

VISUAL STORYTELLING

Introduction to Goddard's Multimedia, Visualization, and Social Media Teams

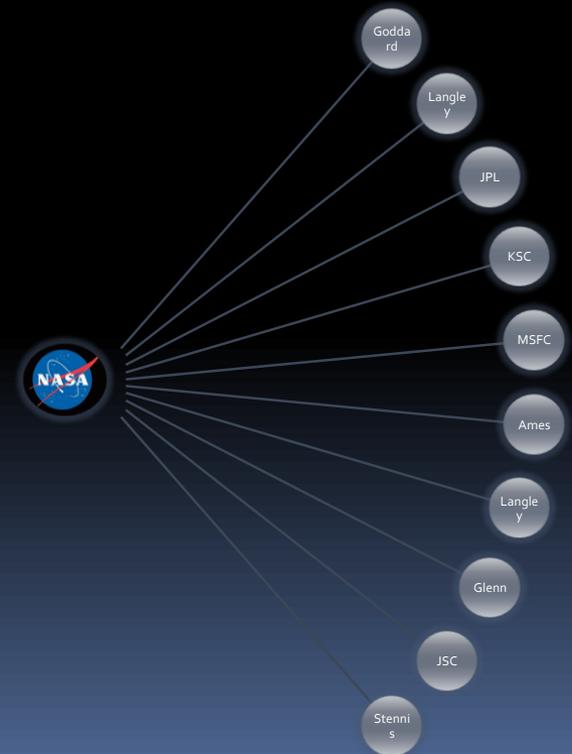
Wade Sisler

Executive Producer

NASA HQ > Goddard Network > Affiliates



- NASA-TV
- nasa.gov
- Social media
- Major events
- Documentary films
- Entertainment industry



Goddard's Multimedia Ecosystem

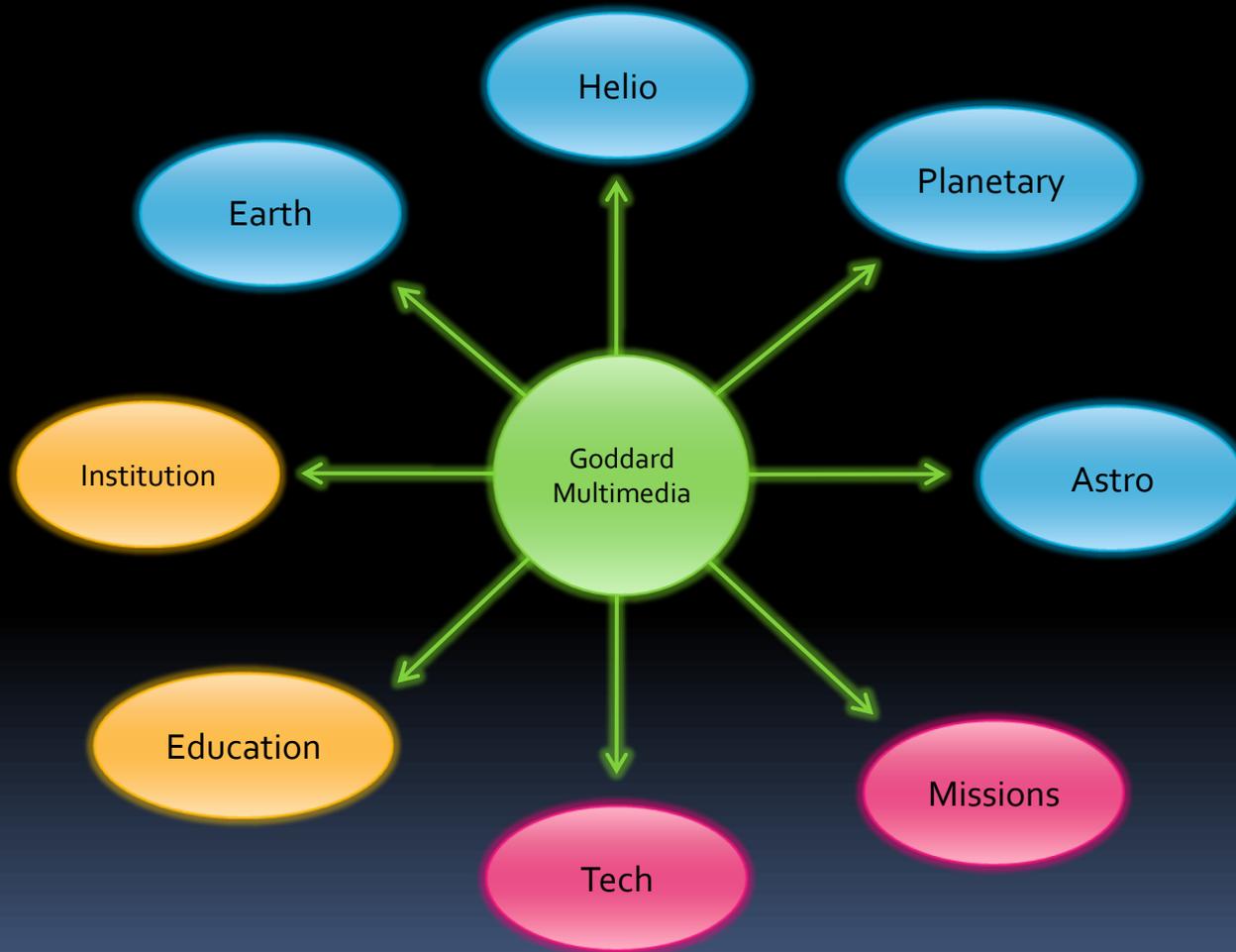
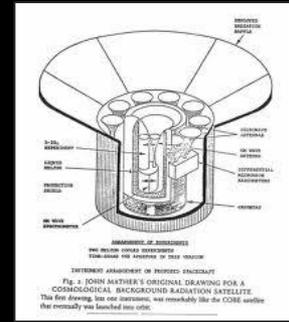
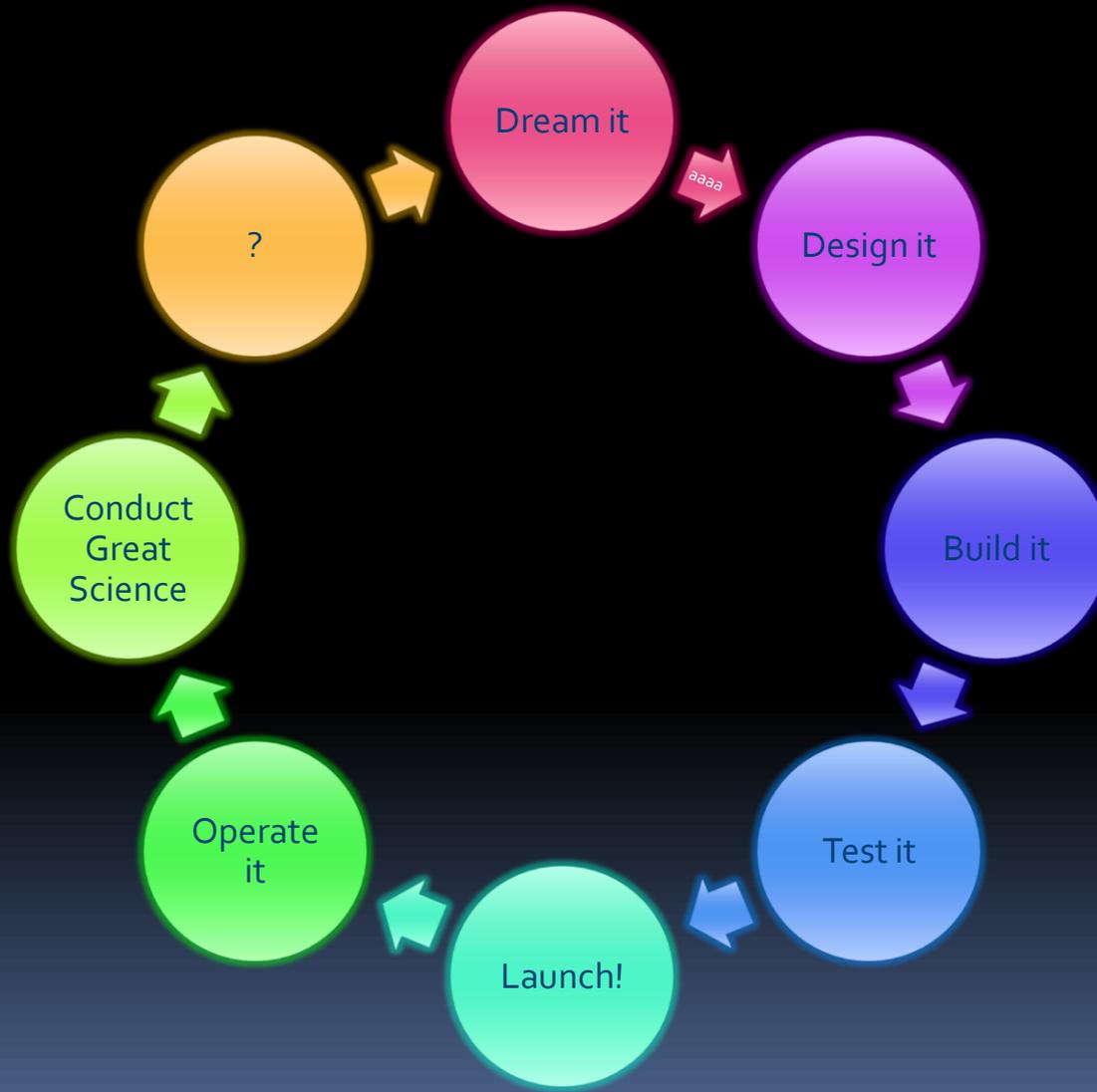


