



DESIGN DOCUMENT
FINAL PROJECT
DE0972

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CONTENTS

Introduction	1
Problem	2
Initial Ideas	4
Development	21
Execution	33
Conclusion	56

INTRODUCTION

Prior to this project, there was the initiation of an interactive health campaign. It is a project that aims to create awareness among people - particularly students - on the benefits of healthy eating. This project is called The Student Diet.

This project is a continuation from its initial and middle stage where it focused more on spreading the message and attracting the audience. The next stage would be to solidify its message to audience so that they would continue to keep healthy eating habits.

PROBLEM

Since the inception of the interactive health campaign called The Student Diet, the campaign sought itself to motivate its audience to keep continuing and spreading the message of healthy eating. To do that, the audience needs a certain 'call-to-action' that could remind them to keep eating healthy. That will be the main challenge for this project. Another challenge presented to this project is to view innovative methods to solidify a particular message through interactive media.



*“The Audience
needs a call to
action.”*

- Joyce Yee, 2014

It was this problem that was identified by my lecturer last semester. Joyce addressed that audiences needs to have a particular “call-to-action” to keep motivating them to instill healthy eating habits, since the previous stage of the interactive health campaign was focused more towards grabbing the audiences attention and informing them about the campaign’s statement.

This provided a reason to continue to improve the current campaign and focus on solidifying the campaign as a whole interactive experience.

A photograph of a kitchen counter. In the foreground, two pizza boxes are stacked. The top box is partially open, and a white plastic bag is tied around it. The boxes have the word 'pizza' written in yellow on the side. To the right of the boxes, there are several condiment bottles, including one labeled 'Schwartz Chillies' and another labeled 'SAXA GROUND BLACK PEPPER'. The background shows a kitchen with a sink and a window.

INITIAL IDEAS

Initial ideas are documented to show the available solutions that were considered in the brainstorming process. In total, there were about 3 initial ideas.

At the end of the initial stage of The Student Diet, there was 1 possible concept that was considered to be executed to continue and finalize the campaign as a whole. However, more ideas and solutions were thought of and considered as well.

COMING



SOON

The Student Diet App
(available in Personal Project 2)

Initial Idea #1

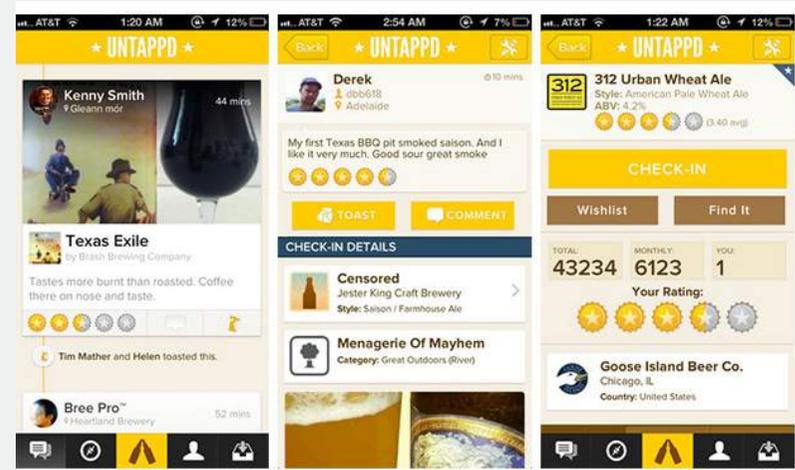
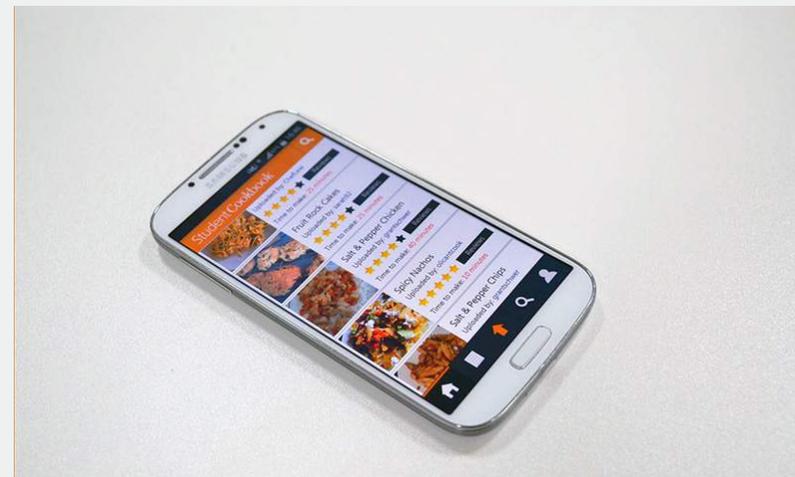
The first idea I had in mind was to produce a mobile application that corresponds to the campaign itself. This idea had stemmed from the problem Joyce pointed out from last semester. With that said, I started to think a couple of solutions that would conclude this campaign.

And so, I have decided to continue this campaign for this project by developing a mobile application solution to healthy eating because I believed that mobile applications have good potential to motivate audiences to keep eating healthy. At least that is what I thought it was.

Initial Idea #1 Research

To be sure that this application would stand out from the rest and be unique in its own way, I reviewed over a number of existing applications on the market. The applications were reviewed and compared in terms of their features and uniqueness.

FOODU- CATE





Fooducate

Fooducate was developed in 2010 and became one of the top rated food/health applications for the past 5 years for iPhone and Android OS.

FEATURES:

It aims to make its users keep track of their health and calorie intake using a unique barcode scanner and discover new recipes through an online community.



