

PREPARATIONS FOR ARCHAEOLOGY MONTH IN THE CITY OF BROTHERLY LOVE PHILADELPHIA, PA

July 31, 2015 Ryan Rasing Archaeological Media, Digital Archaeology, Explore Posts, Illustration Antoinette College of Media Arts and Design, Archaeology, Archaeology Day, digital, Drexel University, Glen Muschio, media, Philadelphia, PSA, Ryan Rasing

By Ryan Rasing

STAR "Students Tackling Advanced Research" Scholars Program

Digital Media Department, Antoinette Westphal College of Media Arts and Design

Drexel University, Philadelphia, Pennsylvania, United States of America

I am a freshman studying Game Art and Production at the Antoinette Westphal College of Media Arts and Design, Drexel University. This summer I am participating in the STAR (Students Tackling Advanced Research) Scholars Program. Working under Associate Professor Dr. Glen Muschio. Today I am storyboarding two Public Service Announcements (PSAs). One PSA is for a Philadelphia archaeology event open to the public, the other is to announce Pennsylvania's Archaeology Month, set for October this year. The PSA's will be shown on a giant LED screen on the 27th floor of the PECO (Philadelphia Electric Company) Building in Center City, Philadelphia.



One of the PSAs will show Philadelphia's skyline rising above layers of stratigraphy. Selected 3D artifacts will begin to move across the screen superimposed over the skyline/stratigraphy background. As the artifacts exit the frame, text follows announcing, "Explore Philadelphia's Buried Past 10/10 <http://www.phillyarchaeology.org/>". The PSA will run 30 seconds in length and will be shown on the PECO Crown Lights for 3 days in October.

The second PSA will also feature 3D models of archaeological artifacts from the Independence National Historical Park's collection. Last week I assisted Digital Media grad student Jonnathan Mercado in scanning and photographing artifacts selected by INHP Chief Historian and archaeologist Jed Levin.



Inspecting artifacts at the Independence National Historical Park (From Left: Jonnathan Mercado, Ryan Rasing, Jed Levin)



Working on the PSA