

SCIENCE-RELATED DESIGN PORTFOLIO

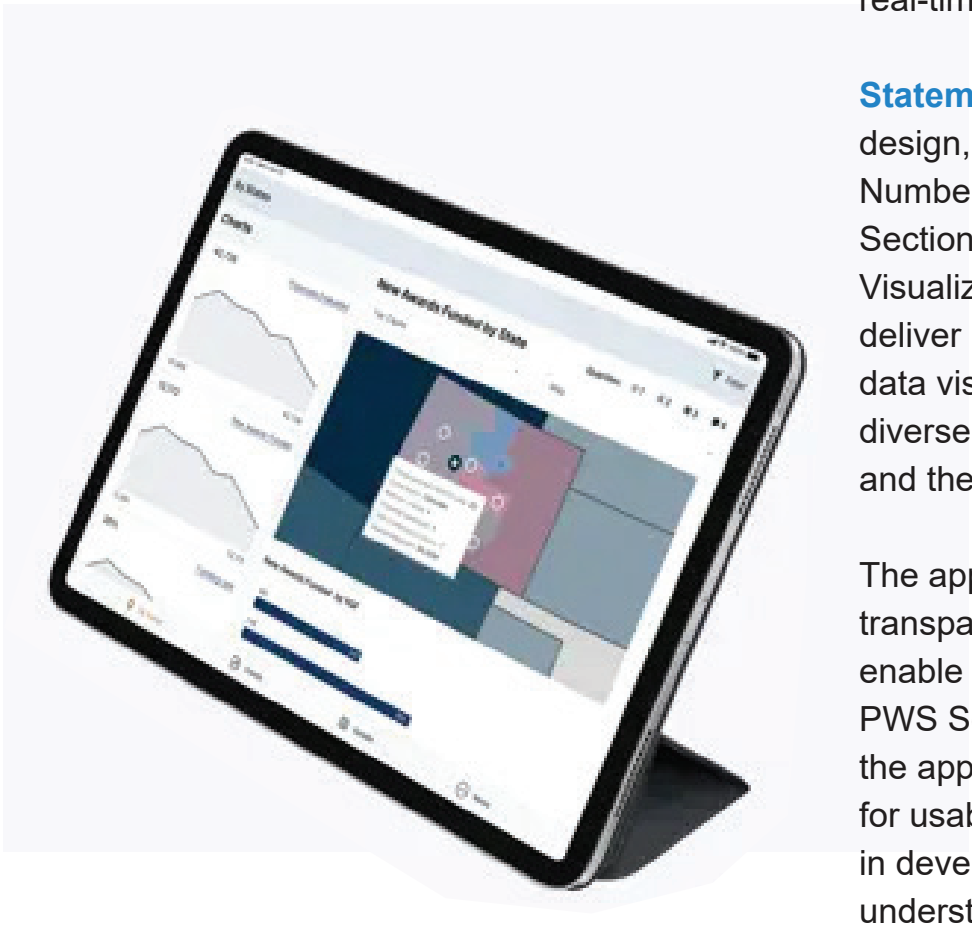
SCIENCE ZONE MOBILE APP



Purpose and Intended Use: The Science Zone mobile app is designed as an interactive educational platform, offering categorized scientific content through videos, images, and animations. Users can explore topics such as biology, astronomy, and earth sciences in an engaging and accessible way. This app serves as a tool for educators, students, and science enthusiasts, enabling learning on the go. It is optimized for intuitive navigation and tailored to both individual exploration and classroom use.

Statement of Technical Capability: This project showcases expertise in interface design, multimedia integration, and educational content delivery, aligning with PWS Sections 3.1 (Interface Design) and 3.5 (Multimedia, Animations, and Graphics). The visually appealing and user-friendly layout demonstrates proficiency in creating responsive designs suitable for mobile platforms. By combining compelling visuals with categorized content, the app exemplifies the contractor's ability to meet NOAA's goals for accessible and interactive science communication. The innovative design ensures effective engagement with diverse audiences, promoting lifelong learning in STEM fields.

NSF BY THE NUMBERS MOBILE APP



Purpose and Intended Use: The NSF by the Numbers mobile app provides an interactive and user-friendly platform to explore the U.S. National Science Foundation's funding and program data. Designed for researchers, policymakers, and the general public, the app offers insights into NSF's investments in scientific research and education. Its visual representations, including charts and maps, simplify complex datasets and enhance transparency and engagement with NSF's work. The app is available on iOS devices, allowing users to access real-time information conveniently.

Statement of Technical Capability: Viderity provides comprehensive design, development, and maintenance services for the NSF by the Numbers mobile app, aligning with the requirements outlined in PWS Section 3.1 (Mobile Application Development) and Section 3.5 (Data Visualizations and Graphics). This project highlights our capability to deliver intuitive, visually compelling interfaces that integrate complex data visualizations, ensuring accessibility and engagement across diverse user groups, including researchers, policymakers, and the public.

The app was meticulously designed to reflect NSF's commitment to transparency and innovation, leveraging cutting-edge technologies to enable real-time access to program and funding data. By adhering to PWS Section 3.7 (User-Centric Design Principles), Viderity ensured the app's seamless functionality and alignment with federal standards for usability and accessibility. This solution underscores our expertise in developing scalable, user-friendly digital tools that enhance public understanding of scientific investments and initiatives