The Student Cookbook

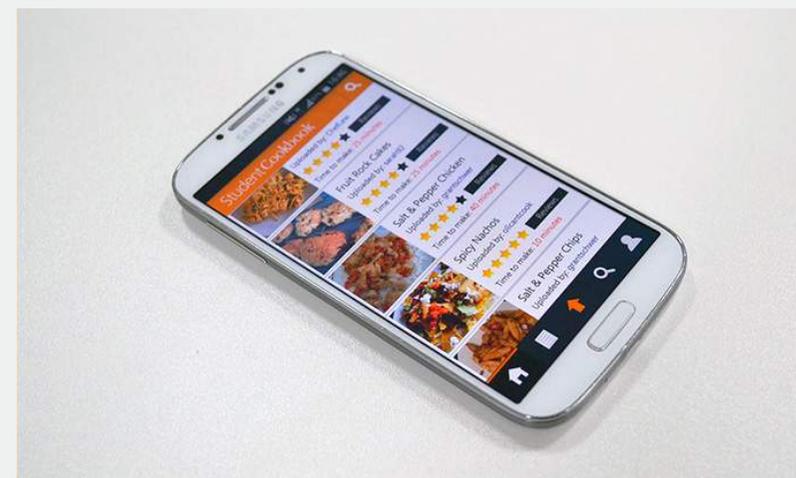
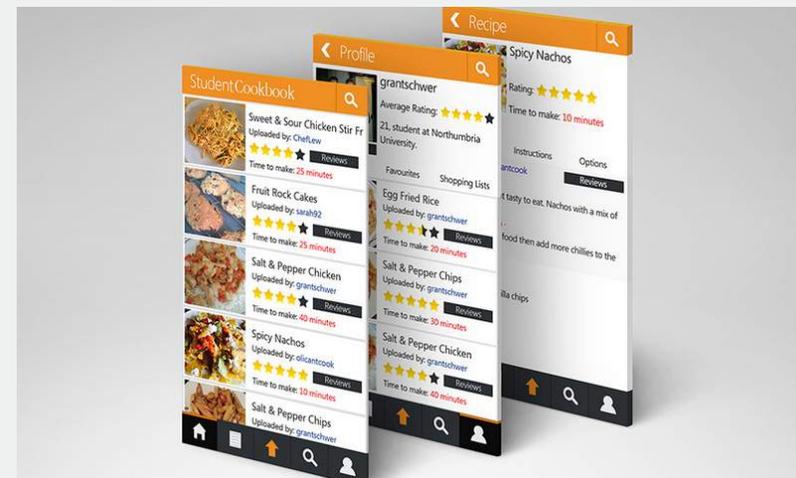
This application was designed by Grant Schwer, an IMD graduate from Northumbria University. It was designed as part of his final year project. The application aims to break the stereotype of students who can't cook by allowing them to participate in their online community.

FEATURES:

Explore, learn and share new recipes among the community of students who are using the application.

the Student Cookbook

SHARE INSPIRE EXPERIMENT





Untappd

Untapped is a food app that is exclusive for people who drink alcohol. It is meant to serve as a bar-finder with social networking capabilities. Users can explore new bars, share beers with friends and discover more new drinks through friends.

FEATURES:

As you find new beers you can get achievements (badges) for your own personal bragging rights. It is also available on a desktop web app.



Initial Idea #1 Overview

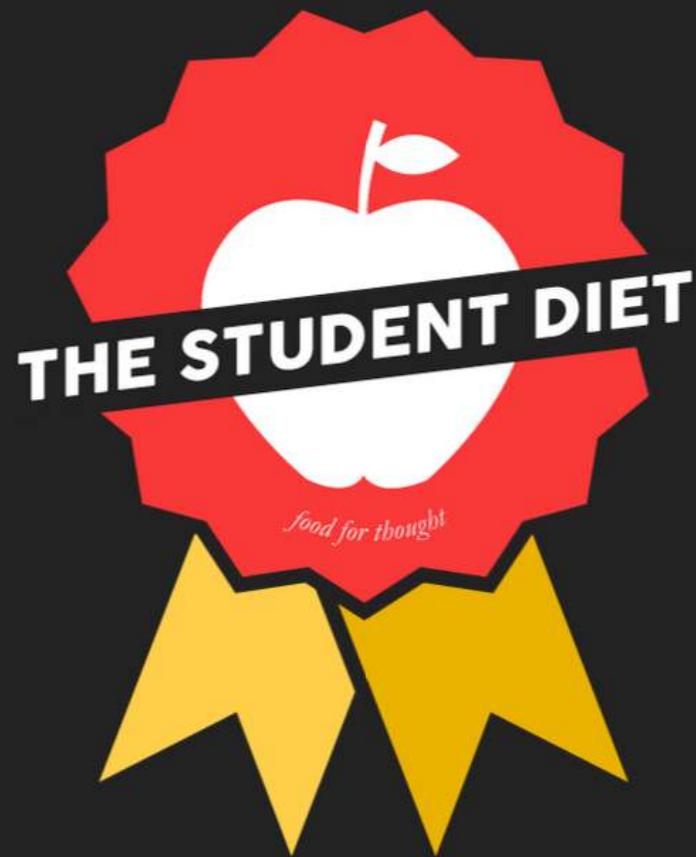
The applications reviewed in this section showed that there are great food apps available on the market. Combining the elements and unique features of the 3 reviewed apps would be the vision for this idea. This vision, would be the medium that would serve to instill healthy eating habits by combining elements of recipe sharing and a health, performance and budget tracker but after reviewing the 3 apps, it seems that there isn't that much comparison between the vision and the existing apps. The idea would be enough to stand out and compete among its competitors and so, this idea was scrapped.