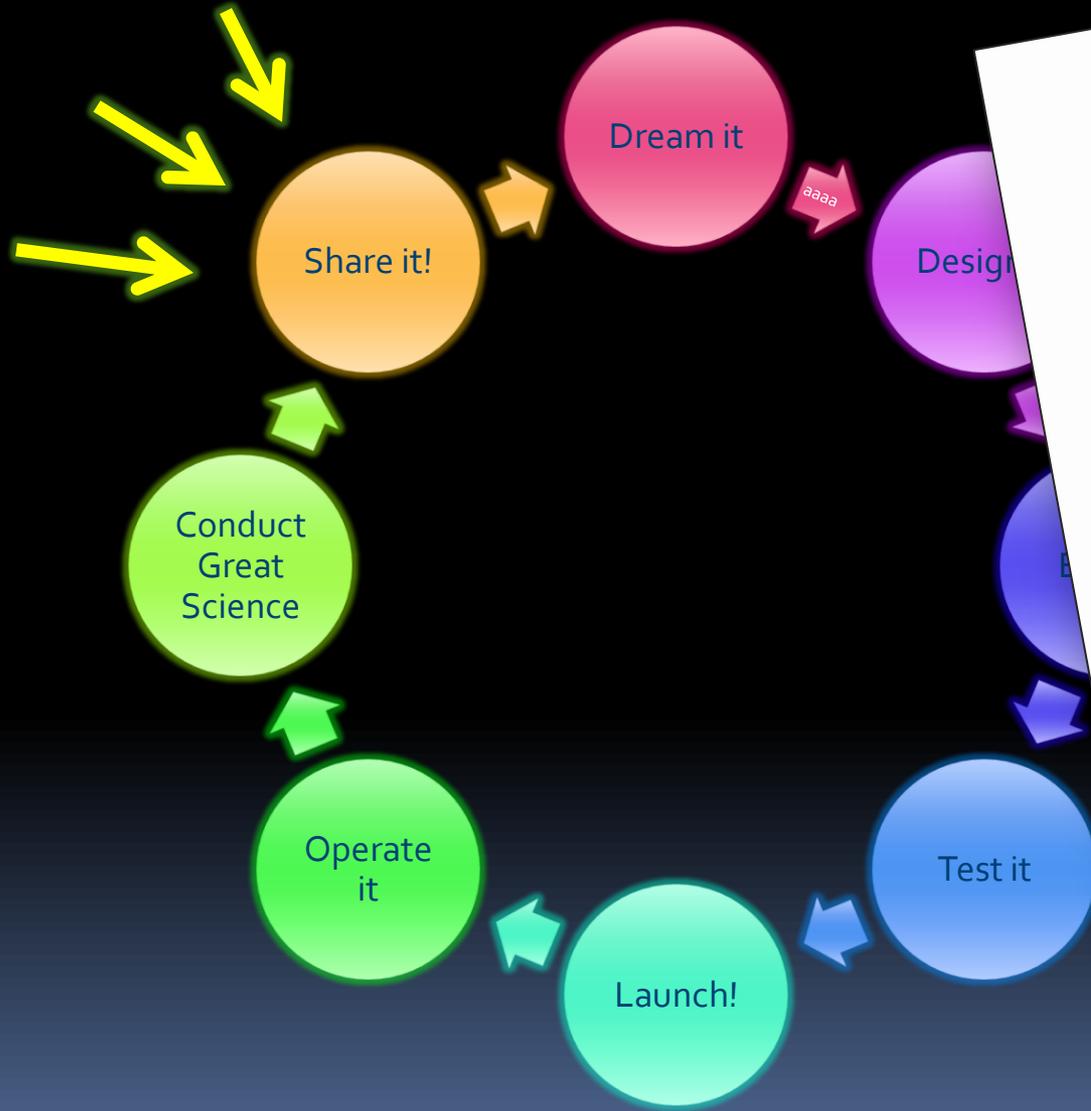


Photo: Pawel Borowka

Project Lifecycle



Project Lifecycle



Everyone is a Storyteller

... and there are many many ways to tell a story

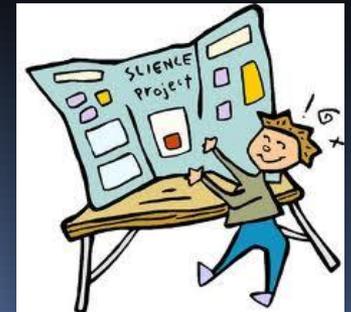
Press release, fact sheet, RTQ
Photograph, Lithograph
Web Feature
Mission/Science short form video
Video News Release (Video Files)
Satellite Media Tour
Press Conference
Media Telecon
Documentary Film

Twitter Feed
YouTube Short
Flickr Stream
Facebook Post
iTunes Podcast /Vodcast

Long distance learning teaching module
iTunes University Lectures
eBooks
Teachers' Domain Video Library
Teacher workshops

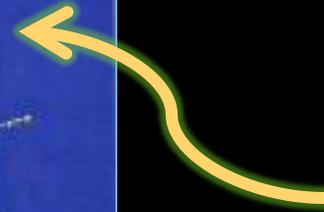
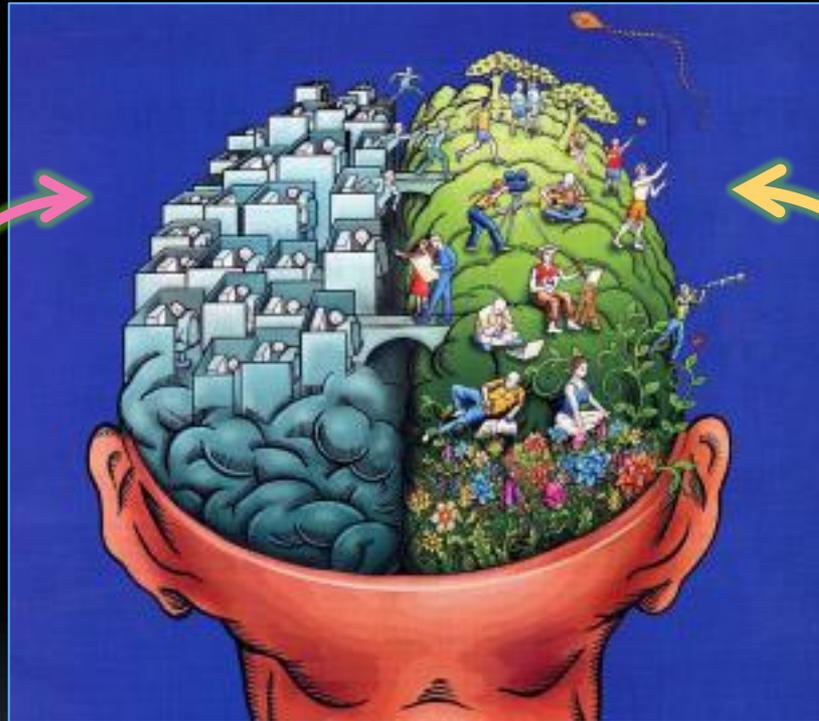
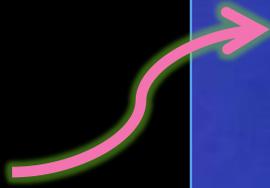
Museum Exhibit
3D Video
Magic Planet content
Science on a Sphere modules / films
Planetarium Feature

Apps and app content
Interactive Modules



Great divide?

