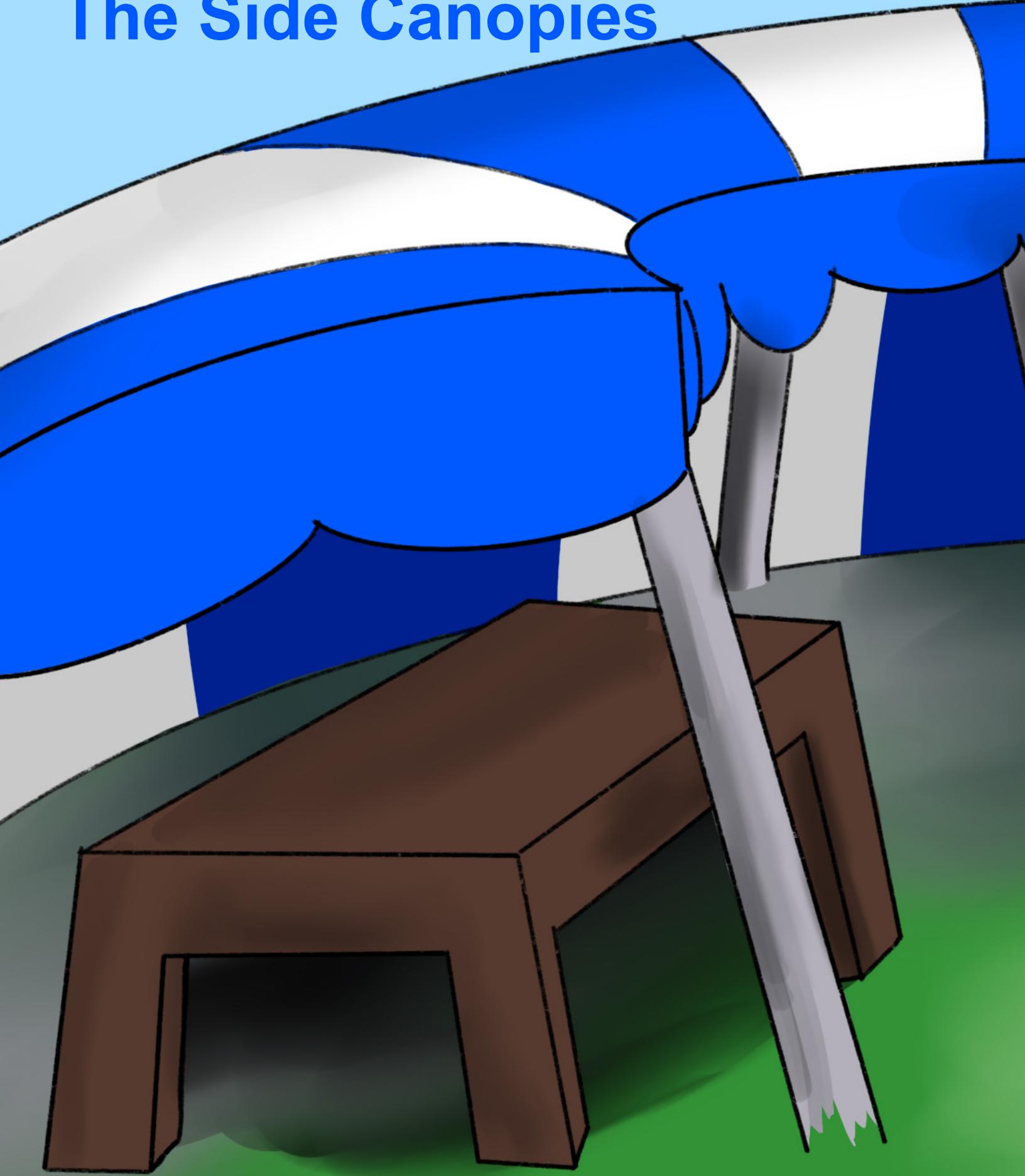
The topics of events will rely heavily on how exciting they would be as a show. As a result, flashy science experiments will be one of the staples of Class A Acts, followed by plays based on either historical events or classic literature, while subjects that do not make good performances, such as math, will be done less frequently.