the Student Cookbook

SHARE INSPIRE EXPERIMENT





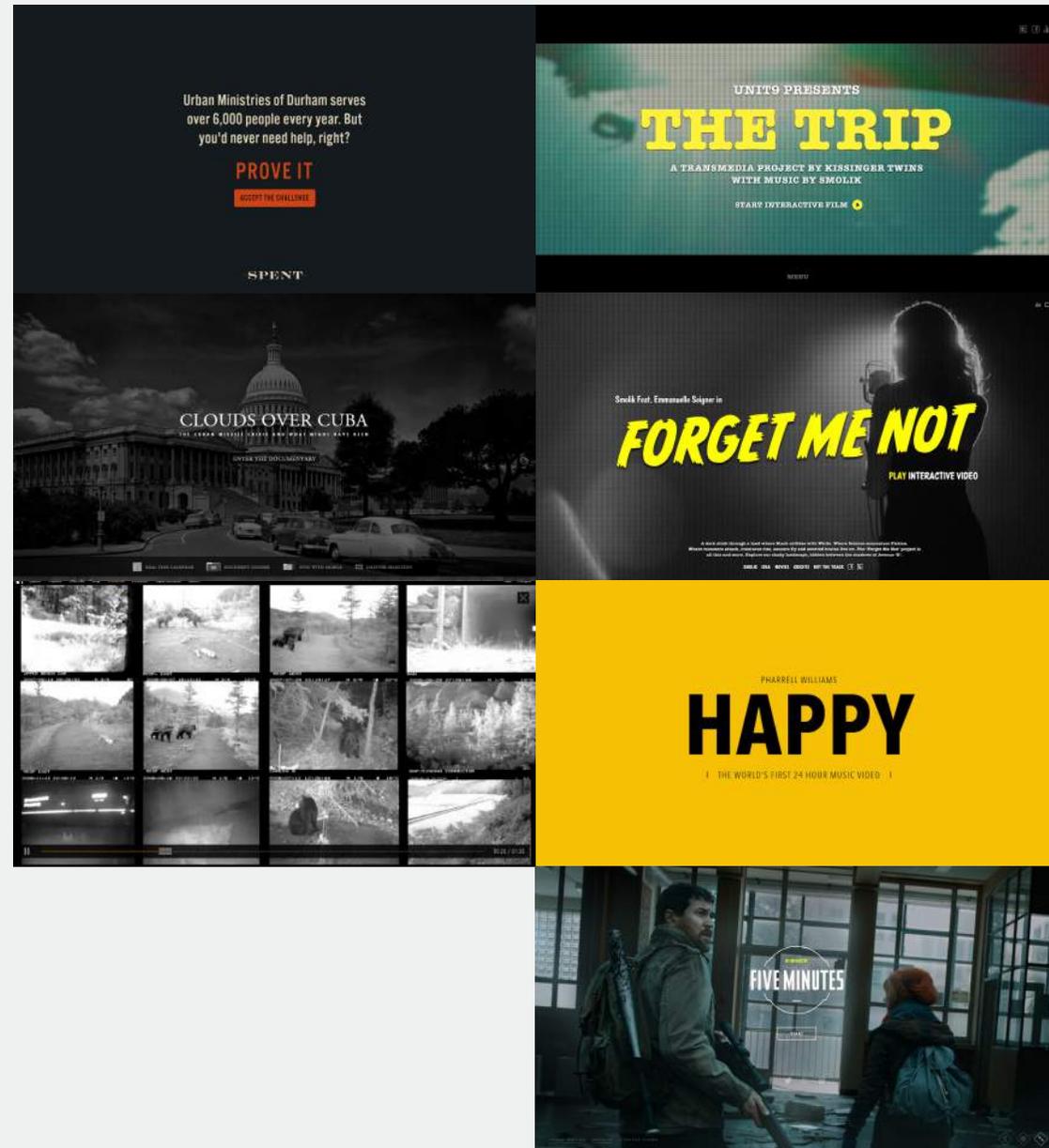
Initial Idea #2

An interactive film about a day in the life of a university student. The film explores the student's dietary choices and consequences all in which are made by the audience. Choices made by the audiences are intended to educate them about health facts and how it will affect the student's performance throughout the day.

Going with this idea would challenge me in the areas of visual storytelling and narrative which is a subject that I am particularly keen on exploring. However, this would prove a test for me because of the added interactive elements for which I have to figure out properly in order for this to work well.

Initial Idea #2 Research

I had a review over interactive narrative pieces found throughout the web. Most of these interactive pieces were listed among the best in 2014 and 2013 as listed on design awards websites such as www.webbyawards.com & www.awwwards.com. Here are the 7 unique interactive narrative websites reviewed for this idea.



Urban Ministries of Durham serves
over 6,000 people every year. But
you'd never need help, right?

PROVE IT

ACCEPT THE CHALLENGE

SPENT

BALANCE \$1,000 DAY 1

YOU'RE RUNNING OUT OF MONEY FAST

It's time to get a job – any job Here's what's available Choose one:

RESTAURANT JOIN
Experienced server and bartender and bar tender for 102

WAREHOUSE JOIN
Looking for dependable, punctual, and hardworking warehouse associates. Must be able to lift 25 lbs and have reliable transportation. \$9/hr. 12:30-7:30

2ND SHIFT JOIN
We're hiring for 2nd shift assembly line

SPENT

HOME ABOUT MADE BY MICHIELLE PRIVACY CONTACT US DONORS LEARN MORE

BALANCE \$175 DAY 5

Your college degree isn't helping you right now, but you still have to pay your loans. You just got a bill for \$250.

WHAT DO YOU WANT TO DO?

PAY IT BORROW IT

SPENT

HOME ABOUT MADE BY MICHIELLE PRIVACY CONTACT US DONORS LEARN MORE

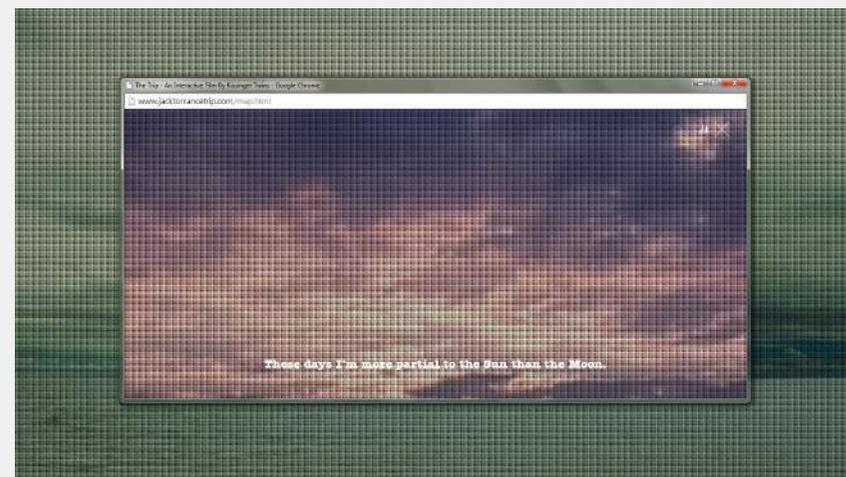
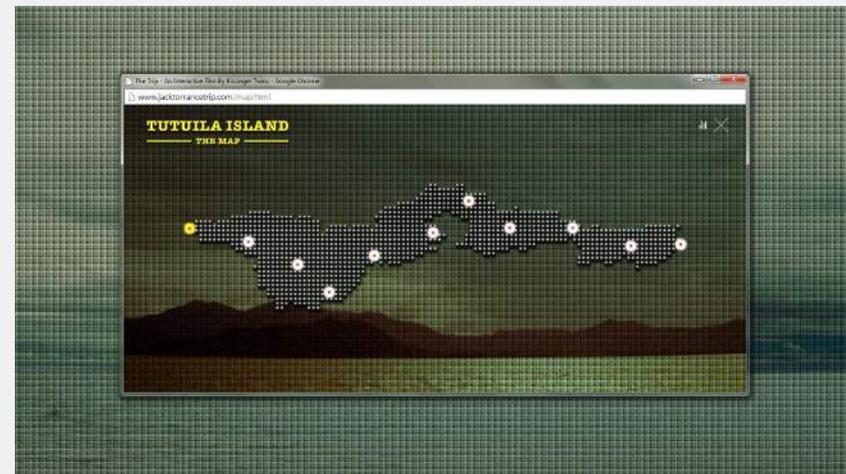
Playspent

