



Space Careers Wayfinder

The Artemis Exhibition |

Media Release

Background

The National Aeronautics and Space Administration (NASA) along with some of the world's leading space agencies are collaborating on a mission to return to the Moon. The ambitious mission not only intends to put humans on the surface of the Moon, but the plan includes a long-term lunar presence, which could eventually serve as a stepping stone for future missions to Mars.

The team in the space education centre have been busy working on their latest exhibition. The exhibition will feature the Artemis Program, NASA's collaborative mission to return to the Moon and beyond.

The Exhibition

The centre's education program manager has worked closely with the centre manager and the communications and marketing manager on the exhibition content. The exhibition will be in three sections and will feature the three currently planned missions of the Artemis Program.

Artemis I – launched on 16 November 2022. In the first of three missions, the Space Launch System (SLS) was an uncrewed Moon orbiting mission. This first flight was used to assess the reliability of the SLS and in particular the Orion module which will house the astronauts during future missions.

Artemis II – scheduled for launch in May 2024, this will be the first crewed spacecraft to orbit the Moon and return to Earth for over five decades. In this mission, four astronauts are likely to exceed the current record of the farthest distance out from the Earth's surface, held by the crew of Apollo 13 in 1970, which stands at 400,171 km. The Artemis II mission could be close to 410,000 km.

Artemis III – the second crewed mission is planned to put the first woman and the first person of colour on the surface of the Moon. Scheduled for launch in 2025, the SLS will dock with the Lunar Gateway, a spacecraft which will orbit the Moon and serve as an outpost for missions to the Moon and beyond.

The management team in the space education centre have agreed the following items will be included in the exhibition:

- 1 x video wall – the video wall will display topical videos set on repeat. The videos will be a combination of historical space missions as well as footage illustrating the Artemis Program.
- 3 x large screens – each of the 3 Artemis missions will have a dedicated screen displaying information and graphics associated with the mission.
- 6 x free standing exhibits – each of the missions will have two dedicated free standing exhibits:
 - For the first mission (Artemis I), one exhibit will have a ‘select and reveal’ graphic displaying the mission with each of the significant stages numbered, and also an interactive version of NASA’s mission map ([Artemis I Mission map](#))
 - The second exhibit will display some of the challenges associated with the first mission
 - The other two missions will have their own version of the Artemis I mission ([Artemis II](#)), ([Artemis III](#)) along with their associated challenges.
- 12 x hands-on interactive exhibits – each of the missions will have four dedicated exhibits. Visitors to an exhibit will be presented with a challenge/s. For example, in the first mission (Artemis I), one of the challenges will be to assemble the spacecraft and provide it with sufficient power to escape the pull of Earth’s gravity. The following two missions will have hands-on activities and challenges associated with the mission.

The Task

Having recently been appointed as the space education centre’s communications and marketing manager it is your responsibility to develop the advertising and marketing campaign for the Artemis exhibition. The exhibition will be open to the public. The centre management are keen for the campaign to capture the sense of nervous anticipation before each Artemis mission, and the incredible sense of achievement associated with landing two astronauts on the Moon around 400,000 km away, and then bringing them back to Earth after spending six days on the Moon’s surface.

Considerations

- ❓ Who will be the target for your campaign?
- ❓ How will you engage your audience?
- ❓ What format will you use?
- ❓ How will you use language and tone?
- ❓ Will you include any historical context to your campaign?
- ❓ Will your campaign include stylistic features?