NSF.GOV USABILITY PLANNING AND INFORMATION ARCHITECTURE VISUALIZATIONS



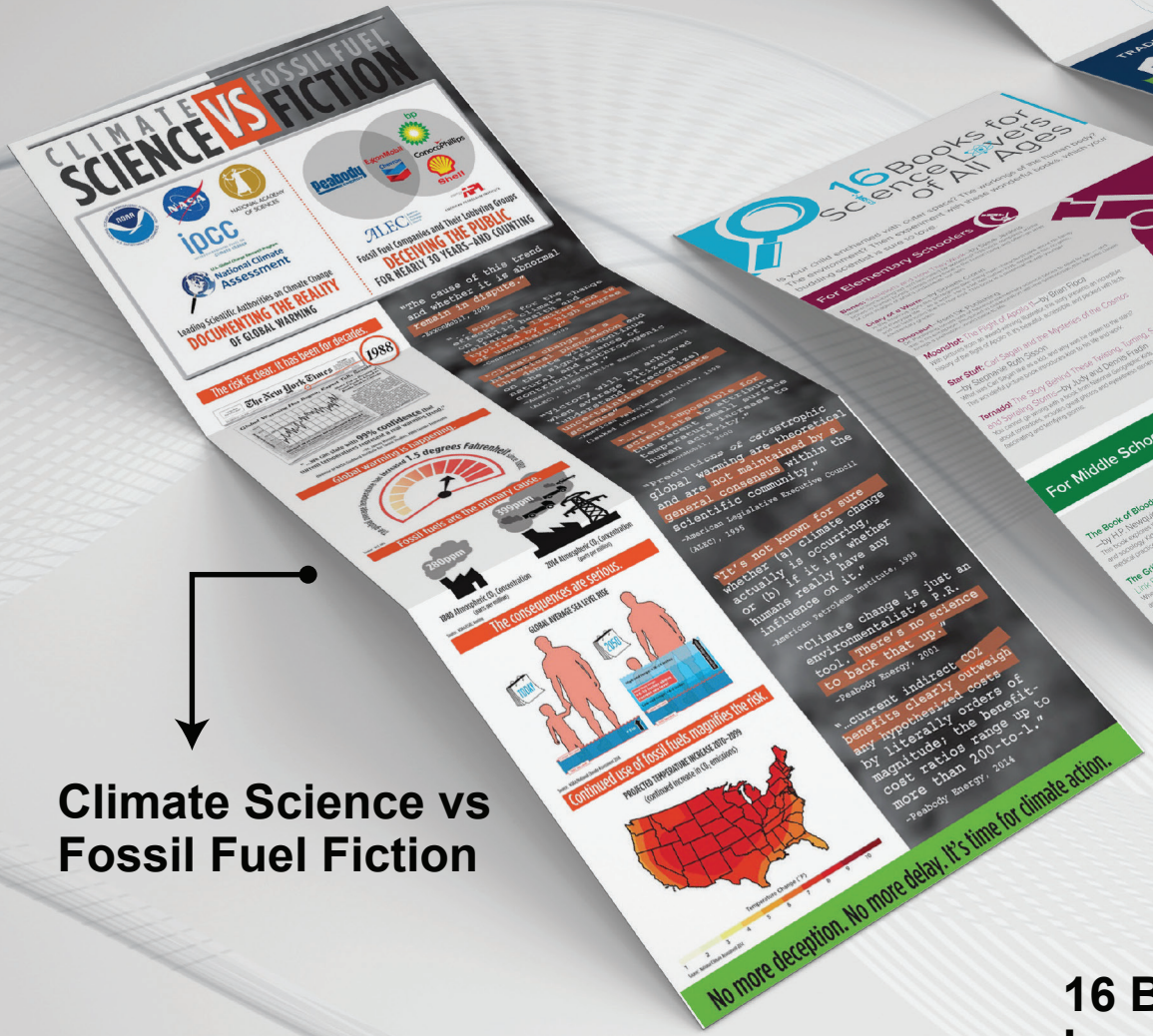
Purpose and Intended Use: These visualizations were created to improve the usability and navigation structure of NSF.gov, a website where our team plays a significant role in designing and developing pages and managing the Drupal CMS. By employing techniques such as card sorting, user flow mapping, and mega menu planning, the project aimed to streamline user access to NSF's extensive resources. These tools were used to align stakeholders, refine navigation, and enhance content presentation to support a seamless and intuitive user experience.

Statement of Technical Capability: This project demonstrates our expertise in usability research, web design, and Drupal CMS management (PWS Sections 3.1 and 3.10). As key contributors to the design and development of NSF.gov, our team leveraged user research to inform navigation structures and implement scalable solutions within Drupal. The visualizations illustrate our ability to translate user insights into actionable improvements, ensuring NSF.gov meets the needs of its diverse audiences. This work reflects our capacity to deliver collaborative, high-quality web solutions that align with NOAA's standards for usability and accessibility.

PORTFOLIO



Science Education Tools and Programs



Climate Science vs Fossil Fuel Fiction



16 Books for Science Lovers of All Ages

INFOGRAPHICS

Climate Science vs Fossil Fuel Fiction

Purpose and Intended Use:

This infographic was created to dispel myths propagated by fossil fuel industries regarding climate science. Its primary purpose is to educate the public on the scientific consensus surrounding climate change, highlighting reputable sources such as the IPCC and NOAA. By addressing misinformation and providing clear, data-driven visuals, this resource empowers audiences to understand the urgency of climate action. It is intended for use in public outreach campaigns, educational initiatives, and stakeholder engagements to foster informed decision-making on climate issues.

Statement of Technical Capability:

This example demonstrates technical capability in science communication and visual storytelling, as outlined in PWS Section 3.5 (Multimedia, Animations, and Graphics). The design incorporates effective data visualizations, bold color schemes, and concise text to communicate complex scientific concepts. This capability aligns with NOAA's mission to educate and engage diverse audiences using accessible and impactful content. The contractor's ability to synthesize scientific research and craft visually engaging materials ensures alignment with NOAA's communication and outreach objectives.

16 Books for Science Lovers of All Ages

Purpose and Intended Use:

This brochure was developed as an educational resource to promote science literacy across different age groups. It features carefully curated book recommendations categorized by age range, covering a wide spectrum of scientific topics. The primary purpose is to engage audiences in STEM education and foster lifelong interest in science. It is designed for use in educational settings, libraries, and public science outreach events.

Statement of Technical Capability:

This example highlights expertise in layout and design (PWS Section 3.2) and the ability to craft content suitable for varied audiences. The clean and intuitive design ensures readability and accessibility, while the content aligns with NOAA's goal of fostering science education. This project demonstrates technical precision in combining educational value with aesthetically pleasing layouts, ensuring alignment with NOAA's deliverable standards for public engagement materials.

Science Education Tools and Programs

Purpose and Intended Use:

This trifold brochure was created to showcase a variety of science education programs, tools, and initiatives. It provides actionable information for educators, students, and science advocates, guiding them toward resources that support STEM education. Designed for distribution at conferences, workshops, and online platforms, it enhances awareness of available tools to engage in science learning and advocacy.

Statement of Technical Capability:

This example demonstrates proficiency in integrating science education content into a user-friendly design (PWS Section 3.1). The layout effectively organizes complex information, adhering to 508 compliance requirements for accessibility. By combining engaging visuals with actionable content, the project meets NOAA's objectives to inform and inspire target audiences. This deliverable reflects the contractor's ability to create educational resources that align with NOAA's strategic goals for science communication.

SCIENCE OF HAPPINESS: EXPLORING HUMAN BEHAVIOR AND WELL-BEING



Purpose and Intended Use:

This infographic dives into the science of happiness, explaining the physiological and psychological factors contributing to well-being. It presents research-backed statistics, neurotransmitter functions, and behavioral insights in a visually engaging manner. Designed for public awareness campaigns and educational workshops, this material serves as a resource to inspire healthy lifestyle changes and promote mental wellness. Its blend of data visualization and scientific storytelling makes it ideal for dissemination through digital platforms, classrooms, and healthcare initiatives.

Statement of Technical Capability:

This project showcases advanced skills in synthesizing complex scientific data into intuitive visual formats, as specified in PWS Sections 3.5 (Multimedia, Animations, and Graphics) and 3.8 (Science and Technical Writing). The use of clean, structured layouts combined with engaging iconography demonstrates an ability to transform dense, technical information into accessible, audience-friendly designs. This deliverable aligns with NOAA's commitment to clear communication and engaging public education, effectively translating research into practical insights that foster greater understanding of human behavior and emotional health.

PHARMACEUTICAL INNOVATION AND PACKAGING SOLUTIONS



Purpose and Intended Use:

This brochure highlights cutting-edge advancements in pharmaceutical packaging technologies, including sterile and precise dosing systems. It showcases features like Blow-Fill-Seal (BFS) technology, which ensures safety, hygiene, and accuracy in medicine delivery. Designed for use at healthcare expos, conferences, and with B2B pharmaceutical partners, it aims to communicate innovation while fostering trust in the brand's dedication to health solutions.