Playspent is an interactive game about surviving poverty in America. The players needs to answer 30 questions in order to win the game. At the beginning of the game, players have a certain amount of money and as they make choices within the game, they may either win or lose money. Money acts as the health bar and if players money reaches 0, it's game over. Players could also use 'power-ups' as a last resort in case they are ever short on money. The clever part about the 'power-ups' is that you also need the help of other people through social networking website.

The Trip

This interactive piece - made by the Kissinger Twins - is a story about a man, Jack Torrance, who claimed that he was the mastermind behind the biggest hoax in the 20th century - the landing of the moon. This interactive narrative exploits the use of HTML5 technology to create a transmedia project. The story is divided into multiple sections as seen in the 2nd image. In each section, a series of video, audio and photographic images will be played while the audience is required to move the mouse to reveal the subtitles. There are no actual narrations in these sections except for the final section which could only be played if the viewers finishes every section. A good reason to explore every section to reveal it's conclusion.

www.jacktorrancetrip.org





Clouds Over Cuba

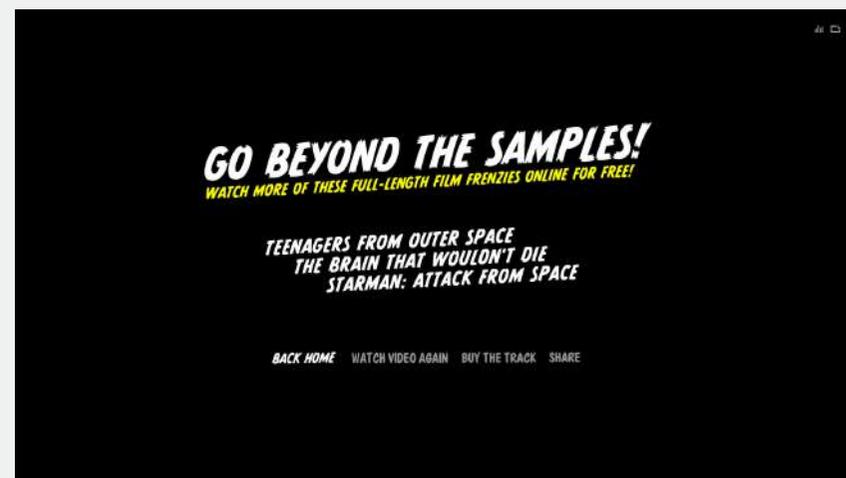
Relive the Cuban Missile Crisis with this interactive narrative website. Told in a documentary fashion, the story is divided into sections where a timeline is displayed at the bottom to reveal the important events during the Cuban Missile Crisis. As viewers progress through the story, they can access important documents related to the story. After viewers reach the end of the story, they are treated to an extra documentary of a possible future where a tragedy happens after the Cuban Missile Crisis.



Forget Me Not

Another interactive narrative project by the Kissinger Twins. It is an interactive music video featuring an artist by the name of Smolik ft. Emmanuelle Seigner. The themes of the song references the corniness and creativeness of 50s and 60s visual arts, mostly referencing films from the era. While viewers are watching the music video, lyrics will appear on the top, bottom, left and right side of the screen. Viewers can click on the lyrics that appear on screen to switch different videos. The interaction is not much and doesn't provide much fun and meaning to the music video other than its aesthetics.

www.forgetmenot.tv





Bear 71

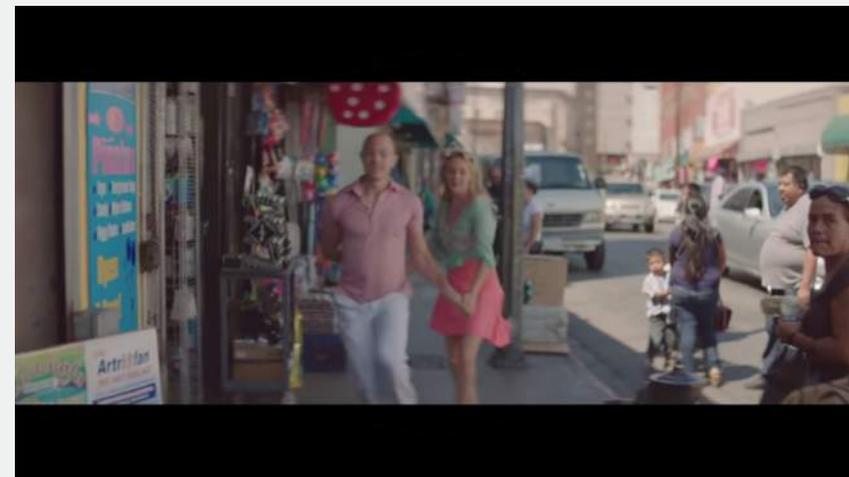
This 20 minute interactive documentary is about a tagged bear in Banff National Park. It follows the bear's journey from the day it was captured and recounts its moments in the forests through video footages via trail cameras planted around the area. This interactive documentary delivers immersiveness by allowing the viewers to explore a virtual world that represents the Banff National Park. It is in this section that the viewers can explore the history of the park by viewing actual trail cam footages. Although there is a lot of information to process at one time, it shows that the interaction works since there's a lot to offer in this documentary.



24 Hours of Happy

Regarded as the first ever 24 hour music video, it is a simple interactive experience packed into a website. The song, Happy by Pharell, features various different American artists dancing in the music video. Different artists appear at specific time of the day but viewers can scroll through the clock to change to a different artist they wish to view. A rather simple concept but delivers effectively with its smooth and seamless cinematography and its vibrant and simple UI.