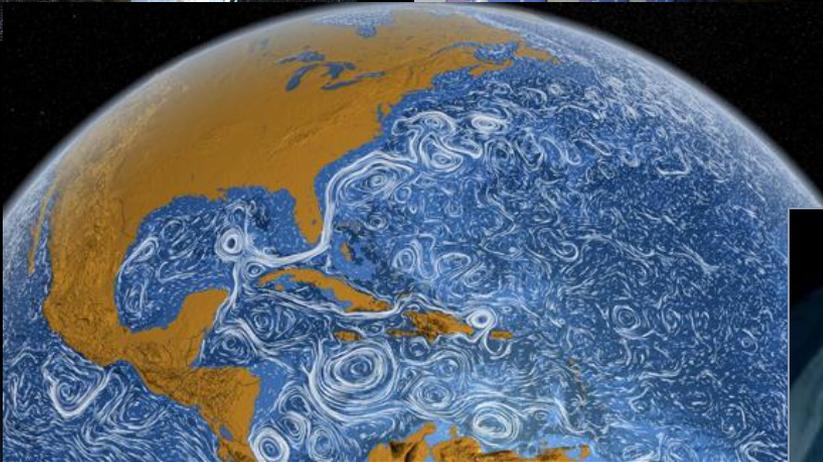
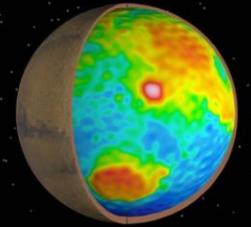
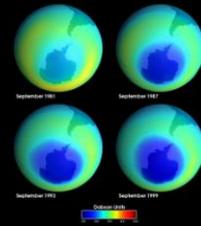
PAO