Statement of Technical Capability:

This example demonstrates advanced technical proficiency in product-focused communication and visual design, aligning with PWS Sections 3.2 (Layout and Design) and 3.3 (Exhibit Development). The clean design integrates technical descriptions with engaging visuals to present complex information concisely. This capability mirrors NOAA's standards for professional deliverables, showcasing the contractor's expertise in balancing technical accuracy with audience engagement.

BIODIVERSITY CONSERVATION IN NATURAL HABITATS



Purpose and Intended Use:

This trifold brochure focuses on biodiversity within natural ecosystems, highlighting specific species and their roles in ecological balance. It educates the public and stakeholders on conservation efforts while advocating for the preservation of endangered species and their habitats. Intended for use in environmental outreach programs, it aims to inspire action and support for wildlife conservation initiatives.

Statement of Technical Capability:

This project reflects technical excellence in science communication and visual storytelling (PWS Sections 3.5 and 3.8). The creative use of geometric layouts, vibrant imagery, and concise text demonstrates the contractor's ability to create visually compelling and informative resources. This aligns with NOAA's mission to deliver accessible, high-quality materials that engage diverse audiences while promoting conservation awareness.

PORTFOLIO



Specialty Programs Brochure

Traveling Science Programs Brochure

BROCHURES

Specialty Programs Brochure

Purpose and Intended Use:

This brochure outlines various specialty programs, including hands-on STEM activities and educational experiences like the SynDaver synthetic cadaver and the MEGA Brain exhibit. It serves as an informational and promotional tool for educators and community organizers, encouraging them to book interactive sessions that align with their educational objectives. The primary goal is to inspire interest in science and health education through engaging, real-world applications.

Statement of Technical Capability:

This brochure demonstrates expertise in educational outreach and layout design (PWS Sections 3.2 and 3.3). The structured format and clear visuals make the content accessible while effectively conveying the program's benefits. By integrating compelling images, concise descriptions, and logistical details, this project exemplifies the contractor's ability to produce impactful communication materials that promote STEM learning, aligning with NOAA's goals for effective science engagement.

Traveling Science Programs Brochure

Purpose and Intended Use:

This promotional material highlights the Da Vinci Science Center's mobile science programs, designed to bring interactive STEM education directly to schools and communities. Featuring offerings like classroom demonstrations, science fairs, and teacher reward programs, it aims to engage diverse audiences in hands-on learning. Its goal is to make STEM education accessible and exciting for students and educators alike.

Statement of Technical Capability:

This project reflects strong capabilities in science communication and visual engagement (PWS Sections 3.1 and 3.5). The road-themed design visually represents the mobility of the program, while strategically placed images and callouts enhance clarity. This example demonstrates the contractor's ability to create engaging outreach materials that encourage participation and promote broader access to STEM initiatives, closely aligning with NOAA's objectives for inclusive science education.

PORTFOLIO



Earth Day - 45 Years of Change Poster

Earth Day - Exploring the Depths Poster

Earth Day - 45 Years of Change Poster

Purpose and Intended Use:

This poster commemorates 45 years of Earth Day, highlighting advancements in environmental awareness and sustainability. Using a layered visualization of Earth's ecosystems, it underscores the interconnectedness of urban, natural, and atmospheric systems. Designed for events, classrooms, and public awareness campaigns, the goal is to inspire ongoing commitment to environmental stewardship and highlight the progress achieved since Earth Day's inception.

Statement of Technical Capability:

This project demonstrates proficiency in data-driven environmental communication and creative design (PWS Sections 3.5 and 3.2). The intricate layering of elements reflects NOAA's goals for visually compelling and scientifically accurate materials. The design captures complex interrelations between Earth's systems while remaining accessible and engaging, showcasing the contractor's expertise in producing impactful public outreach visuals.

Earth Day - Exploring the Depths Poster

Purpose and Intended Use:

This poster uses the metaphor of a jellyfish intertwined with Earth's imagery to symbolize the importance of understanding and preserving marine ecosystems. Its ethereal design aims to spark curiosity and raise awareness about ocean conservation. The intended audience includes educational institutions, environmental organizations, and attendees at Earth Day events, encouraging deeper exploration into marine preservation efforts.

Statement of Technical Capability:

This example illustrates advanced graphic design and thematic storytelling (PWS Sections 3.5 and 3.8). The creative integration of marine life with Earth-focused visuals aligns with NOAA's mission to communicate scientific and conservation priorities effectively. The use of bold, luminous imagery demonstrates an ability to captivate diverse audiences while delivering a strong environmental message.

SFS CYBERCORPS® BIENNIAL REPORT

Purpose and Intended Use:

The 2023 Scholarship for Service (SFS) Biennial Report highlights the CyberCorps® program's critical role in addressing the nation's escalating demand for cybersecurity professionals. Designed to provide a comprehensive overview for federal stakeholders, educators, and policymakers, this report analyzes program outcomes, success stories, and actionable insights. By showcasing the program's alignment with national priorities in cybersecurity and emerging technologies like AI and quantum computing, it supports informed decision-making to strengthen cybersecurity talent pipelines and ensure U.S. leadership in this vital domain.



Link: https://nsf-gov-resources.nsf.gov/files/2023SFSBiennialReport-r.pdf

Statement of Technical Capability:

This project aligns with the following PWS items:

3.5 (Multimedia, Animations, and Graphics): The report includes visually compelling charts, graphs, and infographics to communicate complex data effectively, ensuring accessibility for diverse audiences.

3.8 (Science and Technical Writing): The report distills technical content into clear and engaging narratives, providing stakeholders with a holistic understanding of the program's progress and national impact.

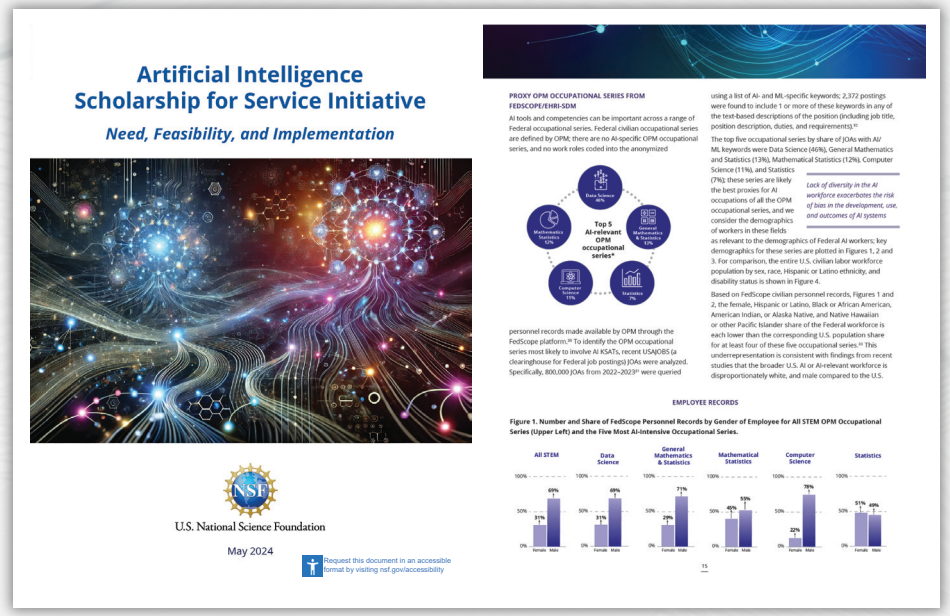
3.9 (Technical Editing and Review): Viderity's meticulous editing ensured the accuracy, clarity, and consistency of data and narratives, tailored to meet NSF's communication standards.