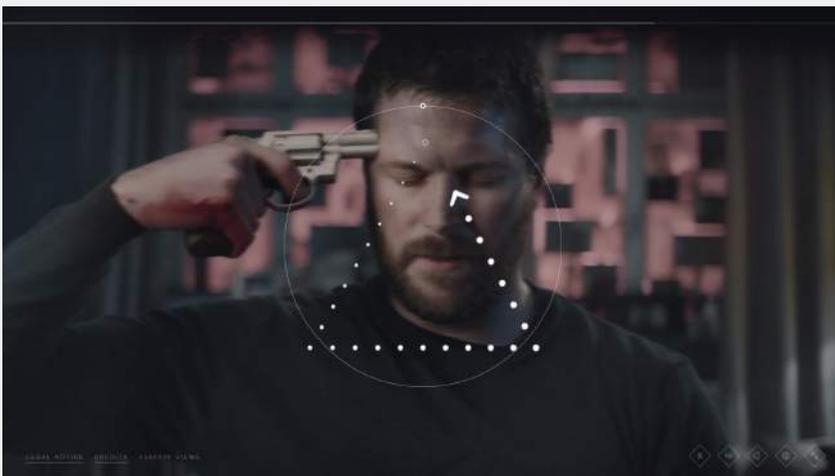
www.24hoursofhappy.com





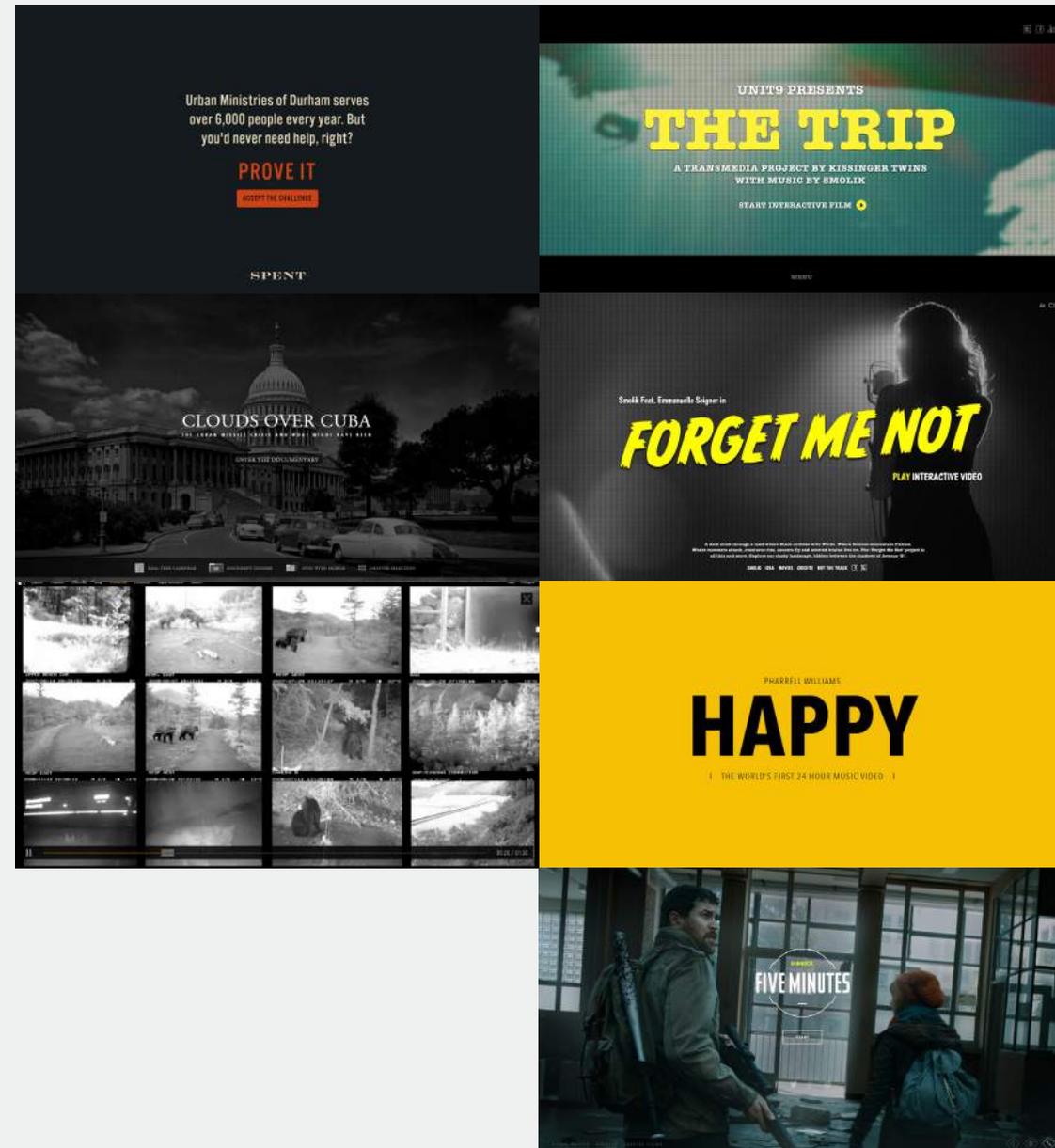
G-Shock Five Minutes

With a similar story to *The Last of Us*, it follows a father-daughter story surviving a zombie outbreak. This interactive film has suspense and action filled throughout the whole film. It has brilliant and thematic cinematography that makes it somewhat theatrical. Since the theme of this film features action, drama and suspense, the interactivity within the film works well because of the time-attack puzzle game required to solve to further progress the story. Viewers are required to draw the shapes that appear on-screen before the time runs out or else they will fail to proceed. Fail many times, and the film ends.



Initial Idea #1 Overview

Throughout every interactive narrative piece, I find that each of them have unique ways to project their story and message, whether it's through questions, videos, map exploration and solving puzzles. I guess it all depends on the way I want to convey the story. However, the type of interactivity should make sense according to the story itself. I should also consider the amount of content I am willing to offer in the interactive film. By now, it is possible to make an original story with a few twist and turns using interactivity. And so, this idea would proceed into initial development.



DEVELOPMENT

For this project, initial idea #2 was chosen as the main/final idea to work upon. Films are a great medium to spread a particular idea or message but it all depends on how well the story is constructed. Combine a good story with interactive elements and the viewers could feel more connected to the story. This section covers the initial development such as storyboards, sketches and actor research. The 2nd part covers the execution once all of the materials are gathered.