EPO

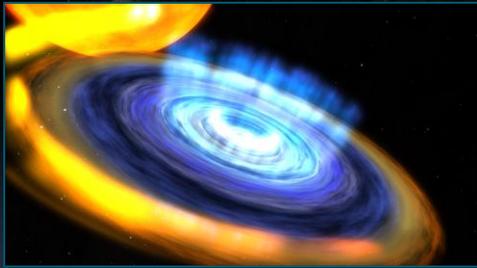
Versatile Core Content

Scientific Visualization Studio



Versatile Core Content

CI Lab Animation Studio

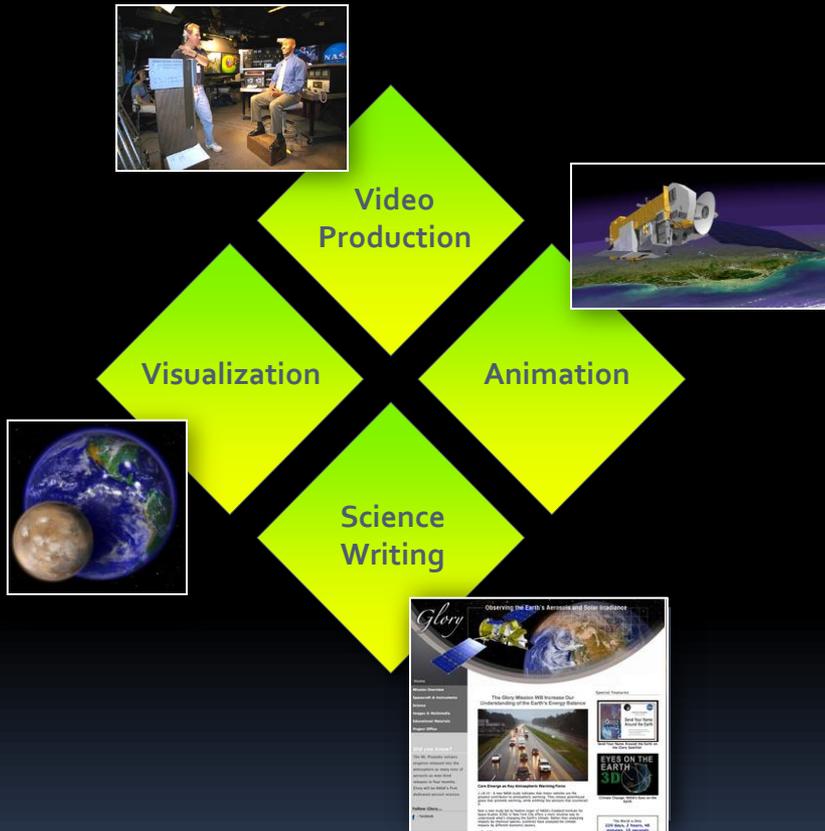


Versatile Core Content

Goddard Television

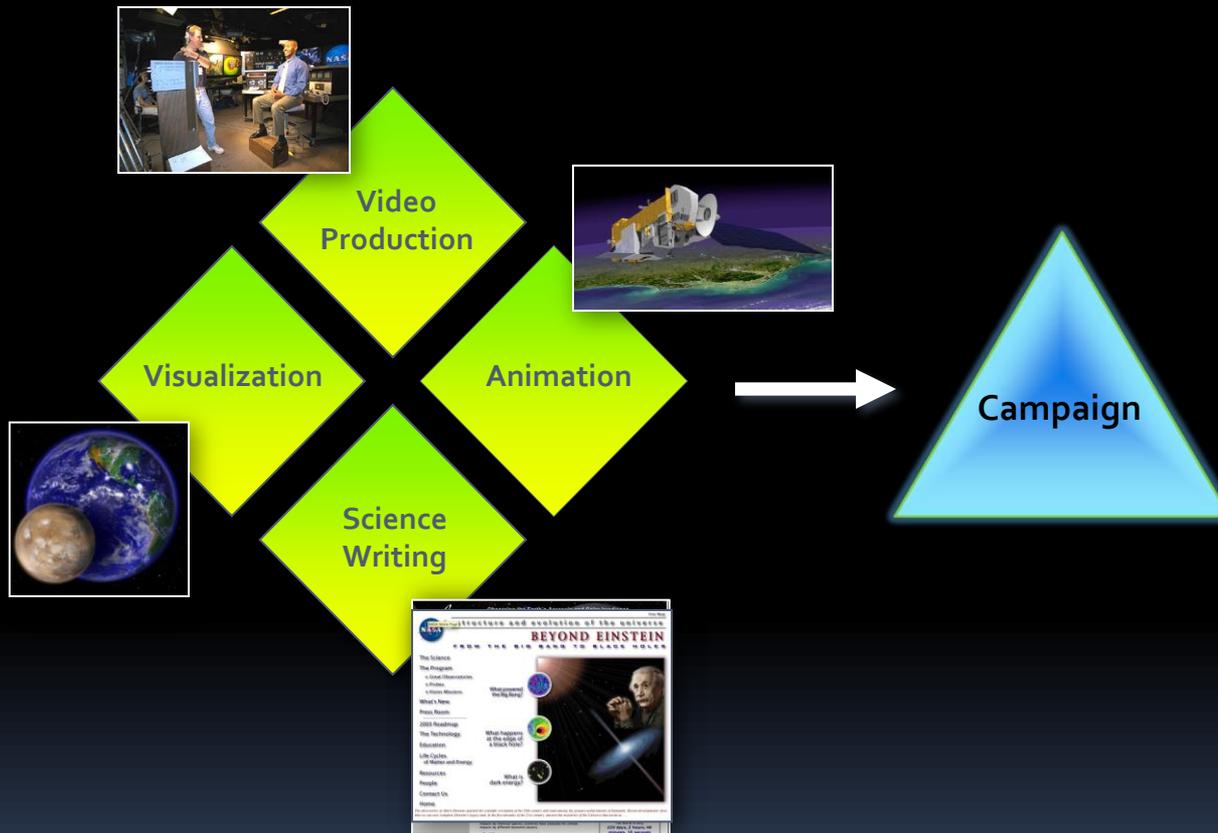


Science Communication for a Fragmented Planet

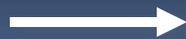


Core Content

Science Communication for a Fragmented Planet

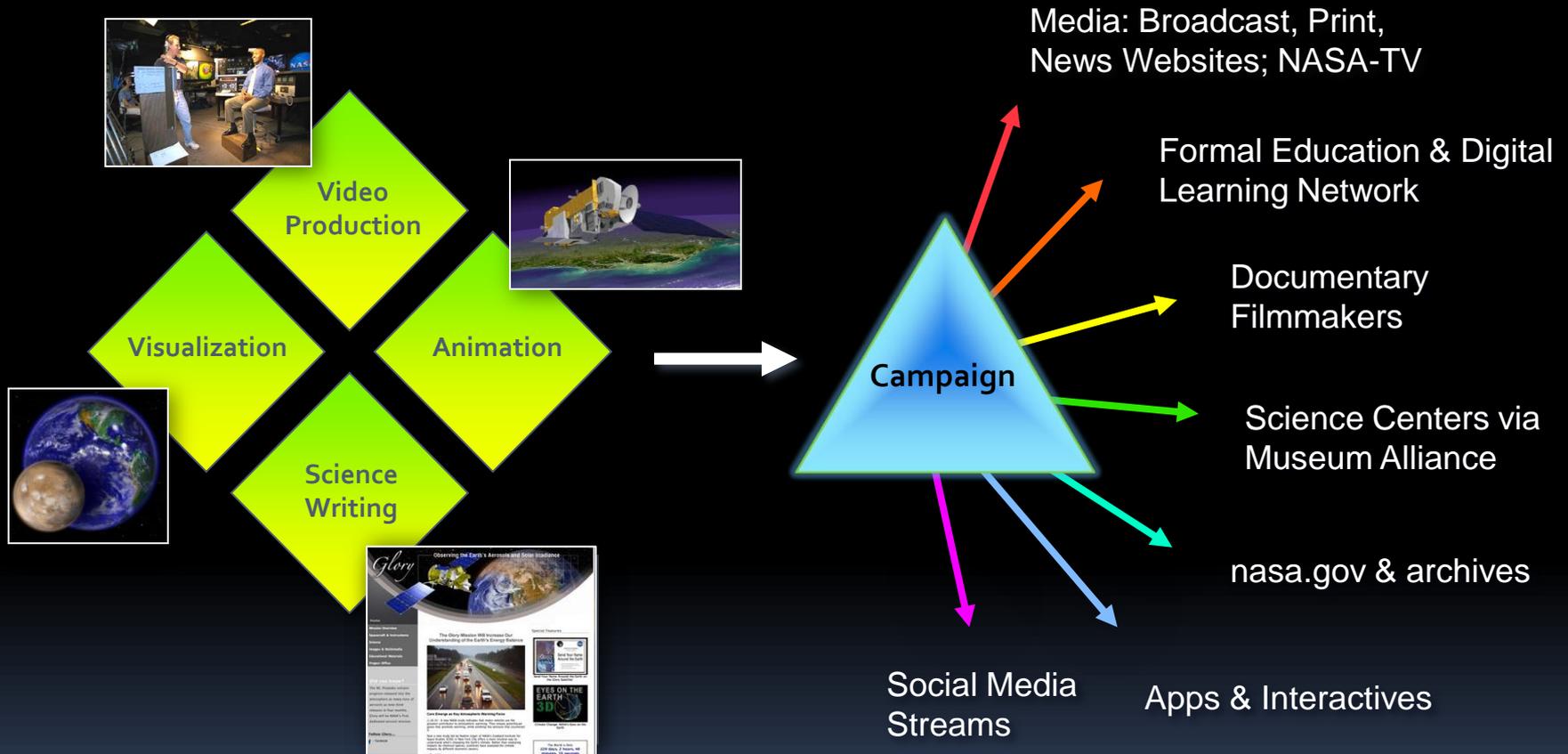


Core Content



Campaign

Science Communication for a Fragmented Planet



Core Content

Campaign

Distribution

Scientific Visualization Studio

- HOME
- + PROJECTS
- + LINKS
- + HELP
- + MAP

Search

+ Advanced Search

- Home
- + MOST RECENT IMAGERY
 - + GALLERY
 - + IMAGERY BY KEYWORD
 - + IMAGERY BY INSTRUMENT
 - + IMAGERY BY SERIES
 - + IMAGERY BY SCIENTIST
 - + IMAGERY BY ANIMATOR
 - + IMAGERY BY ID NUMBER
 - + OTHER SEARCHES

Previous Animation Number Next Animation Number

Perpetual Ocean

This visualization shows ocean surface currents around the world during the period from June 2005 through December 2007. The visualization does not include a narration or annotations; the goal was to use ocean flow data to create a simple, visceral experience.