By leveraging deep expertise in cybersecurity-related content and technical design, Viderity delivered a polished, stakeholder-focused document that supports NOAA's mission to enhance talent pipelines and address national workforce needs.

NSF 2024 AI SFS REPORT

Purpose and Intended Use:

The 2024 Artificial Intelligence Scholarships for Service (AI SFS) Initiative Report evaluates the current and future needs for AI professionals across federal, state, local, and tribal governments. Mandated by the CHIPS and Science Act of 2022, this report serves as a strategic resource for policymakers, educators, and federal stakeholders. It provides statistical insights on the AI workforce, assesses the readiness of educational institutions to produce skilled AI professionals, and evaluates the feasibility of establishing the AI SFS program. This initiative aims to address the urgent demand for AI talent in alignment with national priorities, fostering the growth of a workforce critical to the nation's technological leadership.



Link: https://nsf-gov-resources.nsf.gov/files/2024SFSAIReport-r.pdf

Statement of Technical Capability:

This project aligns with the following PWS items:

3.1 (Research and Analysis): Viderity conducted in-depth research and data analysis to present statistical trends, workforce compositions, and institutional capabilities.

3.5 (Multimedia, Animations, and Graphics): The report leverages professional visuals, such as infographics and charts, to convey key data and recommendations in a clear and compelling manner.

3.8 (Science and Technical Writing): Viderity synthesized complex workforce data and legislative mandates into an accessible and cohesive narrative tailored to decision-makers.

3.9 (Technical Editing and Review): Rigorous editorial oversight ensured precision, consistency, and adherence to federal standards for report development.

Viderity's proven expertise in workforce analysis, technical reporting, and innovative design ensured the AI SFS Initiative Report effectively communicates the program's potential impact and strategic importance to stakeholders.

U.S. DEPARTMENT OF LABOR WEBSITE (DOL.GOV)



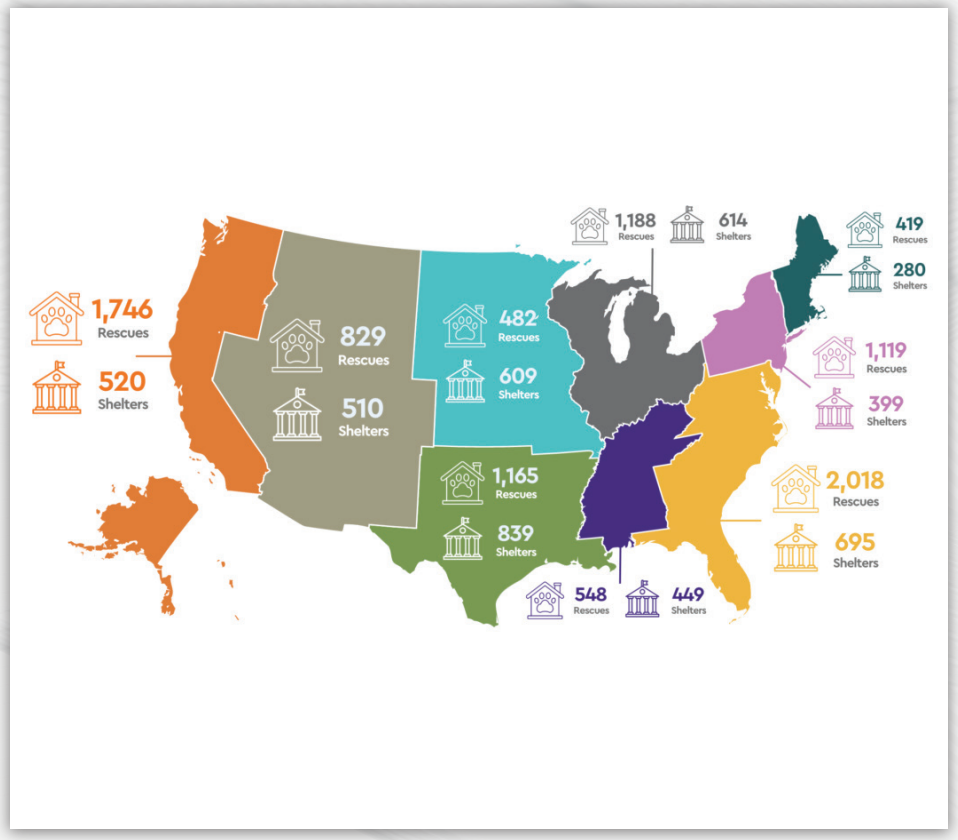
Purpose and Intended Use:

The DOL.gov website serves as a comprehensive resource for workers, employers, and policymakers, providing information on labor laws, employment opportunities, and workplace rights. Its purpose is to support the Department of Labor's mission of fostering equitable and transparent labor practices by delivering an intuitive, accessible, and resource-rich platform.

Statement of Technical Capability:

Viderity contributed extensively to the design, development, and ongoing maintenance of DOL.gov using Drupal CMS. Our responsibilities included creating custom graphics, ensuring engaging and professional visuals that enhanced user interaction, and developing clear messaging to simplify the presentation of complex legal and employment information. By integrating these elements with a responsive design and robust backend architecture, Viderity ensured the site met federal standards for usability, security, and accessibility, while effectively addressing the needs of a diverse audience.

MAPPING ANIMAL WELFARE:
A REGIONAL ANALYSIS OF SHELTERS AND RESCUES ACROSS THE U.S.



Purpose and Intended Use:

The attached map illustrates the distribution of animal shelters and rescue organizations across the United States, segmented by geographic regions. Its purpose is to provide an intuitive, cartographically accurate representation of shelter and rescue infrastructure to aid decision-makers, nonprofits, and local governments in identifying regional disparities and prioritizing resource allocation. This map can support initiatives aimed at enhancing animal welfare by offering a clear, data-driven overview of areas requiring increased focus or collaboration.

Statement of Technical Capability:

This project demonstrates Viderity's expertise in cartographic design and data visualization. Our team utilized geographic information systems (GIS) and advanced cartographic principles to accurately depict regional data while ensuring visual clarity and accessibility. By integrating spatial data with compelling design elements, we produced a map that is both functionally robust and visually engaging. This aligns with NOAA's emphasis on precise cartographic representation to support their mission of delivering accurate, actionable geographic insights. Our experience in crafting custom maps tailored to specific needs underscores our ability to meet and exceed NOAA's cartographic standards.