Storyboard

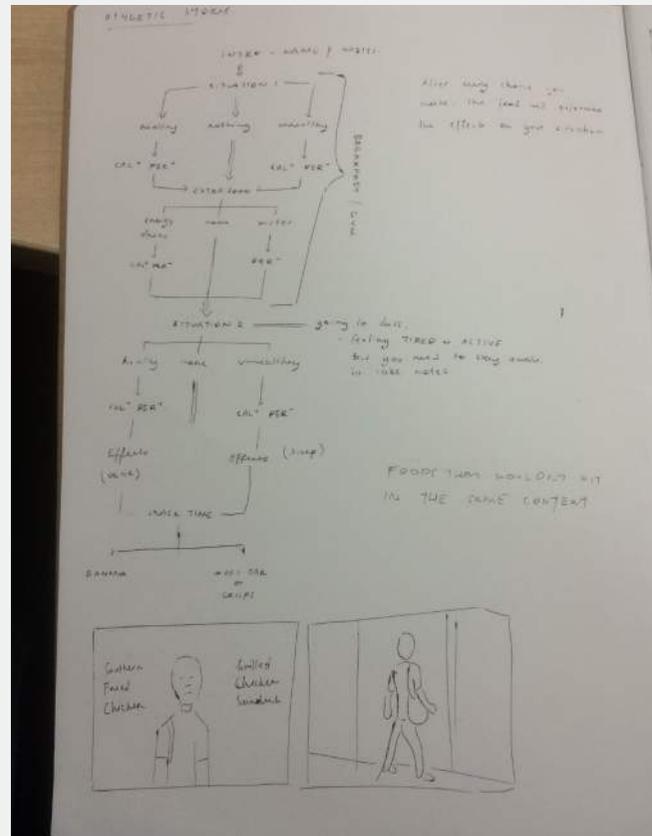
Storyboard is inevitable for every narrative projects. During the first few weeks of initial development, storyboards were drawn for only 1 character but as it progresses, more modifications were made to the story in order to fit the amount of content in the film.

The initial idea was to be an interactive film with 1 main character and to have at least 6 different choice can be made in the film. It was then decided to split the story into 3 with 3 different characters. That way, viewers could view the story in through different viewpoints.

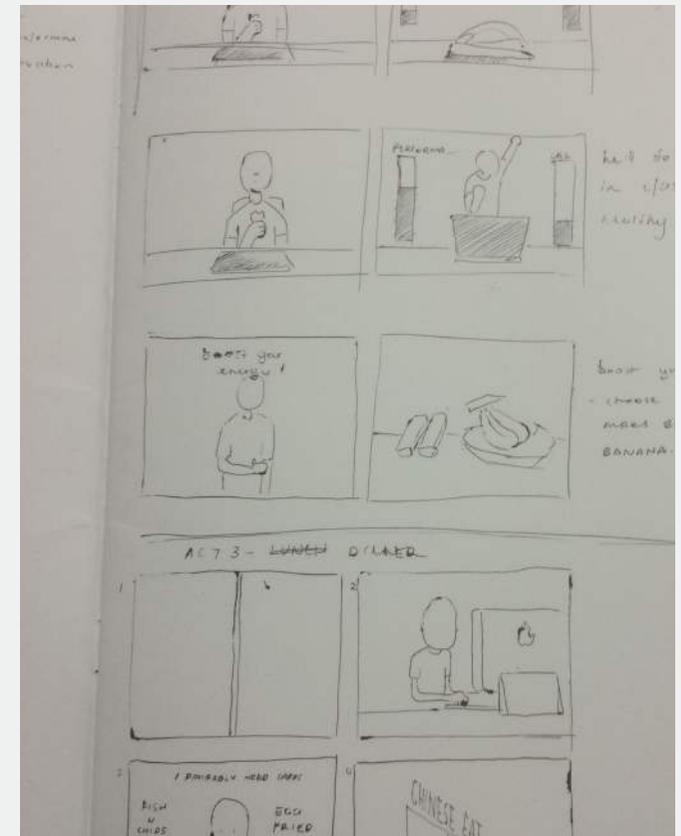




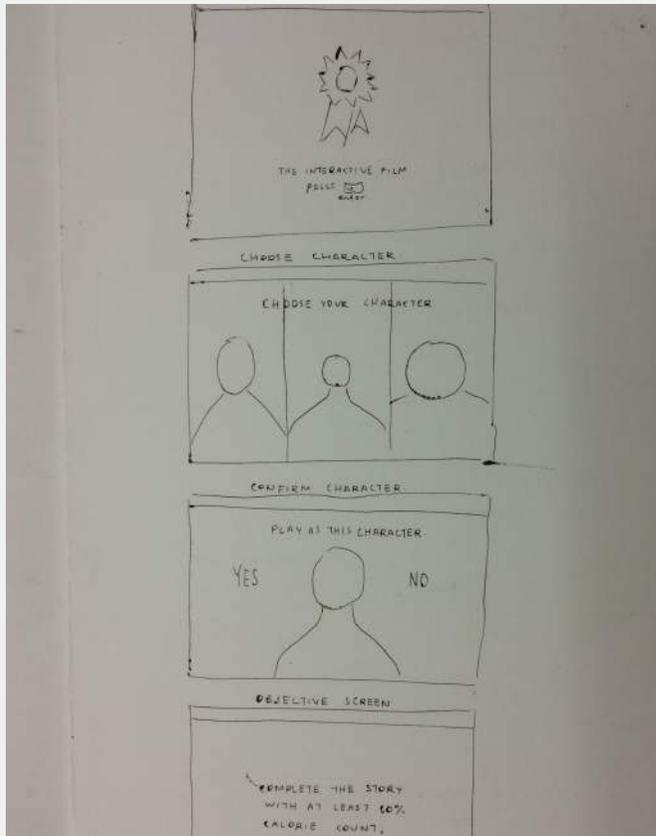
A single story is divided into 3 acts. Those of which are Breakfast, Lunch & Dinner. This image shows the first draft of the storyboard for a character. In every act, the character is introduced to show the character's habits.



