Planning a Virtual Experience Tour:

What are VE tours?
Virtual experience (VE) tours, also called immersive experiences, are a great way to allow community members to feel as though they are participating in your research. This can lead to a greater public understanding of the way science is done. Tours can be developed for any location including field research sites, laboratories, or research stations.

The best way to understand VE tours is to experience one. Check out some example tours here: MOSAiC Expedition Ice Camp, PolarPASS Greenland Kangerlussuaq glacier terminus, Virtual Ice Explorer

In the examples, you'll notice that VE tours consist of several main locations or stops with text, photos, sounds, or videos embedded. This allows the VE tour to be tailored to suit a specific goal.

Planning
While it isn't necessary to plan every detail of a VE tour before filming, it is helpful to think about what you want the viewer to connect with on the tour and the story you want to tell. This could be a place, object, creature, or event. This should become the "subject" of your footage.

Use the prompts provided in the **storyboard worksheet** to create an outline of your tour and to generate a shot list of footage you plan to collect.

Recommended Shots:

- Film at least one broad scene away from your main subject to provide context and set the scene. Think of a public tour where you start outside of the building or consider the point where you initially set out for fieldwork from a field station or gear storage facility.
- Subsequent shots should move closer to your subject while giving more and more detail. It is helpful to follow a trail or designated path if one exists.
- It can be disorienting to the viewer to have one scene be far from another scene in the VE tour. Instead, film periodically along the path or trail you'd take in-person.
- Landscapes with or without equipment. Be intentional about providing context that could help transport the viewer.
- Scientific instruments
    - If your instrument is mobile, try to hook a smaller camera on the research instrument (ex: underwater ROV). These videos are very engaging for an audience.

- Research station. How can you show what living there is like?
    - Include the mundane experiences of people in the field- maybe it's just people having fun, swatting mosquitoes, or doing cartwheels to warm themselves up.
- Taking measurements or conducting fieldwork. Show people performing actions such as climbing, recording, shoveling, measuring, identifying, using binoculars, or repairing equipment.
- Clear days will make for better images but variability in weather is interesting to capture in images or short videos.

This guide has been condensed from guidance given by the "360 Imagery Collection Protocol" by Lianna Nixon, from Kira Harris, and from the Virtual Ice Explorer at Ohio State University (https://u.osu.edu/virtualice/filming/).