SHAPING TOMORROW:
THE WORKFORCE OF THE FUTURE ANIMATED VIDEO



Link: https://www.youtube.com/watch?v=wUVE1J1WGb4

More Viderity-Created Animated Videos at:

https://www.youtube.com/watch?v=InXICDQdRVo
https://www.youtube.com/watch?v=fdADm7MBL1E
https://www.youtube.com/watch?v=L9leLf-JHjM
https://www.youtube.com/watch?v=Dyew5cK0a-8
https://www.youtube.com/watch?v=IK3VpOn3ChI
https://www.youtube.com/watch?v=2tEVLSVk7DE

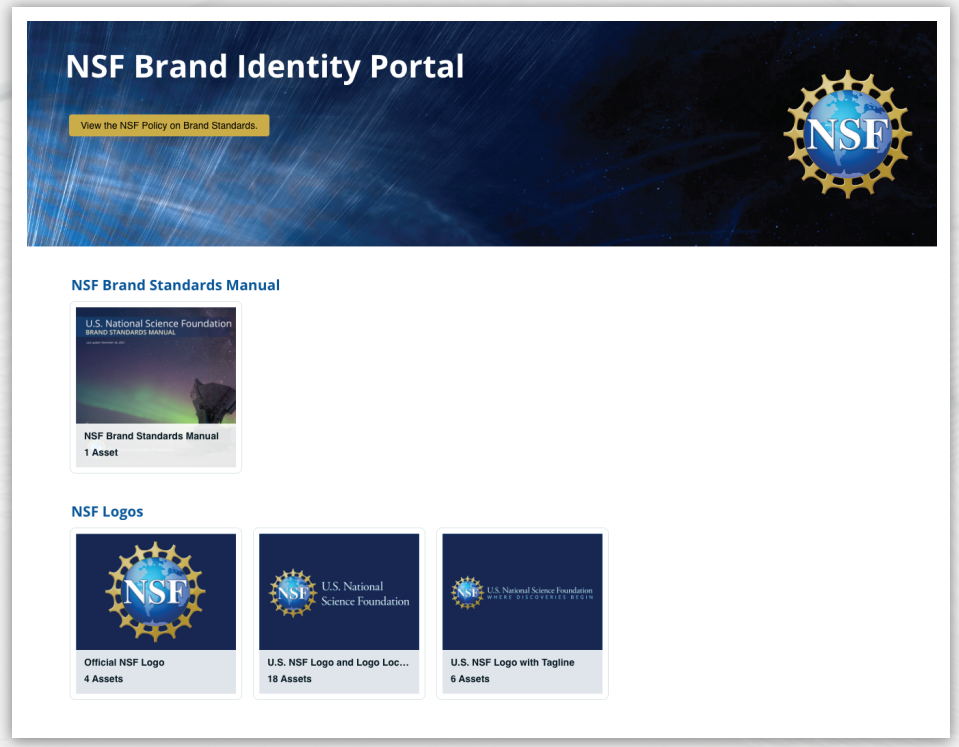
Purpose and Intended Use:

The "Workforce of the Future" animated video was developed to provide an engaging and forward-thinking perspective on how organizations can evolve to meet the challenges of the Fourth Industrial Revolution. By leveraging data visualization and storytelling, the video educates audiences on trends in automation, talent strategy, and workforce ecosystems, helping leaders conceptualize and implement modern workforce practices. It is intended for use in training sessions, strategy meetings, and outreach events to inspire organizations to adopt innovative workforce solutions that drive competitiveness and sustainability.

Statement of Technical Capability:

This project underscores expertise in animation, visual storytelling, and strategic communication as outlined in PWS Section 3.5 (Multimedia, Animations, and Graphics). The video integrates visually compelling graphics with concise messaging, reflecting advanced skills in creating impactful multimedia content that resonates with diverse audiences. By delivering a polished, high-quality production, this work highlights Viderity's ability to support NOAA's goals of fostering engagement and understanding through creative and accessible digital media solutions. The alignment of technical and creative capabilities ensures the effective translation of complex ideas into actionable insights, fulfilling NOAA's standards for educational and strategic communication initiatives.

NSF BRAND IDENTITY PORTAL



Link: https://mediahub.nsf.gov/portals/dnmqqhzz/NSFBrandingPortal

Purpose and Intended Use:

The NSF Brand Identity Portal serves as a centralized platform to provide guidelines, templates, and resources for consistent branding across all NSF communication and outreach materials. Its purpose is to ensure cohesive visual and messaging standards that reflect NSF's core values, helping internal and external stakeholders communicate effectively and professionally.

Statement of Technical Capability:

This project showcases Viderity's expertise in creating and managing intuitive, user-friendly digital platforms (PWS Sections 3.5 and 3.6). As NSF's brand manager, Viderity not only developed this portal but also ensures the integrity and consistency of NSF's brand across all communications. This dual role emphasizes Viderity's ability to deliver comprehensive branding solutions, aligning seamlessly with NOAA's goals of maintaining a unified and impactful brand presence across diverse platforms and audiences.

NSF 75TH ANNIVERSARY PORTAL



Link: https://nsf.widencollective.com/portals/agilbske/NSF75thAnniversary

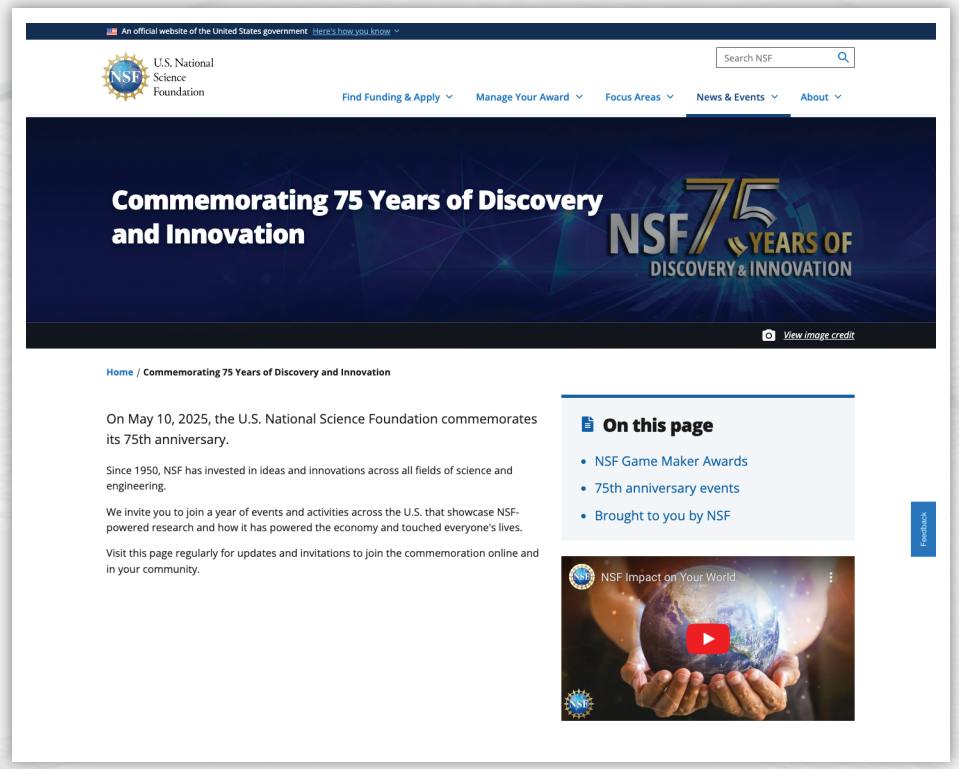
Purpose and Intended Use:

The NSF 75th Anniversary Portal was designed to celebrate the agency's historic milestones and inspire future innovation. Featuring timelines, stories, and multimedia elements, the portal serves as an interactive experience for the public, policymakers, and collaborators, showcasing NSF's contributions to science and society over the past 75 years.

