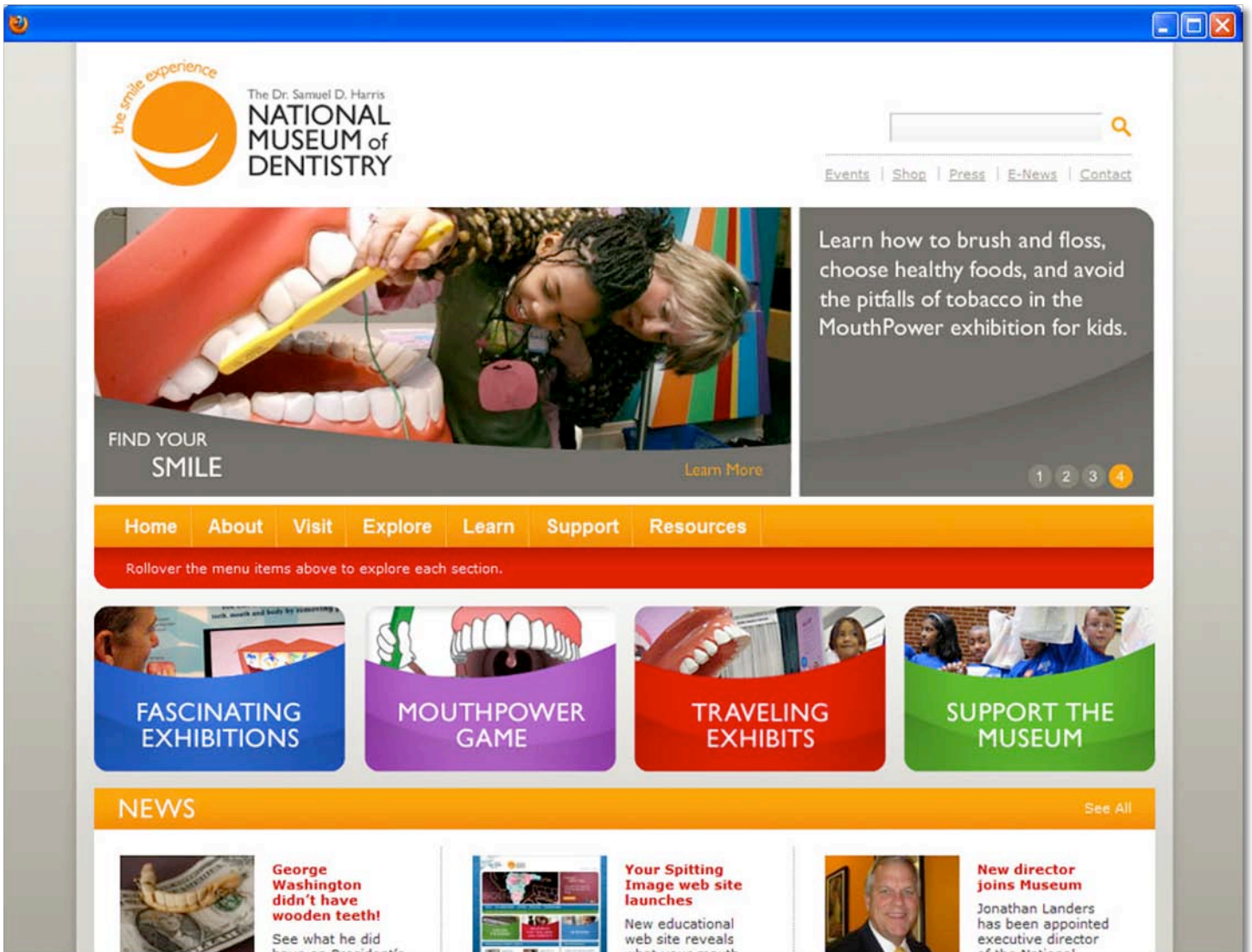


Client: National Museum of Dentistry



Museum Homepage



Overview Page



OVERVIEW

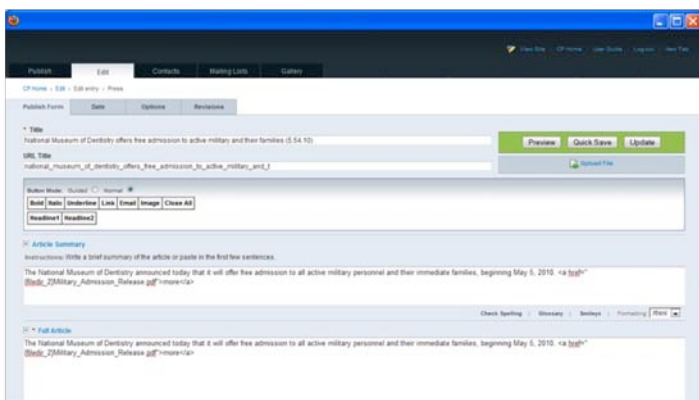
Alexander+Tom has worked with the National Museum of Dentistry for several years on a range of award winning interactive projects. The work includes the National Museum of Dentistry Website, backend web management tools, and a number of interactive touch screen exhibits, online interactive games and microsities.



Museum Collection Page



Your Spitting Image Microsite



Content Management System

Website Features

The NMD website features a modular design, which makes the site flexible and easy to update. The internal pages are based on a custom template design so that new components can be dropped into pages easily and quickly.

An easy-to-use content management system (CMS) was implemented to make website updates simple and fast for the NMD site administrator. Without any knowledge of programming, the communicators and outreach staff can quickly add or update content and images throughout the site.

The CMS also provides the administrator with tools to manage and track updates, gather user information, create emails and manage visitor email lists (e-newsletters).

The NMD website uses a simple e-commerce module that can easily build store pages for hundreds of Museum products.

Interactive Exhibits

Interactive exhibits were developed for both the Marvelous Mouth and G.V. Black projects. Each uses animation to educate children about tooth care, dental hygiene (past and present care) and preventive measures to maintain healthy teeth and gums.

Microsite and Interactives

An interactive Flash stage on the NMD website links to an external xml document that calls in the content. This makes it easy for the NMD site administrator to update the flash text and images through the content management system (CMS).

The interactive timeline is chronological look through the history of dentistry. Each era is supported by an easy-to-understand and engaging custom illustration of Toothy.

Character Development

The character Toothy was developed to create a more engaging atmosphere for children on the website, the museum and throughout various interactive platforms.

Email and Contact Tools

Email tools were developed in conjunction with the website to allow the National Museum of Dentistry to build, manage and utilize a permission-based email list.

The tools are accessible within the site's content management system making it easy for any site administrator to access and deploy custom branded html emails or create text-based emails within a few mouse clicks.