This visualization was produced using model output from the joint MIT/JPL project: Estimating the Circulation and Climate of the Ocean, Phase II or ECCO2. ECCO2 uses the MIT general circulation model (MITgcm) to synthesize satellite and in-situ data of the global ocean and sea-ice at resolutions that begin to resolve ocean eddies and other narrow current systems, which transport heat and carbon in the oceans. ECCO2 provides ocean flows at all depths, but only surface flows are used in this visualization. The dark patterns under the ocean represent the undersea bathymetry. Topographic land exaggeration is 20x and bathymetric exaggeration is 40x.

This visualization was submitted to the SIGGRAPH 2011 Computer Animation Festival, but it wasn't selected by the jury.

Don't miss these related visualizations:

- Excerpt from Dynamic Earth
- Gulf Stream Sea Surface Currents and Temperatures
- Ocean Current Flows around the Mediterranean Sea for UNESCO
- Global Sea Surface Currents and Temperature
- Flat Map Ocean Current Flows with Sea Surface Temperatures (SST)



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More information on this topic available at: <http://www.nasa.gov/topics/earth/features/perpetual-ocean.html>

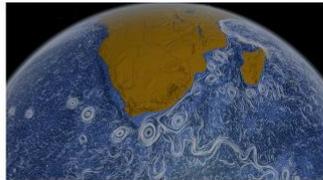
- + RSS Feeds
- + Podcasts



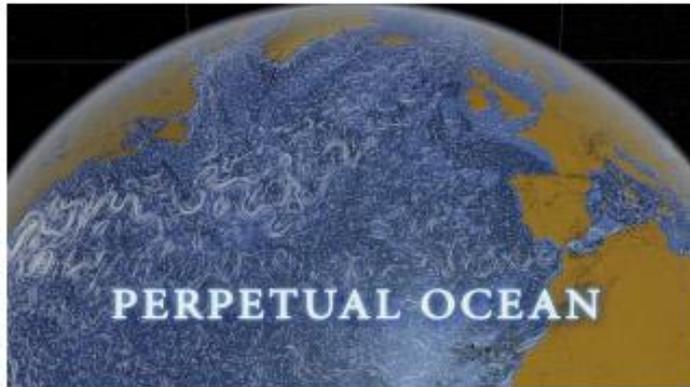
Perpetual Ocean's surface currents
Duration: 3:02
Available formats:
 960x540 (2) QT 150 MB
 1920x1080 (23.98 fps) QT 694 MB
 1920x1080 (23.98 fps) QT 3 GB
 320x180 PNG 288 KB
 1920x1080 (30 fps) QT 1 GB
 1920x1080 (30 fps) QT 2 GB
 960x540 (30 fps) QT 172 MB
 960x540 (30 fps) QT 897 MB
 1920x1080 (30 fps) QT 471 MB
 1920x1080 (29.97 fps) MPEG-4 428 MB
 1920x1080 (30 fps) Frames
 How to play



Print resolution
Available formats:
 7680 x 4320 TIFF 44 MB
 320 x 180 PNG 309 KB
 160 x 80 PNG 68 KB
 80 x 40 PNG 17 KB



Print resolution still of currents near Southern Africa
Available formats:
 7680 x 4320 TIFF 43 MB
 320 x 180 PNG 306 KB



Perpetual Ocean is a visualization of some of the world's surface ocean currents.

Duration: 3.2 minutes

Available formats:

- 960x540 (23.98 fps) QT 150 MB
- 1920x1080 (23.98 fps) QT 694 MB
- 1920x1080 (23.98 fps) QT 3 GB
- 320x180 PNG 288 KB
- 1920x1080 (30 fps) QT 1 GB
- 1920x1080 (30 fps) QT 2 GB
- 960x540 (30 fps) QT 172 MB
- 960x540 (30 fps) QT 897 MB
- 1920x1080 (30 fps) QT 471 MB
- 1920x1080 (29.97 fps) MPEG-4 428 MB
- 1920x1080 (30 fps) Frames

How to play our movies



NASA Goddard Photo and Video's photostream pro

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Landsat Celebrates 40 Years of Observing Earth

An artist's rendition of the next Landsat satellite, the Landsat Data Continuity Mission (LDCM) that will...

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The Aral Sea

Image acquired 2010 The Aral Sea was once the fourth largest lake in the world. Situated in an otherwise...

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Yukon Delta

Image acquired September 22, 2002 Countless lakes, sloughs, and ponds are scattered throughout this scene...

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Lake Eyre

Image acquired August 5, 2006 Lake Eyre - The scary face in this image is actually inundated patches of...

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Landsat Celebrates 40 Years...

12 photos, 1 video
29 views



July 6 X-Class Flare

2 photos, 1 video
150 views



Waldo Canyon Fire

7 photos
250 views



Dynamic Earth

9 photos, 2 videos
6,544 views



Suomi NPP

25 photos
96,256 views



ICESCAPE: Arctic...

16 photos
22,994 views



Transit of Venus - 2012



NASA Goddard

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NASA | Best of "Earth As Art" -- Top Five
NASAexplorer 301 views 4 hours ago
Counting down the Top Five Earth As Art images, as voted on by the public. Landsat has been collecting data of the Earth's surface since 1972. Some of the images are visual...