Statement of Technical Capability:

Viderity leveraged its strengths in web design, interactive storytelling, and multimedia integration to create an engaging and accessible portal (PWS Sections 3.1 and 3.8). This work highlights the ability to craft immersive digital experiences that communicate complex narratives while appealing to diverse audiences, supporting NOAA's commitment to public engagement and education.

NSF 75TH ANNIVERSARY WEBPAGE



Link: https://new.nsf.gov/75years

Purpose and Intended Use:

The NSF 75th Anniversary Webpage complements the anniversary portal, serving as an informational hub for events, updates, and celebratory content. It aims to engage the public, researchers, and policymakers by highlighting NSF's achievements and ongoing initiatives through compelling narratives and visuals.

Statement of Technical Capability:

This project reflects Viderity's capabilities in developing responsive and visually captivating web platforms (PWS Sections 3.5 and 3.6). Through seamless navigation, high-quality visuals, and integration of multimedia elements, the webpage demonstrates expertise in creating user-focused designs that effectively communicate NSF's mission and achievements, aligning with NOAA's goals for accessible and impactful communication.

NSF ARECIBO C3 CENTER BRIDGES SCIENCE AND COMMUNITY IN PUERTO RICO (OUTDOOR SIGNAGE)



Link: https://new.nsf.gov/science-matters/nsf-arecibo-c3-center-bridges-science-community-puerto-rico

Purpose and Intended Use:

The outdoor signage project for the NSF Arecibo C3 Center in Puerto Rico was developed to highlight the center's mission of bridging science and community engagement. The signage serves both as a functional tool for wayfinding and an impactful medium for conveying the center's role in advancing scientific discovery and fostering local connections.

Statement of Technical Capability:

This project underscores Viderity's expertise in designing visually appealing, durable, and informative signage that aligns with an organization's mission and aesthetic (PWS Sections 3.3 and 3.5). The signage combines graphic design, material selection, and cultural relevance to enhance visitor experience and community engagement, aligning with NOAA's emphasis on accessible, inclusive, and effective public-facing communication.

TRANSITIONAL MATERIALS FOR THE TRUMP ADMINISTRATION: NAVIGATING THE NSF LANDSCAPE



Purpose and Intended Use:

The Agency Briefing Materials were developed as a comprehensive and visually engaging resource to support the presidential transition team, specifically designed for the Trump administration. These materials aim to succinctly communicate the U.S. National Science Foundation's (NSF) mission, strategic priorities, and critical contributions to the nation's scientific and technological leadership. By presenting complex information in an accessible and digestible format, these materials serve as a vital tool to facilitate understanding and collaboration with incoming policymakers, enabling them to make informed decisions about NSF's ongoing initiatives and future direction.

Statement of Technical Capability:

This project underscores Viderity's expertise in crafting high-impact communication materials aligned with the Performance Work Statement (PWS) Sections 3.5 (Multimedia, Animations, and Graphics) and 3.8 (Science and Technical Writing). Through a combination of concise narratives, data visualizations, and visually compelling layouts, we delivered a product that effectively translated complex scientific and operational information into an engaging and understandable format. Our ability to tailor content for high-level stakeholders demonstrates our alignment with NOAA's requirements for clear, actionable communication materials, ensuring they meet the strategic goals of outreach, education, and engagement with diverse audiences.

2022 CONGRESS VIDEO

Purpose and Intended Use:

This video was created to commemorate the contributions and achievements of NSF Awardees. It features congressional, gubernatorial, and agency partners celebrating awardees collaborative efforts in advancing science, technology, and public policy initiatives. Designed for viewing by policymakers, stakeholders, and the public, the video highlights milestones that support the strategic goals of NSF, aiming to inspire further engagement and investment in STEM fields.

Statement of Technical Capability:

This project demonstrates expertise in video production, scriptwriting, and strategic storytelling, aligning with NOAA's emphasis on effective communication of scientific achievements (PWS Sections 3.1 and 3.5). Through the integration of high-quality visuals and impactful narratives, the video showcases Viderity's ability to deliver compelling, audience-targeted content that enhances public appreciation for science and governance collaborations.

