



ILLUSTRATED VIRTUAL MAP

Claire's Court, Maidenhead

CASE STUDY

One of the many challenges schools faced in 2020 was the inability to bring visitors into their settings whilst committing to prioritising the health and safety of their pupils and staff. This meant that many events such as 'Open Days' were cancelled and that parents and students would not have the opportunity to visit and explore their classrooms and environments .

The use of technology and digital tools became absolutely necessary to cope with this and make it possible.

Prior to the Covid-19 pandemic, Claires Court knew it wanted to offer prospective pupils and parents more convenient access and a glimpse into life at the Berkshire-based school by using technology and its website. To address this and give families a deeper look into its three campuses, Claires Court engaged with website provider **e4education** and their partners at **The Curve A.I** to create interactive site maps.



Clares Court's Head of Marketing, Mike Morrissey, said: "Enabling children and families the chance to see our location and facilities is really important for their research into finding the right school for their children. This is especially

relevant this year when physical access has been so difficult. We recognised online tours as important content for all family members to be able to see at their convenience, especially those working long hours, travelling or overseas, to engage with school life. We really wanted to create maps that are informative and easy to use, reassuring families with an insight into life at Claires Court with more engaging content.

Interactive maps have proved to be a key tool to support new students and staff with their transition into their new environment.

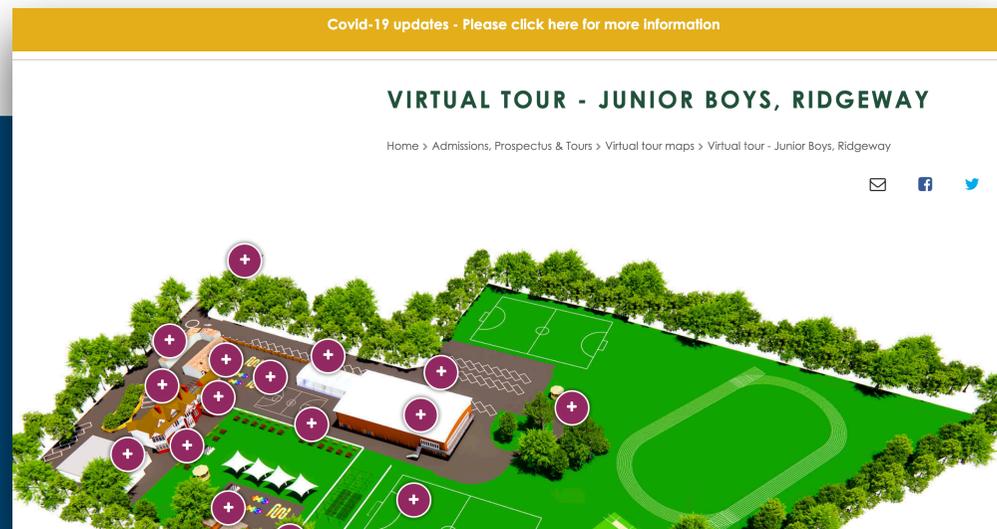
When new member of staff Hayley Johnston started at Claires Court she found herself using the map to get acquainted with her work environment. She said: "The maps are a really good way to familiarise yourself with the layout of each campus. I also love that you can see photographs of each area or introduction videos and links to more information. As a new starter it took away the anxiety of 'not knowing' as it gave a sense of where I needed go on my first day."

Mr. Morrissey said:

"Another successful outcome of the maps is as a way-finder for new pupils and families joining, who, especially this year, haven't had the chance to have traditional transition events to get to know the schools as well as in the past. This has also been the case for new colleagues joining who can get their bearings and know the lay of the land across the three campuses before starting."

The Education Services Team at The Curve A.I worked throughout the pandemic to supply schools with Virtual Maps as a flexible tool to facilitate the experience of moving around the school setting whilst providing important information to visitors; acting as a guided virtual tour.

After consulting with e4education and The Curve A.I, Claires Court opted for an illustrated rendering of their three sites as it best allowed them to capture the vastness of their campuses. The illustrated maps provide a consistent and easy to use interface as well as the opportunity to use it as a significant piece of marketing collateral.



These maps serve as a flexible piece of marketing. *Claires Court has been able to use the images for prospectus content, across email campaigns and in new starter communications.*



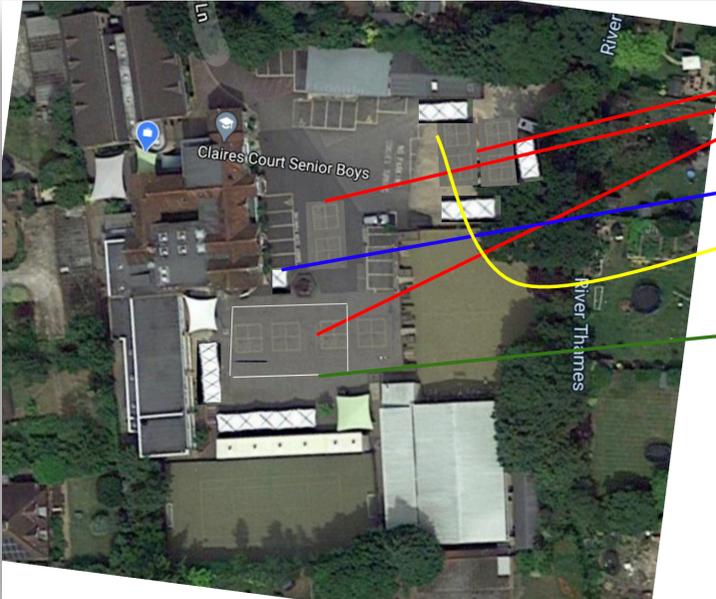
DRONE PHOTOGRAPHY CAPTURED BY THE CURVE A.I

Together, it was also possible to create the maps remotely using a combination of resources such as Google Earth Pro, site plans and the combination of photos and iPhone recorded video. This eliminated the need to come on site which was restricted at certain times during the year. The collaboration allowed for social distancing measures to be obeyed as well as save time and resources.

