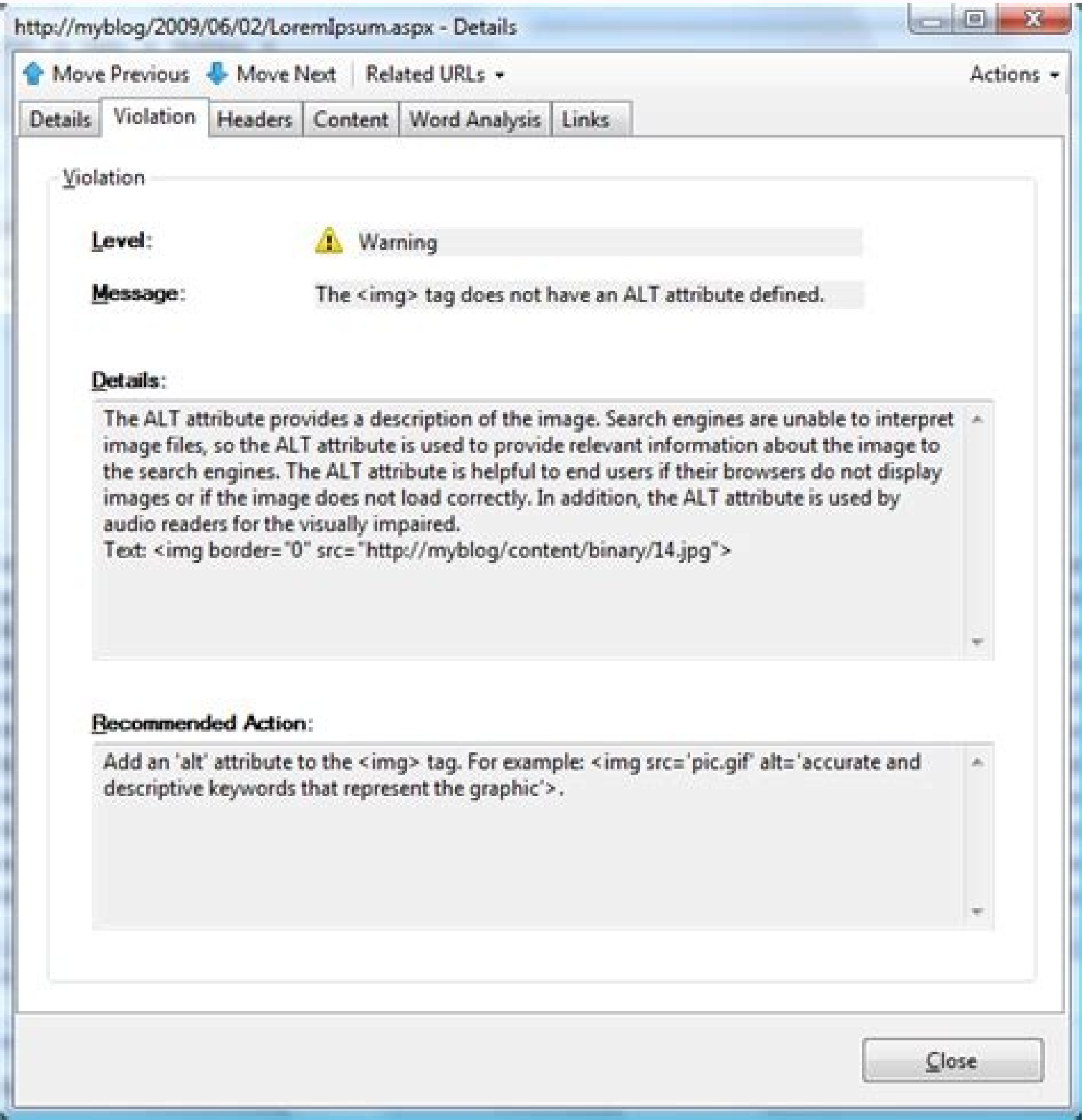


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Happily, our research revealed that the public does not have a negative image of engineers. In fact, the public has a much more positive view of engineers than engineers seem to have of themselves. Most adults and teens in our samples respect engineers and believe that their work is both rewarding and important, although they also have a poor idea about what engineers do on a day-to-day basis. They also have a strong sense that engineering is not "for everyone," especially not for girls. The public understanding of engineering is strongly linked to just one aspect of the discipline—the need for mathematics and science skills. Other vital aspects of engineering, such as creativity, teamwork, and communication, are largely unknown.