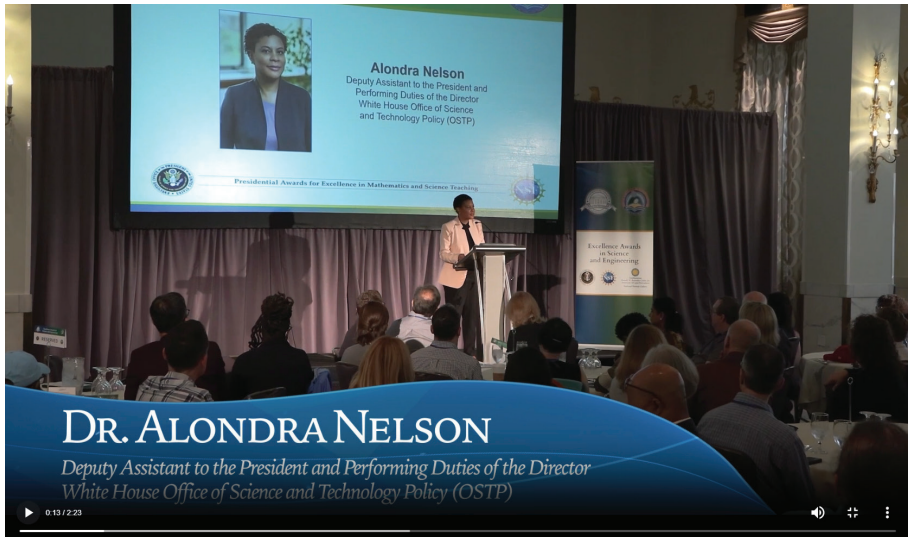






Link: https://paemst.nsf.gov/file/141fe452-4bd7-4881-b002-0b55f70e0940

2022 EVENT HIGHLIGHT VIDEO





Link: https://paemst.nsf.gov/file/199a293b-3d63-4e16-8c78-82ca0b0c70a4

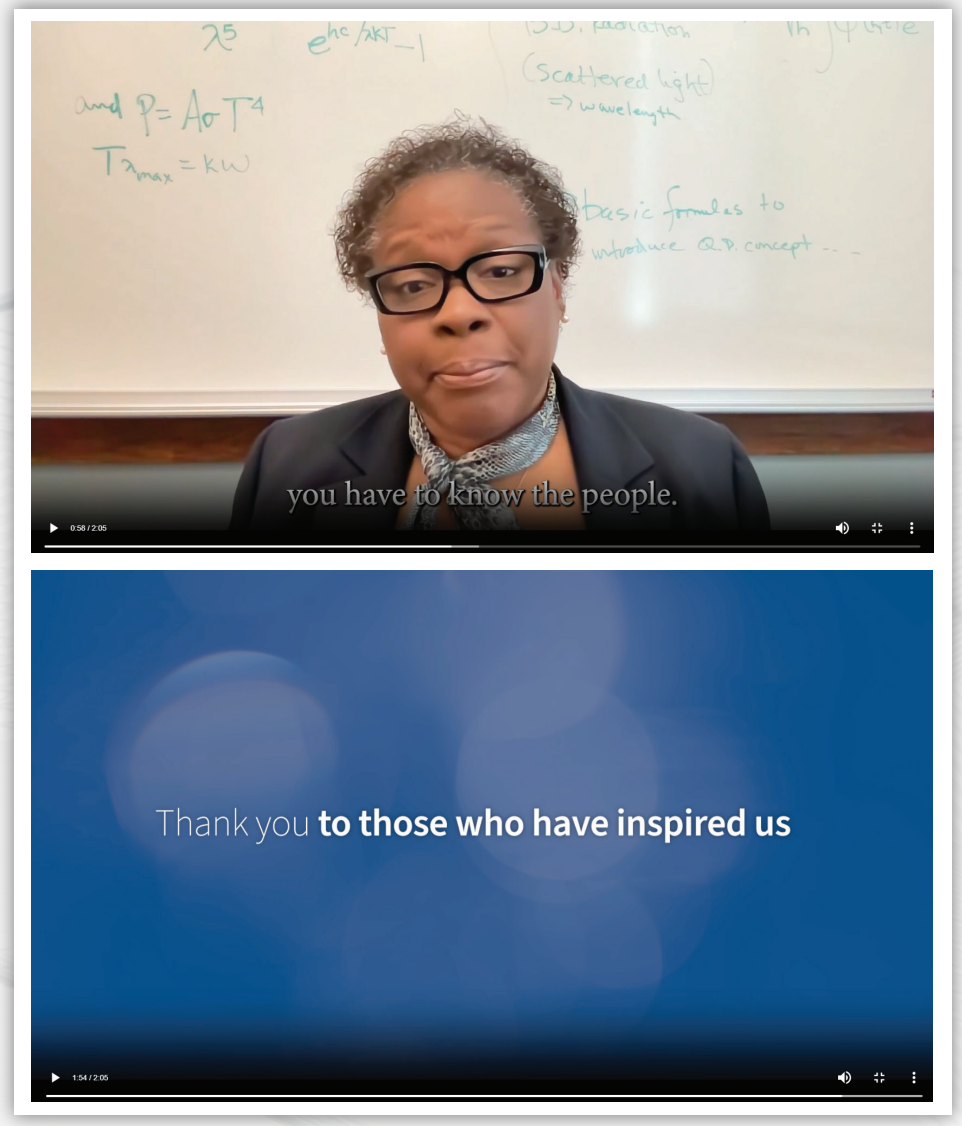
Purpose and Intended Use:

The highlight video captures key moments and achievements from the 2022 NSF Recognition Event. It serves as a dynamic tool to showcase NSF's accomplishments and to motivate continued collaboration among stakeholders. Targeted at NSF employees, partner organizations, and the public, the video provides a celebratory summary of the year's teacher and mentor award event.

Statement of Technical Capability:

This video exemplifies proficiency in capturing live events, post-production editing, and creating engaging narratives (PWS Sections 3.5 and 3.8). By using a combination of footage, animations, and professional voiceovers, Viderity demonstrated its ability to communicate complex achievements in an accessible and inspiring format, meeting NOAA's standards for impactful communication and outreach.

THANKSGIVING MENTORS VIDEO



Link: https://paemst.nsf.gov/fileInfo/dddbf08d-b72e-4b66-87f2-16d375d58132

Purpose and Intended Use:

The "Thankful for Mentors" video was crafted to honor the contributions of mentors in fostering career growth and innovation. Utilizing interviews conducted in a fully virtual format, the video creates a heartfelt and cohesive narrative that showcases the importance of mentorship. It is intended for use as part of NSF's outreach programs to emphasize the value of mentorship in scientific progress.

Statement of Technical Capability:

This project highlights expertise in coordinating remote production workflows and weaving diverse inputs into a unified story (PWS Sections 3.1 and 3.5). The video's polished editing and emotional resonance underscore Viderity's ability to deliver meaningful content despite logistical challenges, aligning with NOAA's commitment to flexible and effective communication strategies.

BACK TO SCHOOL VIDEO





Link: https://paemst.nsf.gov/file/b8b1e236-4875-45c3-8452-0de5b16cc52e

Purpose and Intended Use:

The "Back to School" video celebrates the new academic year by bringing together input from award-winning teachers, showcasing their excitement and commitment to STEM education. Designed for distribution to educators, students, and collaborators, the video inspires engagement and collaboration for the upcoming year.

Statement of Technical Capability:

This production exemplifies proficiency in soliciting and managing input from multiple contributors, editing for cohesion, and delivering visually appealing content (PWS Sections 3.5 and 3.8). By combining user-generated footage with professional editing and engaging storytelling, Viderity demonstrated its ability to create inclusive and high-quality educational outreach materials that resonate with varied audiences, in line with NOAA's mission to support STEM initiatives.

AI RESEARCH INSTITUTES MAP



Link: https://nsf-gov-resources.nsf.gov/2023-08/AI_Research_Institutes_Map_2023_0.pdf

Purpose and Intended Use:

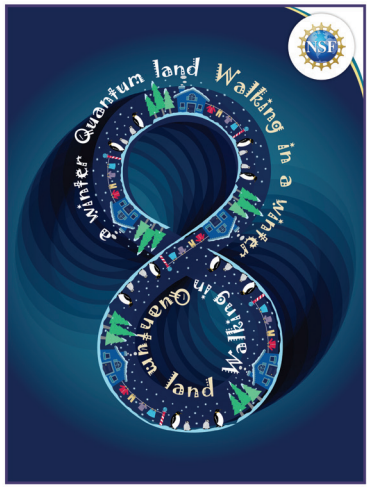
This interactive map showcases NSF's $140 million investment in seven new National Artificial Intelligence Research Institutes. It highlights interdisciplinary collaborations across the U.S., visualizing six key AI research themes, including cybersecurity, AI-augmented learning, and climate-smart agriculture. The map is designed to engage stakeholders and the public, promoting NSF's contributions to advancing AI research.

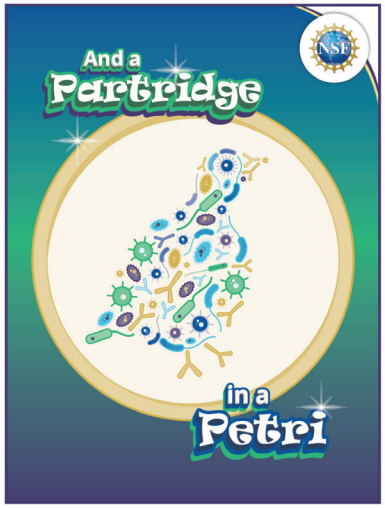
Demonstrated Technical Capability:

Aligned with Section C.3.4 of the solicitation (Cartography and Data Visualization), Viderity utilized advanced cartographic techniques to translate complex geographic and scientific data into an intuitive visual format. The map integrates spatial and thematic data, ensuring accuracy and accessibility for diverse audiences. This project also aligns with Section C.3.5 (Science Communication), demonstrating our ability to deliver visually engaging and informative resources that resonate with NOAA's mission to convey scientific information effectively.