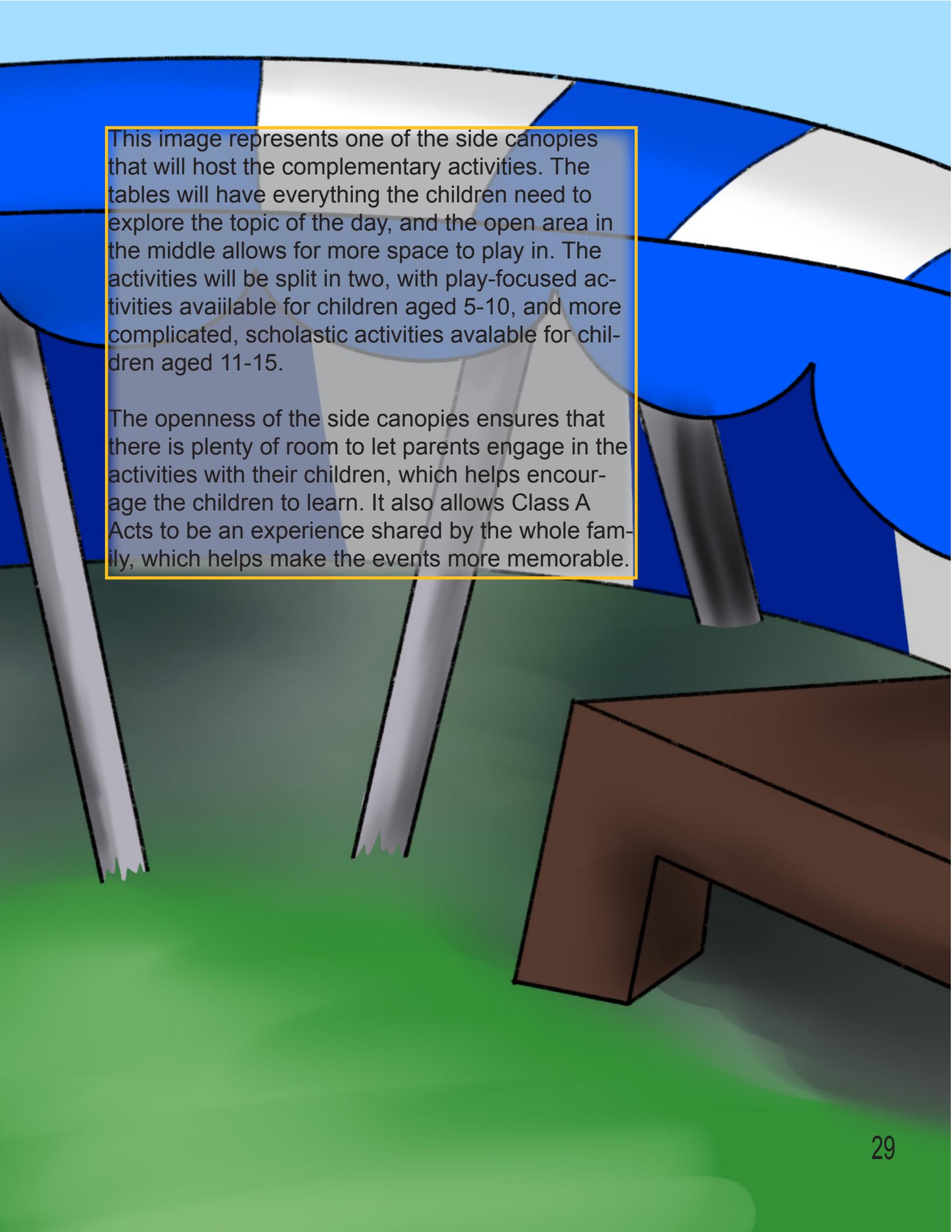


The table shown here is a place holder. The exact layout of the ring will depend on the show that is taking place.