Claires Court
Nursery, Junior Girls, Senior Girls, Sixth Form
College Avenue, SL6 6AW

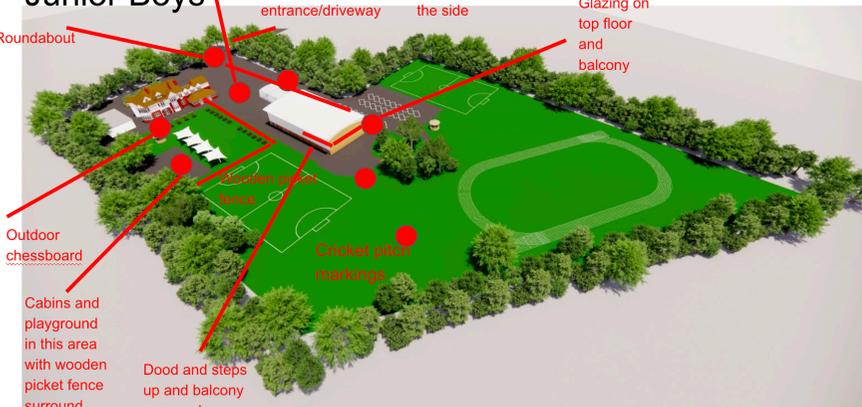


1. Sports astro/courts / 1A - hotspot to other sports facilities eg lake, Braywick etc
2. Swimming pool
3. Main hall for assemblies, performances, sport
4. Junior Girls
5. Library
6. Art centre
7. Food technology centre
8. Library
9. Languages centre
10. Main entrance, school office and visitor car park
11. Sixth Form centre
12. Nursery including outdoor play areas
13. Outdoor sports fields, track including covered spaces
14. Music centre
15. Chapel
16. Catered dining room



1. Note '4 squares, 4 middle left, 2 front of school, 4 top right.
2. Note small white marquee cover by front of school
3. Note 3 'sail' areas top right.
4. This area also has a basketball court, perhaps just show in similar faded lines s shown (badly)..

Junior Boys



- Playground markings, eg hopscotch, courts
- Open up a bit more of an entrance/driveway
- Wall along here with parking to the side
- Glazing on top floor and balcony
- Roundabout
- Outdoor chessboard
- Cabins and playground in this area with wooden picket fence surround
- Cricket pitch markings
- Dood and steps up and balcony surround

Drafts used to create the final illustration.



Rebecca Wren, the Head of Education Services at The Curve A.I

said: “It was wonderful working with Claires Court to deliver illustrated virtual maps. From our initial discovery conversation to creating the final copies, we worked closely and shared ideas back and forth. Due to the challenges presented by the COVID-19 pandemic, we had to collaborate in order to work in a new way.”

“We communicated frequently and shared drafts of the project as it was coming along. Ultimately we ended up creating an artistic impression that is true to the schools grounds and buildings. They are really happy with it and we are very proud of it.”

With support from the web developers at e4education, Claires Court is able to customise and update the content by using the map’s points of interest with multi-media including photographs, films, links, text and call to action buttons. There’s also a flyover animation of the maps for added interactivity as well as a link with google maps for directions and travel time.

Parents are especially enjoying having the virtual map as a resource. A parent of one of their year 3 students wrote in to express their delight with the update to the schools website. They wrote:

I personally think it's a brilliant resource to have as it showcases the school really well and is easy to navigate around. You get a feeling of seeing the school through the bird's-eye view and the animation and the different sections mean that you can read about all the different aspects of school life that our school has to offer along with photos and videos to break it up. It all adds to the experience of getting to know the school. I found it easy to navigate, clear to read and really professional.

Mr Morrissey added: "Feedback from families and colleagues has been very positive, with the maps giving people an impression of the school, as well as practical help and comfort when starting on a first day. We're also able to adapt and add content as we go along to provide information that answers frequent enquiries and ties in with our other virtual tour content. Thank you to the team at The Curve for your brilliant work."

Both Claires Court and The Curve AI are looking forward to future opportunities to collaborate.



Click [here](#) to view the maps





If you are considering Illustrated Maps for your school the following is a list of essential information we require in order to proceed with your project and to ensure we best represent your school.

1. A clear brief

What is your vision for this project and what do you want to achieve by recreating your school campus with CGI? We need to understand the way in which the map will be displayed....

2. Site Survey

In order to best represent your school, facilities and grounds, a site survey is essential. Please provide high quality images and video that depicts the true detail and scale of the buildings you want illustrated.

We offer photography services to collect these images.

3. Added Details or Finishing Touches

Please provide an idea of some of the additional details that you'd like included that are not necessarily in the photos or video provided (for example; flower beds, football nets, a pond, fencing around an area etc.)



THE CURVE

ADVANCED INSIGHTS