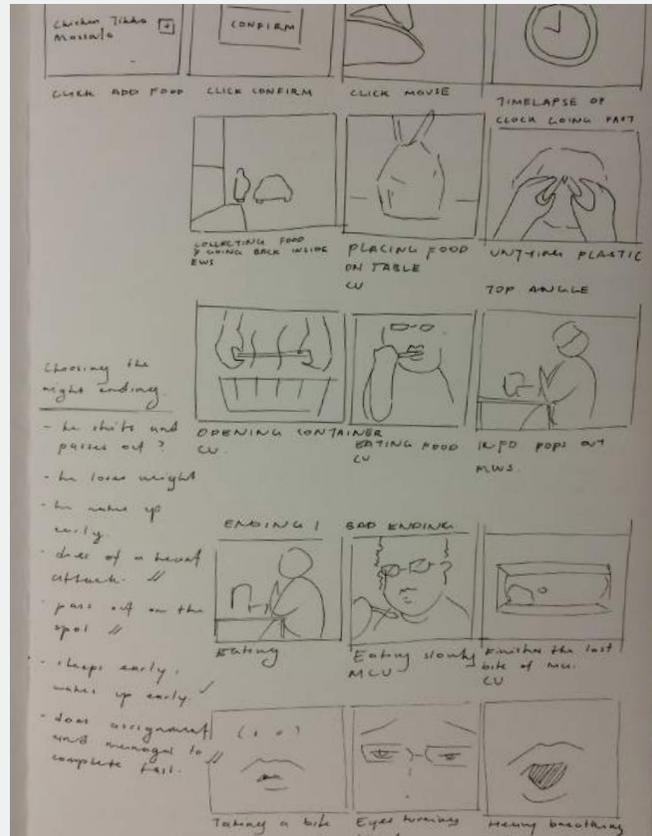
For every act, there will be 3 choices the players can take. 2 choices will be on food and the third choice allows players to choose not to eat. Each choice will bring different impact to the character depending on the type of activity they will perform after their meal.



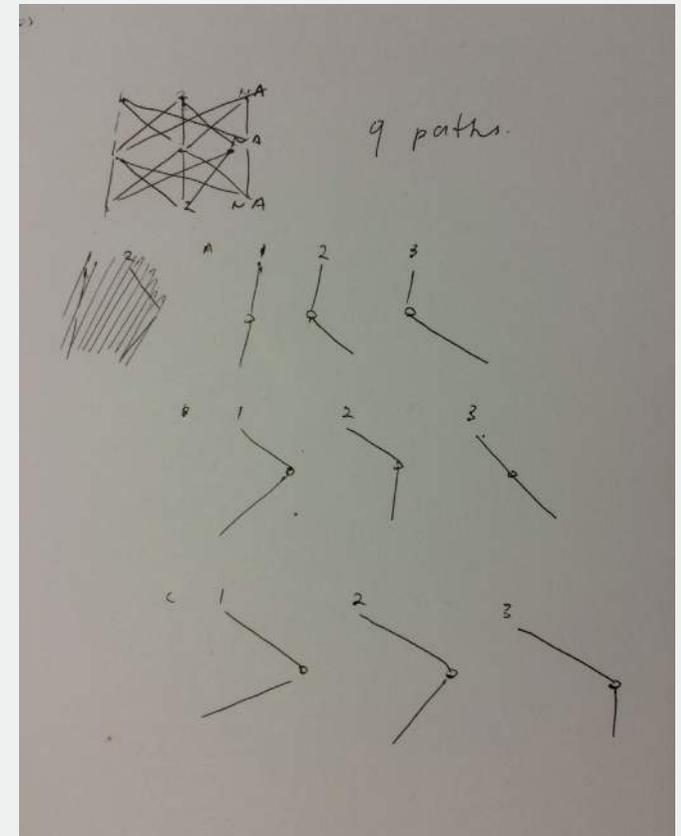
E.g. passing out or becoming more active while doing work after eating a particular food. Choices made could either be good or bad, depending on the context. Since it would be game-like, a health bar will appear on the right or left side, health points will decrease or increase depending on the choices made.



To start the film, there has to be a start screen to allow the players to know some information about the project itself. Apart from that, players should be navigated to the character choosing screen. The navigation should be easy for the players to read and start the film.



To make the film feel more cinematic, sticking to proper cinematographic framing would really enhance the feel and quality of the film. This include usage from wide shots to close-up shots. Each shots should feel organic to the emotion of the story its trying to tell. The image above is a storyboard of one of the ending to a character's story.

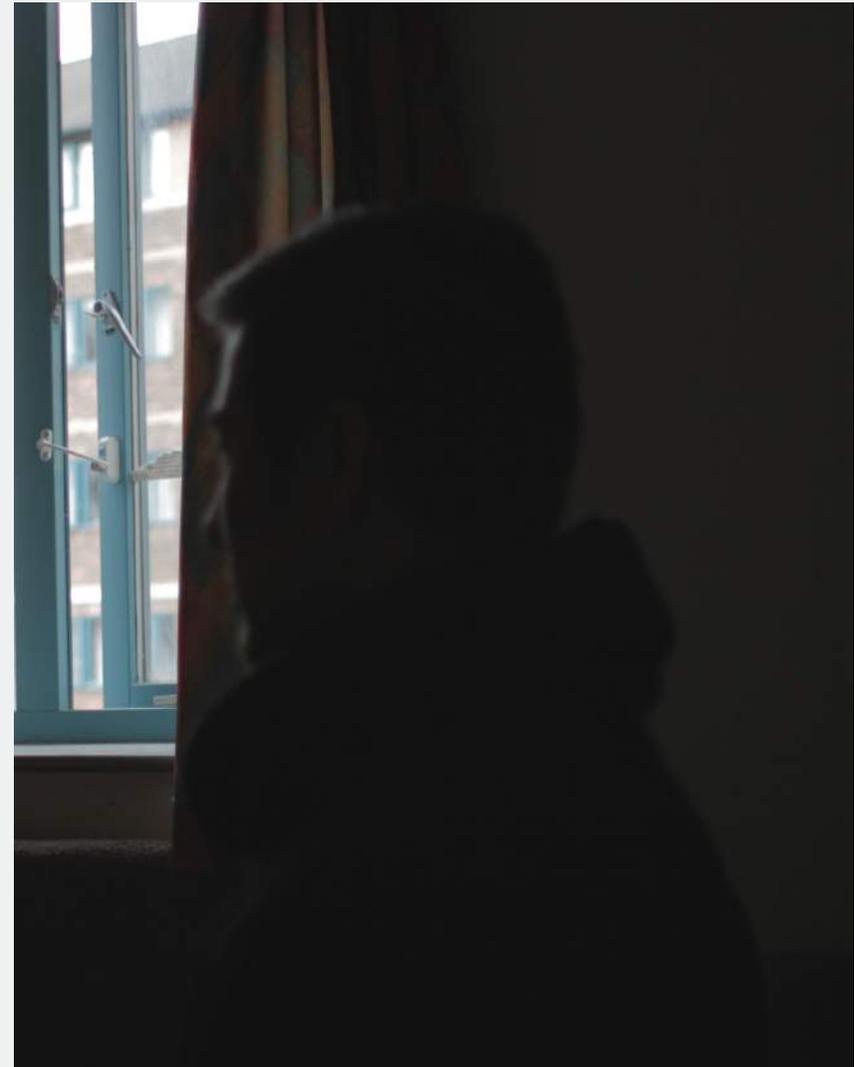


Initially, the film was supposed to have a health point system as players make choices. In doing this would incorporate the use of variables and probabilities due to the nature of the film having multiple possibilities. It was difficult figure out the algorithm and include it into the film. Another solution to this had to be found.