# The Side Canopies





This image represents one of the side canopies that will host the complementary activities. The tables will have everything the children need to explore the topic of the day, and the open area in the middle allows for more space to play in. The activities will be split in two, with play-focused activities available for children aged 5-10, and more complicated, scholastic activities available for children aged 11-15.

The openness of the side canopies ensures that there is plenty of room to let parents engage in the activities with their children, which helps encourage the children to learn. It also allows Class A Acts to be an experience shared by the whole family, which helps make the events more memorable.

# Information Tent



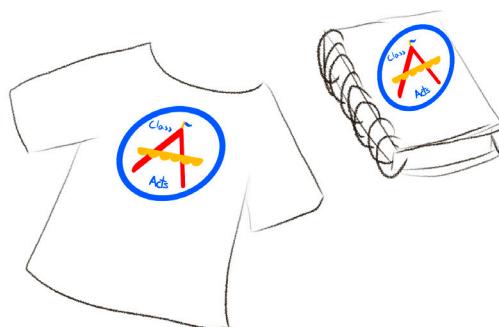
The information tent provides visitors with information about Class A Acts. The large tents are sure to attract a lot of foot traffic, and these information tents will be positioned to help guide visitors around the event. The tents will have information about the organization, plus resources relating to the current topic. Regardless of the current topic, the information tents will provide information about the local libraries, plus guides to conducting research.

The tents will also be used to store medical supplies in the event someone gets injured while at an event. First-aid kits will be available at every tent, with the information tents having the largest ones. Water will also be available at the information tents, a requirement during hot summer days.

# Merchandise Booth



The merchandise booths will sell both Circus A Acts-branded merchandise and snacks. The revenue generated by these booths will help fund new shows. The merchandise sold will range from wearables, such as shirts and hats, to journals and keychains. The merchandise will enable people to spread the word about Class A Acts, simply by wearing or using their souvenirs. The snacks will include healthy options, such as granola bars, and sugary sweets, such as cotton candy. The snacks will help enhance the circus atmosphere by being the traditional circus fare, and will discourage visitors from leaving to get food.



This simple storyboard shows how a main show based on properties of fire would go. Each experiment would be fully explained, and the side activities would focus on the safety aspects.



open with flame thrower



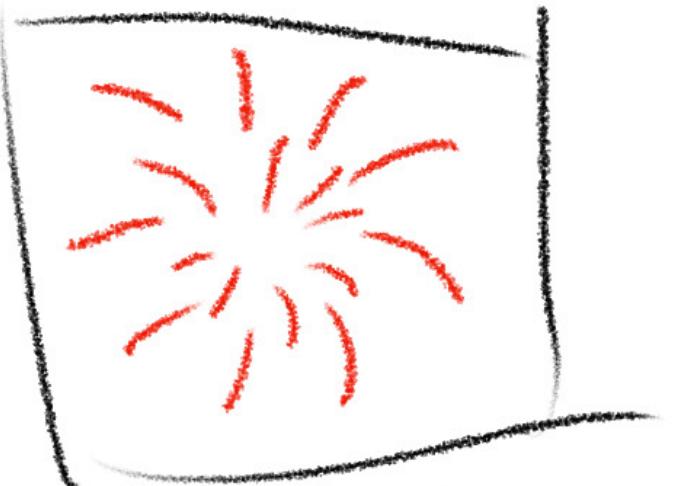
Start fire with chemical reaction



Juggling flaming objects (calculator's low flash point)