Based on the results of our research, we can make a strong case that effective messaging will require different messages for different target audiences (see Table 3-10). For example, when branding engineers or marketing engineering to teens, we must take into account how their ideas of engineering and their interests differ from those of adults. In addition, messages for teens will have to be adapted to take into account gender, because girls and boys have different perspectives on engineering and different connections to it.

In the sections that follow, the committee presents conclusions and recommendations that will lead to strategic, as well as tactical, changes in the way the engineering community communicates with the public. In the first section, the committee addresses how the positioning statement, messages, and taglines should be used. The second section includes an argument for a centralized public relations "tool kit" for the engineering community. In the third section, the committee proposes an ambitious, long-term initiative—the development and implementation of a large-scale communications "campaign."

USING THE POSITIONING STATEMENT, MESSAGES, AND TAGLINES

We live in a society inundated with information and messages. More than 25 years ago, advertising experts Al Ries and Jack Trout lamented, "There's a traffic jam on the turnpikes of the mind" (Ries and Trout, 1981). Since then, the situation has gotten even worse. Publishers



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If you are seriously interested in developing a successful web company, then it would be a wise idea to educate yourself about various web design solutions available, particularly expert web design and complete web design alternatives, as also about the web design businesses that can be employed to perform for you. You would need to learn about these web design solutions i.e. web promotions and marketing, content and SEO. An informed client is a person who knows what he wants for his web page, including being aware of what is possible. Knowing the tools and processes involved in web style solutions, ensures you can put across your ideas for your website to the expert web design company you have employed. Professional web design should be your main priority, as all marketing and promotional efforts will bear little fruit, if your web page lacks an expert look and feel. While a lot of visitors may be attracted aimed at your web page, if the web design alternatives used are poor and make the website look unprofessional, this could spell disaster in terms of sales figures for those in e-commerce. For those in company, it makes sense to have professionals do what they do best. That is, hire a expert web designing company, of course, after checking out their portfolio, and don't mislead work when you tell them what exactly you are looking for. It is important that you choose a web design company which offers [Web Design and Development Guarantees](#). There are many web design organizations which offer such solutions, among all you can also approach the well-known and major organization that has many years of working experience and can provide you offer you [Egg Website Analysis Report in Edmond](#) you can rely on our services as we have been in these business since many years and now we have become the leader in the industry. Apart from above, if you are also looking to hire reliable agency that can help in making best website that [quickest for Web Design services in Oklahoma](#), then look no further than our professionals as we can be your ideal and one stop place for you to get your job done. For further details you can check out our website.

INTRODUCTION

We are students from Taylor's University Lakeside campus. Foundation in Natural and Built Environment Semester 2 2013. In the third project of Design Visualization, we have to conduct a site study in the vicinity of TULC (Taylor's University Lakeside Campus) and produce a site analysis report and verbal presentation. This project is comprises of site analysis, idea & concept development, visual and verbal presentation.

This project will concentrate on the observation and visualization skills in a variety of ways. It aims to provide students with first-hand conscious experiences of direct observation on site and starting to find design inspiration through engaging with the site and surrounding. Through this project, we can learn to identify and understand what are the key factors affecting the site and how things can be present in a systematic and analytical ways in drawings.

Our site is the roundabout in front of the Admission Office. We will cover up: Physical Attributes, Biological Attributes, Cultural Attributes, Integration & Synthesis, some general statistic, and S.W.O.T analysis

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