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NASAexplorer 236 views 5 hours ago
The Landsat program is the longest continuous global record of Earth observations from space -- ever. On July 23, 1972 NASA launched the first satellite in this program, th...



NASA | AR1520's Parting Shot - July 19 M7
NASAexplorer 42,428 views 4 days ago
Sun Sends Out Moderate Solar Flare The sun emitted a moderate solar flare on July 19, 2012, beginning at 1:13 AM EDT and peaking at 1:58 AM. Solar flares are gigantic burs...

About NASA Goddard

Watch for the latest in NASA's research into Astrophysics, Earth Observing, and Solar Science. You may be surprised what you find out!

nasa.gov/centers/goddard/multimedia

by NASAexplorer
Latest Activity Jul 23, 2012
Date Joined Sep 20, 2006

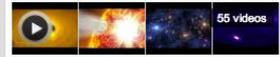
Feature Playlists



Heliophysics
by NASA Goddard 41 videos



Planetary Science
by NASA Goddard 29 videos



Astrophysics
by NASA Goddard 55 videos



Earth Science
by NASA Goddard 29 videos



Operation IceBridge
by NASA Goddard 15 videos



Afterschool Universe
by NASA Goddard 4 videos

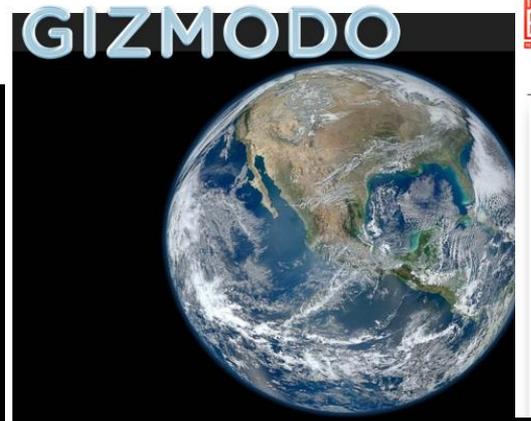


NPP
by NASA Goddard 10 videos

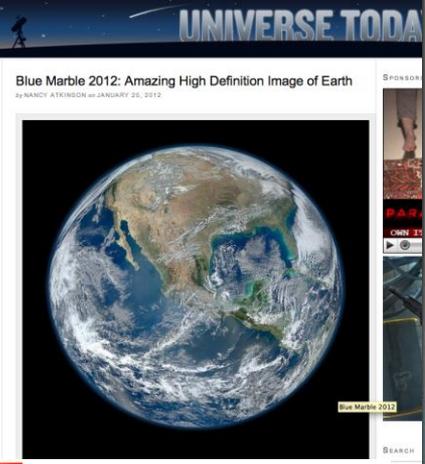


23 videos

Space Pictures This Week: Sun Loops, Blue Marble



The Most Amazing and Stunning Highest



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Our Marble Just before Halloween last year, NASA launched into orbit the improbably named National Polar-orbiting Operational Environmental Satellite System Preparatory Project...

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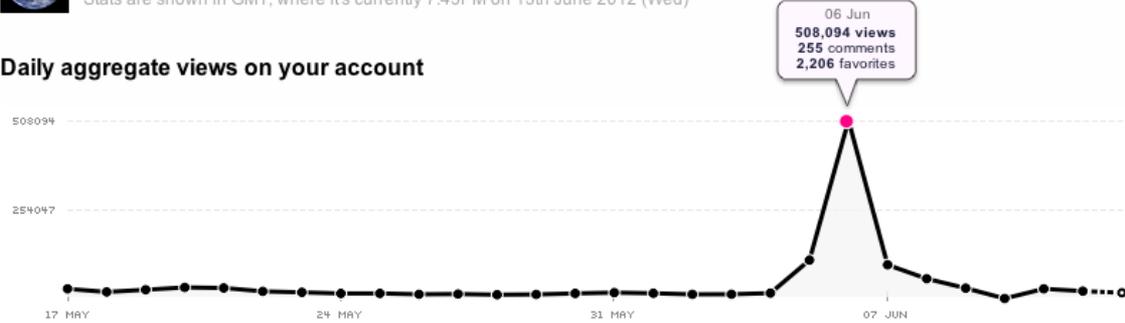
Social Media: Venus Transit



Stats for: Your account

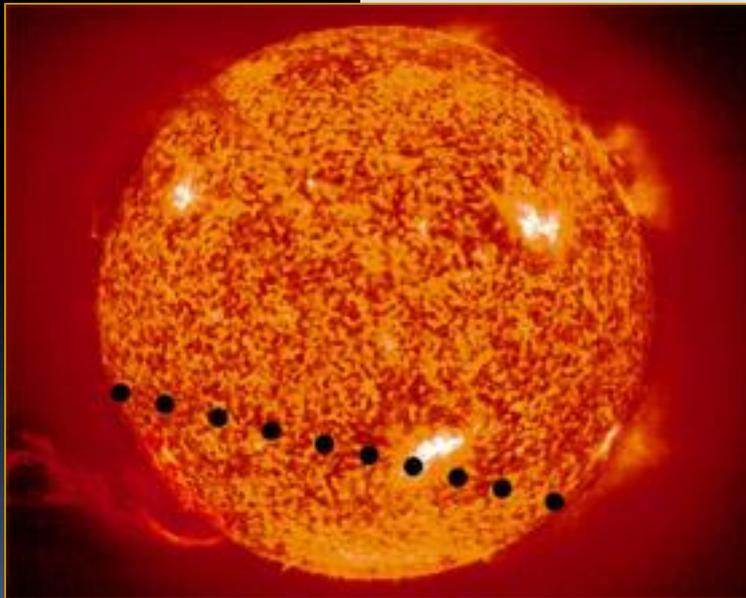
Stats are shown in GMT, where it's currently 7.45PM on 13th June 2012 (Wed)

