

Data Observatory Demo Guidance

About the Data Observatory:

The Data Observatory is a large canvas of 30,720x4320 pixels, used to visualise large scale data to help provide new insights, or to enable researchers to display and communicate their research projects.

Visualisation demonstrations ('demos') can be created to display many different types of assets, including images, videos, maps, graphs and webpages. There are no restrictions on the size of the assets besides the bounds of the Observatory itself, with no requirement to stick to the grid created by the screens.

Hardware:

- 64 screens (arranged as 4 rows and 16 columns)
- 313 degrees of surround vision
- Total pixel count is 132,710,400
- Height = 2.53m
- Internal diameter = 6.00m

Images & Videos:

Resolution of the assets need to be equal to the resolution displayed on the canvas. For example:

- An image covering the whole canvas will need to be 30,720x4320px
- Images covering a single screen will need to be 1920x1080px

The largest videos we suggest are 8K videos covering a section of 4x4 screens (7680x4320px).

Fast videos should be avoided as they can lead to motion sickness.

Webpages

Any webpages can be displayed onto the observatory however, **webpages that include interaction will not work.**

File formats

The Observatory supports the following file types:

- Videos: .mp4, .webm, .ogv, .otv and YouTube
- Images: .jpg, .png, .dzi, .gif, .svg
- Web: .html or any web URL
- Maps: OpenLayers + Leaflet

- Audio: .wav, .mp3, .webm

Layout recommendations

- We recommend having your main point/key message in the centre for most impact in the observatory.
- Sense of flow is important – telling the story from left to right for example is a good way to visualise a research project (from context, to methods, to results etc).
- Avoid bright colours as a background or large blocks of white/bright colour – this can be jarring when displayed in the observatory.
- Creating a static background that covers the whole canvas with multiple overlaying sections is a good option for creating an effective demo.
- **A grid overlay for aligning assets to the screens is available on inquiry.**

Visual identity and branding

Imperial branding is highly encouraged throughout our demos, particularly for those likely to be shown to external visitors.

Imperial font – Meta normal or Arial – more information can be found here:

<https://www.imperial.ac.uk/brand-style-guide/visual-identity/font/>

Colours – You can find the Imperial branded colours and hex codes here:

<https://www.imperial.ac.uk/brand-style-guide/visual-identity/brand-colours/>

For further information:

- Visit ove.readthedocs.io for more information on the software used to run the observatory.
- Email dsi_comms@imperial.ac.uk for any questions.