



# What is Geomatics?

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An evolving discipline requires innovative methods to raise awareness

**Helen Murray-O'Connor**

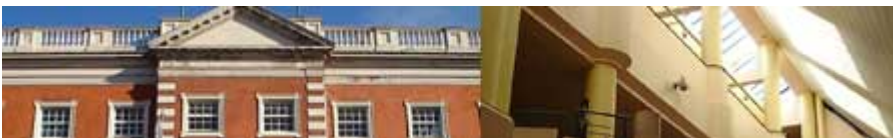
**Dublin Institute of Technology, Ireland  
and  
Society of Chartered Surveyors Ireland**

## Some Background

**Department of Spatial Information Science (DSIS)  
Dublin Institute of Technology (DIT),  
Bolton Street,  
Dublin 1**



**Only available BSc. (Hons) in Geomatics course  
within the island of Ireland.**



# DSIS's mission is to be responsive to the spatial information needs of society

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**To promote and deliver flexible learning resources,  
facilitate and undertake applied and fundamental  
research,  
and actively engage with the spatial information  
community at  
national and international level**

**DSIS is acutely aware that for the Geomatics discipline in Ireland to thrive... it needs to continue to attract high quality applicants.**

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## **Core of this problem**

- **A severe lack of awareness of what ‘Geomatics’ encompasses both as discipline and as a potential career path.**
- **Many second level students, their parents and the general public do not fully appreciate what the Geomatics discipline is or indeed how integral Geographic Information (GI) is to society generally, and the burgeoning spatial information industry specifically**

# Geomatics @ DIT Fights Back!

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## The profession recognises that

- In recent years the traditional field of 'land surveying' has been transformed globally into a wider future-facing 'Geomatics' discipline
- A new and innovative way of getting that message out there is needed!

# The Simple Aim?

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To answer the very difficult question

**'What is Geomatics?'**

often posed by prospective students,  
educators at second level

and

the general public

# Style Design and Screen Layout

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DT112 Geomatics is... Land & Engineering Surveying

Bridge Construction

CAREERS Civil Engineering Surveyor

was

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# Graphic style for characters, backgrounds and layouts

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Appropriate for the target audience - the **'look and feel'** of the media clip is pivotal its success

Also important that the media clip incorporated DIT branding both in colour, typical line-work and graphic style



# Minimal colours incorporating DIT branding palette



**The main message of each screen  
needed to illustrate two specifics**

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**The wide ranging career paths  
available to any potential students  
together with the diversity of  
subjects within the 'Geomatics'  
discipline.**



The advertisement is a rectangular graphic with a blue header and footer. The header contains the text "DT112 Geomatics is..." on the left and "Land & Engineering Surveying" on the right. The main body of the image is an illustration of a city street with a tram, buildings, and people. A surveyor in an orange vest is using a tripod-mounted instrument on the road, while another surveyor in a yellow hard hat and orange vest is using a total station on a tripod on the sidewalk. Red dashed lines with arrows indicate elevation points: 7766, 7766, 7890, 7890, and 7960. The footer contains the DIT logo on the left and the text "CAREERS Land Surveyor" with a yellow silhouette of a person on the right. Three hand-drawn circles highlight specific elements: a black circle around the header text, an orange circle around the central illustration, and a blue circle around the footer text and logo.

**Movie screen was broken into 3 sections to give the key DIT branding and title elements consistency and clarity**

# Voice-over

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**While recognizing that a voice-over/commentary might be useful – scripted extra information**

**It was decided that for its intended audience**

- a carefully selected looping copy-right free was preferable**

**Maybe a future addition**



Let us visit [www.dit.ie/geomatics](http://www.dit.ie/geomatics)

**DTI12 Geomatics**

If you want to find out more about this exciting career option go to [www.dit.ie/geomatics](http://www.dit.ie/geomatics)

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