Changing fire's color



Fireworks Don't

extinguisher



Sand pit  
lid



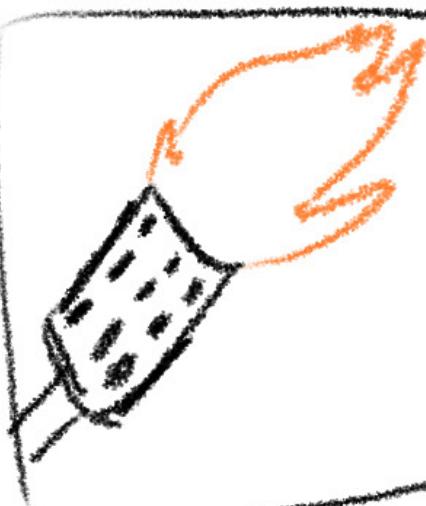
Fire safety lesson



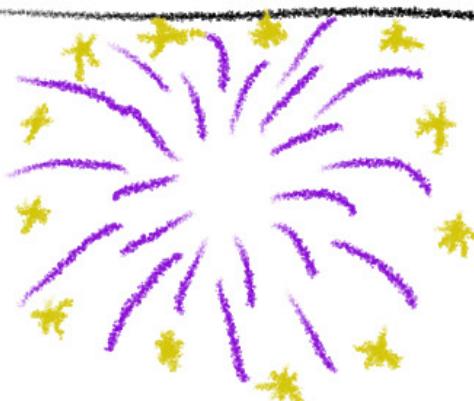
Demonstrations



make sparkler



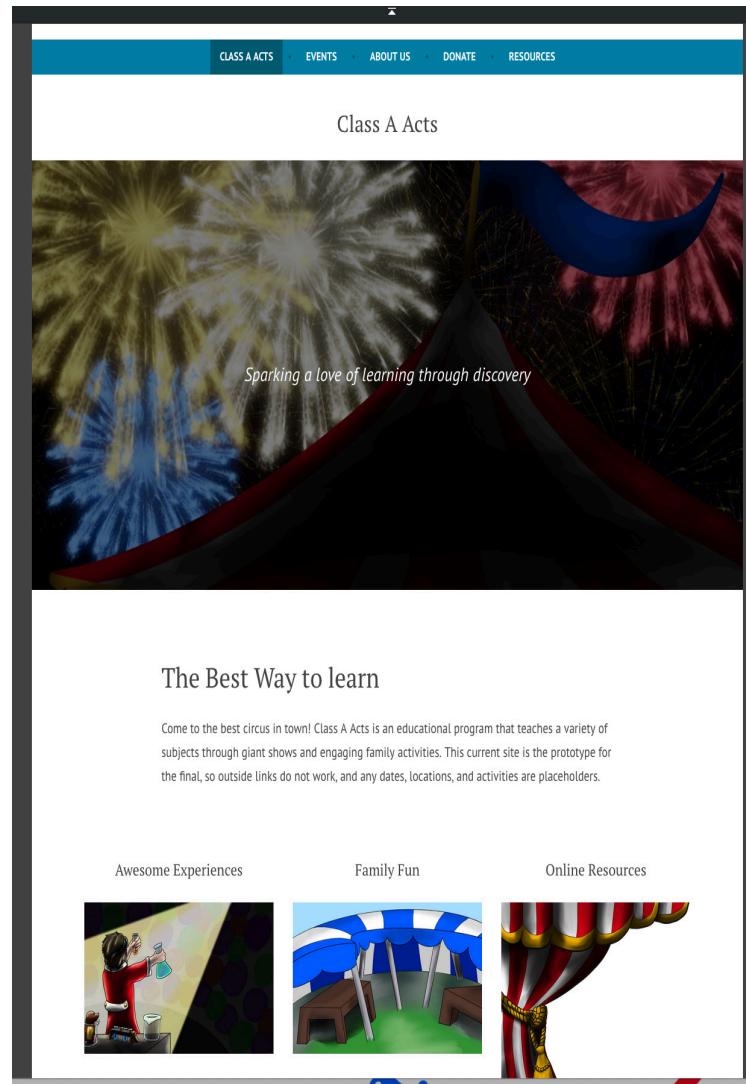
How flame throwers  
work



# Prototype

<https://classaacts.law.blog/>

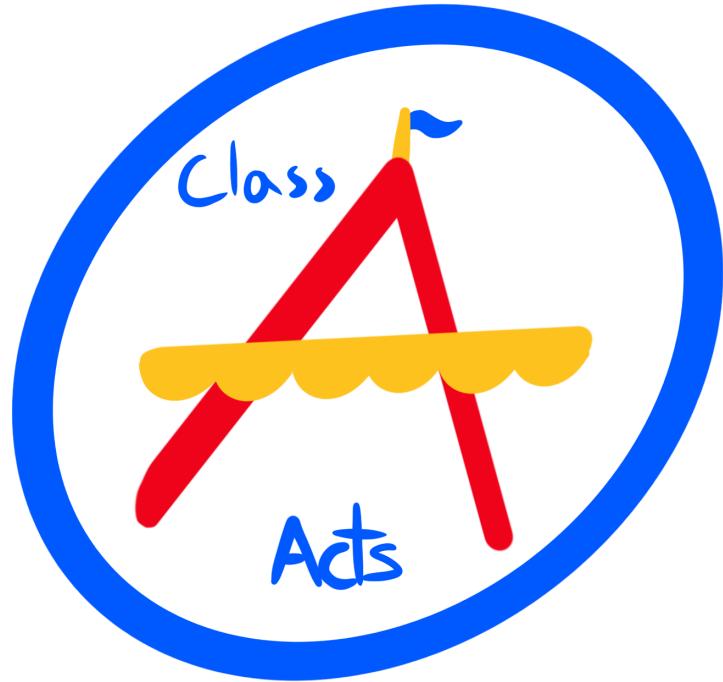
The prototype is a mock-up of Class A Acts website. This prototype was built in Wordpress, and shows off many of the features that the full website will have. The prototype has placeholder data for the events page, and the social media links do not work. Pictured here are the home page, resources, and event page.





# Branding

Large logo and small version. The smaller one gets used when the size would make the words difficult to read



Colors:

Red: #EF031A  