NSF PRINTABLE HOLIDAY CARDS









Link: https://nsf.widencollective.com/portals/ueti4dut/HolidayCards2024?sf210550671=1

Purpose and Intended Use:

These science-themed holiday cards are a creative way for NSF to engage with stakeholders during the holiday season. Featuring colorful illustrations and clever wordplay, the cards foster connection and brand recognition, appealing to a broad audience of professionals, educators, and the general public.

Demonstrated Technical Capability:

This project aligns with Section C.3.3 of the solicitation (Graphic Design and Multimedia Production). Viderity's design team developed visually compelling and thematically appropriate materials that adhere to NSF's branding guidelines. The project also supports Section C.3.6 (Stakeholder Engagement), illustrating our capability to craft materials that enhance outreach and promote NOAA's mission to effectively connect with diverse audiences.

NSF EASE/PAEMST EVENTS PHOTOGRAPHY



Purpose and Intended Use:

The photographs capture pivotal moments from NSF EASE (Excellence Awards in Science and Engineering) and PAEMST (Presidential Awards for Excellence in Mathematics and Science Teaching) events. These images showcase the celebration of academic and teaching excellence, reflecting NSF's dedication to promoting STEM education and fostering community engagement. The visuals are used in event materials, social media, and NSF's public relations campaigns to highlight its mission and achievements.

Demonstrated Technical Capability:

This project aligns with Section C.3.5 of the solicitation (Photography and Videography) by delivering high-quality, dynamic event photography that encapsulates the essence of NSF's programs. Viderity's work demonstrates proficiency in capturing professional, candid, and impactful images for stakeholder engagement. The photographs enhance NSF's outreach efforts, ensuring that milestones and key moments are effectively documented and communicated to the public. This capability underscores Viderity's commitment to providing visually compelling deliverables that resonate with diverse audiences and support NOAA's communication goals.

NSF SOLAR ECLIPSE 2024 EVENT PHOTOGRAPHY



Link: https://new.nsf.gov/events/solar-eclipse-2024

Purpose and Intended Use:

The NSF Solar Eclipse 2024 event photography captures the excitement and engagement of participants during public outreach activities leading up to and during the solar eclipse. These photos highlight NSF's commitment to fostering interest in STEM education and public science awareness through visually striking imagery. The images showcase diverse audiences, including educators, students, and the general public, as they participate in NSF-sponsored events, such as the distribution of branded eclipse glasses and community gatherings at locations like the Cotton Bowl Stadium.

Demonstrated Technical Capability:

This project aligns with Section C.3.5 of the solicitation (Photography and Videography), showcasing Viderity's ability to deliver impactful, high-quality visual documentation of NSF events. The images demonstrate proficiency in event photography, including capturing candid moments, branding elements, and interactive educational experiences. Additionally, this work supports Section C.3.6 (Stakeholder Engagement), as the photographs effectively communicate NSF's mission to inspire and educate the public about scientific phenomena like solar eclipses. By creating visually compelling and inclusive imagery, Viderity supports NOAA's and NSF's shared goals of enhancing public understanding of and engagement with science.

NSF GLOBAL CHALLENGES AND INNOVATION INITIATIVES

Purpose and Intended Use:

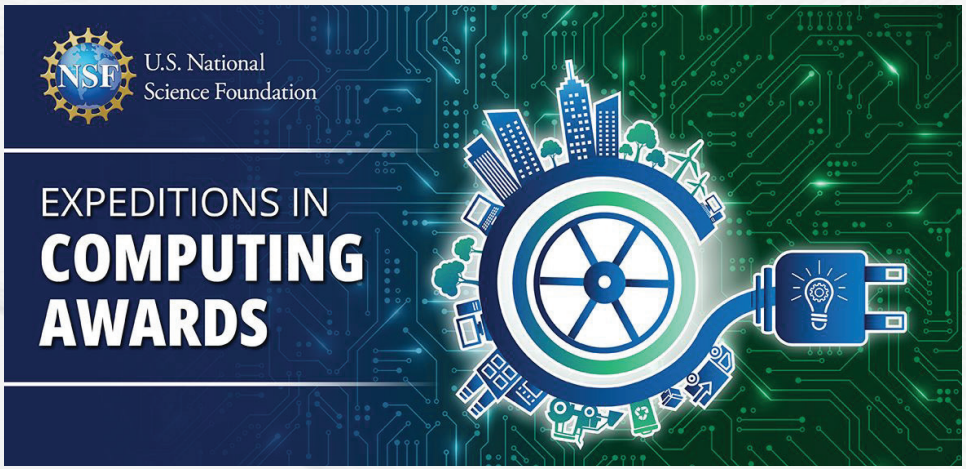
This portfolio highlights three critical NSF programs driving innovation and addressing global and regional challenges: Expeditions in Computing, NSF Global Centers, and NSF Engines Development Awards. These initiatives focus on advancing cutting-edge research, fostering interdisciplinary collaboration, and enabling equitable innovation ecosystems. Through compelling visual designs, these projects emphasize NSF's commitment to empowering communities, driving economic growth, and tackling global challenges. The visuals are used for public communication, partner engagement, and promotional campaigns.

Demonstrated Technical Capability:

This project aligns with Section C.3.3 (Graphic Design and Multimedia Production) and Section C.3.5 (Stakeholder Engagement and Outreach) of the solicitation.

- **Expeditions in Computing:** The visual design reflects NSF's commitment to advancing computer science research, emphasizing interdisciplinary approaches and practical applications of transformative technologies.
- **NSF Global Centers:** The design captures the collaborative nature of international partnerships, highlighting NSF's global leadership in addressing biodiversity and bioeconomy challenges.
- **NSF Engines Development Awards:** This visual communicates the regional innovation goals of NSF Engines, emphasizing community-driven economic and technological advancements.

Viderity's work demonstrates the ability to create engaging and impactful graphics that resonate with diverse stakeholders and effectively communicate NSF's mission of innovation, equity, and scientific excellence.





Link: https://carbonconnect.eco/, https://www.linkedin.com/ company/national-endowment-for-the-humanities/, https://new.nsf.gov/funding/initiatives/regional-innovation-engines/portfolio/nsf-engines-development-awards



About Viderity:
Viderity is a HUBZone and WOSB-certified professional services firm that empowers organizations through digital innovation, strategic consulting, creative design, advanced technology, and operational excellence. We don't just implement technology, we help clients reimagine how to leverage it to drive transformation, enhance outcomes, and deliver lasting impact. With a proven track record across diverse industries, Viderity offers solutions that seamlessly align with organizational missions, delivering measurable value across Federal, both DoD and civilian, and Commercial sectors. Our consistent Exceptional ratings on Contractor Performance Assessment Reports (CPARs) reflect our unwavering commitment to excellence. Backed by a highly credentialed team, with over one-third holding advanced degrees (master's or doctorates) and professional certifications, Viderity ensures superior results in every engagement.

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