Daily aggregate views on your account



View counts

	So far today	Yesterday	All time
Views	13,640	17,079	21,561,206
Comments	1,854	2,626	2,077,075
Favorites	936	1,352	811,440
Retweets	3	4	2,638
Replies	24	36	20,877
Total	16,457	21,097	24,473,236



- Overview
 - Views reports
 - Views
 - Demographics
 - Playback locations
 - Traffic sources
 - Audience retention
 - Engagement reports
 - Subscribers
 - Likes and dislikes
 - Favorites
 - Comments
 - Sharing
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Overview

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Content: Search for your videos

Geography: Search for locations

Date range: [Lifetime](#)

NASAexplorer CHANNEL

Videos: 490 - Created: Oct 15, 2007 - Lifetime views: 23,459,832

Lifetime (Oct 15, 2007 - Jul 22, 2012)

Performance

23,459,832
Views

64,914
Subscribers net change

Engagement

96,948
Likes

3,188
Dislikes

37,855
Comments

40,862
Shares

50,240
Favorites added

7,726
Favorites removed

Top 10 videos

[Browse all videos](#)

Video	Views ↓	Likes	Comments
1. NASA Evolution of the Moon	2,428,110	11,548	1,941
2. NASA SDO's Ultra-high Definition View of 2012 Venu...	2,009,632	14,078	3,509
3. NASA Animation: NASA's Swift Satellite Spots Blac...	1,215,599	1,312	451
4. NASA Satellites View Growing Gulf Oil Spill	788,474	1,190	3,114
5. NASA Massive Solar Flare gets HD Close Up	683,156	1,849	1,117
6. NASA STEREO reveals the Entire Sun	569,265	1,040	464
7. NASA Tour of the Moon	492,848	2,091	325
8. NASA New Eye on the Sun Delivers Stunning First I...	480,055	1,126	647
9. NASA Noctilucent Clouds	448,746	145	104
10. NASA SOHO and TRACE Solar Discoveries	408,143	783	429

Demographics

Top geographies

- United States
- Canada
- Japan
- Brazil
- United Kingdom

Gender

- Male 78.7%
- Female 21.3%

Discovery

Top playback locations

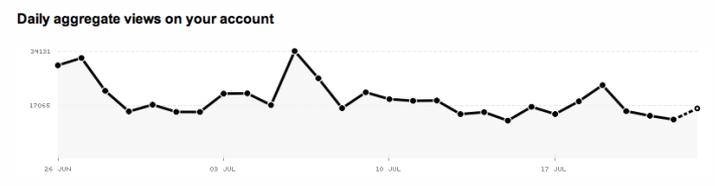
- Embedded player on other websites 48.9%
- YouTube watch page 37.2%
- Mobile devices 12.5%
- Other 1.3%

Top traffic sources

- Mobile apps and direct traffic 66.7%
- View referrals from YouTube 27.7%
- View referrals from outside YouTube 5.6%
- Other 0.0%

Stats for: Your account

Stats are shown in GMT, where it's currently 4:41PM on 23rd July 2012 (Mon)



View counts

	So far today	Yesterday	All time
Photos and Videos	13,962	10,823	22,597,862
Photostream	1,580	1,285	2,180,634
Sets	476	398	854,342
Collections	2	3	2,889
Galleries	6	11	21,533
	16,026	12,520	25,657,280

Your most viewed photos and videos

So far today...				Yesterday			
	Views	★	📧		Views	★	📧
Most Amazing High Definition Image of Earth - Blue Marble 2012	1,917	2	0	Most Amazing High Definition Image of Earth - Blue Marble 2012	2,585	3	0
Riding the Plasma Wave	165	4	0	The Black Sea	213	2	0
Landsat Celebrates 40 Years of Observing Earth	140	18	3	Riding the Plasma Wave	209	8	1
NASA's SDO Captures a Monster Prominence [video]	133	0	0	NASA's SDO Captures a Monster Prominence [video]	165	0	0
The Black Sea	133	1	0	Perpetual Ocean [hd video]	131	0	0
IRVE-3 Flight Hardware Test Sounding Rocket	92	0	0	IRVE-3 Flight Hardware Test Sounding Rocket	131	4	0
Blue Marble 2012 - White Marble Arctic View	89	1	0	Blue Marble 2012 - White Marble Arctic View	130	0	0
More Ice Breaks off of Petermann Glacier	86	0	0	Colorful Science Sheds Light on Solar Heating	123	2	0
NASA's SDO Captures a Monster Prominence [video]	83	0	0	Hubble Captures Bubbles And Baby Stars	92	0	0
Hubble Captures Bubbles And Baby Stars	81	1	1	NASA's SDO Captures a Monster Prominence [video]	74	0	0

[All photos and videos...](#)

Referrers

So far today...			Yesterday		
	Visits	%		Visits	%
Flickr	4,265	30%	Flickr	5,432	50%
Search Engines	259	1%	Search Engines	347	3%
Other Sites	1,167	8%	Other Sites	1,517	14%
Unknown Source	8,271	59%	Unknown Source	3,527	32%

Domain Visits % Domain Visits %

Great Core Content Enables Great EPO



Education Video Content



Education Webcasts



Sun-Earth Day



Bella Gaia Earth Day DLN



100 Hrs Astronomy



Satellite Media Tours



Interactive Content



Events / Conferences



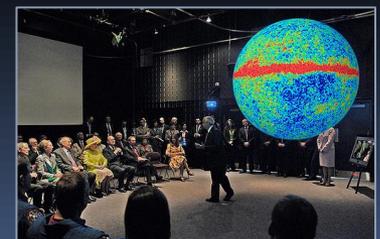
3D



Apps



Domes



Science on A Sphere / Magic Planet