Yellow: #EFAF03  
Blue: #0059FF

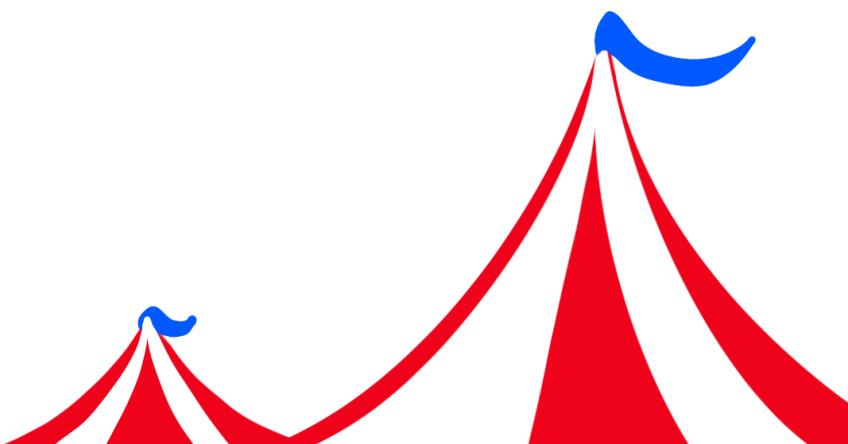
Blue is used for titles, while red and yellow are used for accents.

Fonts:

**Arial bold  
for titles**

Arial regular for body text

Use circus elements like the curtains and tents as accents



# Marketing

Most of Class A Act's marketing will be done via social media and email, with events being announced starting at least a month before it reaches each city. Small posters advertising the events will be available to download and print from the website, and can be put up around the city by Class A Acts's supporters. Additionally, if possible, Class A Acts will feature in short news segments to announce events and boost attendance.

To the right is an example of an email. The "find an event" button will link to the events page of the Class A Acts website.

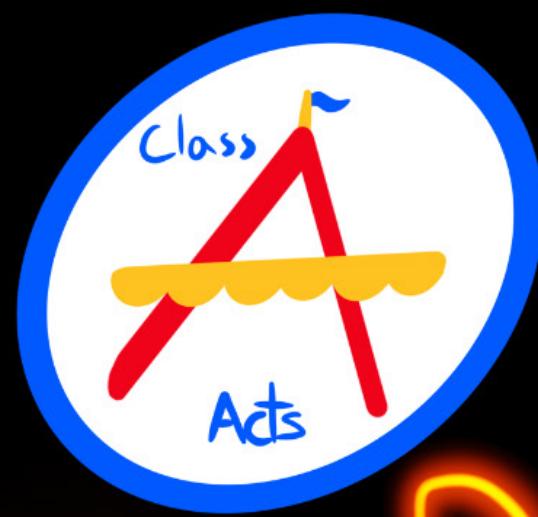


## Newsletter

June's theme has been decided:  
Burning EVERYTHING  
(safely)

This month, we'll be looking at fire and fire safety! How do you put out fires? Why are some fires green or blue? Can you juggle flaming tennis balls? Find out at Class A Acts near you!

Find an Event



Presents...

# Burning EVERYTHING (safely)

Join us June 6-7 for a free educational show all about fire and fire safety!

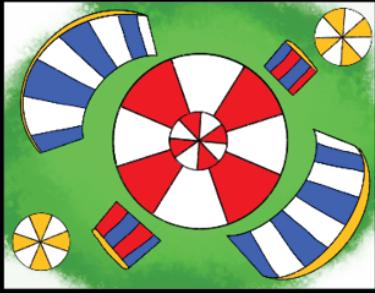
See how fireworks gets it's color in our activities, or just see what the best way to put out various fires in this Class A Acts Event

Shows will be at 10 AM and 2 PM, activities will be open from 9-5

Pictured left is an example of a poster that can be sent out to be posted in the community where the event will be taking place. These posters will also feature a QR code linking to the Class A Acts website.

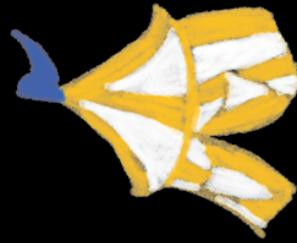
One final point of marketing will be having a local news channel air a segment on Class A Acts. This segment would consist of a short demonstration of the event, and will help spread the news of the upcoming event.



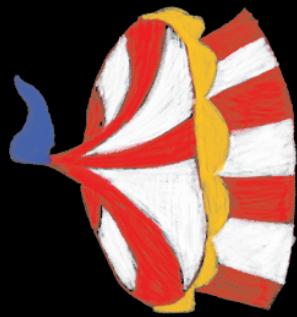


Layout of the tents

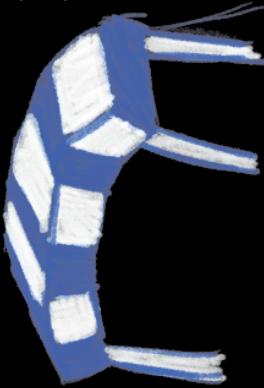
This tent is where the show happens



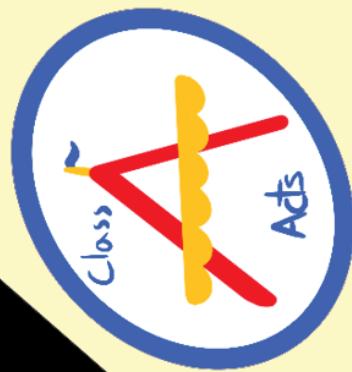
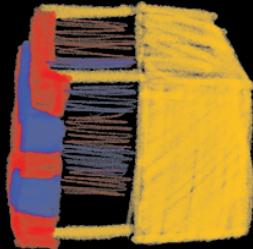
This tent is the information tent



This tent is where the side activities happen



This is the snack and merchandise booth



## *Sparking a love of learning through discovery*

So why a circus? The simplest answer is that circuses are fun. Circuses are special, once-in-a-lifetime events that create lasting memories. The sight of huge, colorful tents show that something special is happening to all who pass by. The shows themselves are larger-than-life experiences that people leave more excited than they came in, while the family-friendly nature of circuses ensure that everyone can enjoy. These elements combined with education create the perfect environment to inspire the next generation to want to learn and explore all that the world has to offer.