Actors

By this point, it is no longer 1 character in a film since 6 choices would extend the film's running time a lot. Now the story can be played through 3 characters, with their own unique stories to tell.

The story is told through the lives of 3 different students, all of which have their own levels of healthiness; 1 healthy, 1 ordinary, 1 unhealthy. The next pages are the actors chosen for the role of this film.





Actor #1 Ridhwan

Ridhwan's is a student who always practices healthy habits. A well organized person, he plans his day out and executes his routines on time. Often works out at least 3 times per week and sleeps at 12am. He always has his work progressed on time and never loses focus when it comes to work.

Ridhwan would be the perfect actor for this role since he exhibits a character of healthiness. He has shown to perform very actively in sports and has been comfortable exercising since he was a teen. As a healthy person, his story will be about facing the challenges of maintaining his healthy habits through the food he encounters.





Actor #2 Matthew

Matthew is a student at Northumbria University. During his free time, he usually plays games from night til dawn. He often eats quick, easy-to-cook, ready made meals. Though he leaves his work to the last minute, he gets it done on time with him falling ill the next day.

As a person, Matthew does not exhibit the qualities of a person who practices the healthiest of habits, which is perfect for this film because the viewers would get to know his story and how it is like to live in a world where he is surrounded by unhealthy choices. In this film, his story will focus on doing the best he could to make healthy choices and perform well.



Actors Overview

Despite having planned to have 3 characters to play in the film. The third character - the ordinary character - could not be found due a limited number of actors available during the time. Eventually, there was not enough time to search for the third actor and changes had to be made for this project. From this point, the film will only feature 2 playable characters.

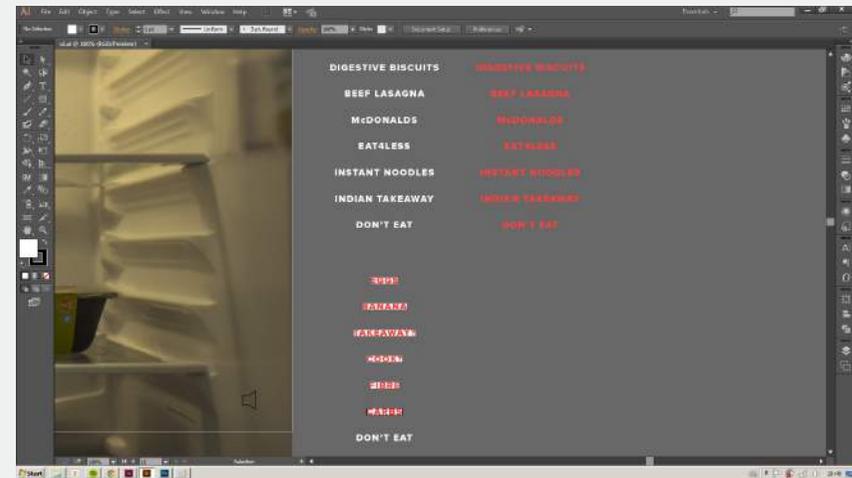
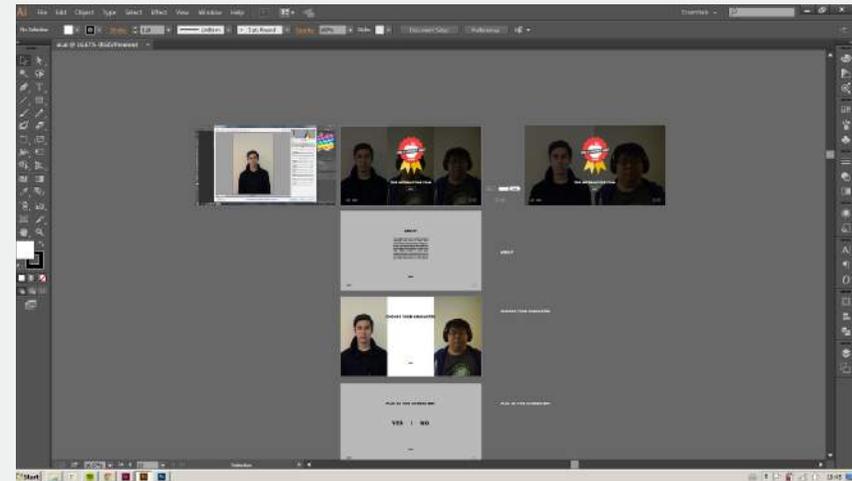


Mockup (Film)

After the actors and storyboard are completed, mockups were made to see if the visuals and UI would work well in the final product. The images on the right shows the initial mockup of Matthew's breakfast scene with inclusive of the health bars on the right side of the screen although that particular element is scrapped from the final idea. The first image is the introduction of the character, the second image shows the character's daily habits just to let the players know of his character and the final bottom image is how it would look like when making a choice to eat food.

Mockup (Start Screen)

For the start screen, it was designed to be simple enough so that the players would know how to start the film easily. It's a 3 step process. The first being the title screen, as seen in the bottom image, the second is a character choosing screen after the player clicks on the start button. Finally, the third step is a character confirmation screen where the website asks if the players could confirm if they wish to play the character they clicked on. Otherwise, they could navigate back by clicking "NO".



EXECUTION

All that is left is executing the final product. This section proved to be the hardest part due to the amount of process and steps involved. The film production took the most time in the execution due to the availability of time for the actors as mentioned before.

In this section, steps are recorded from start to finish beginning from the filming stage. After the production, comes the easy but tedious post-production for every single film shot. The final part covers the film “patching” which is basically adding the interactivity elements in the film.

Filming



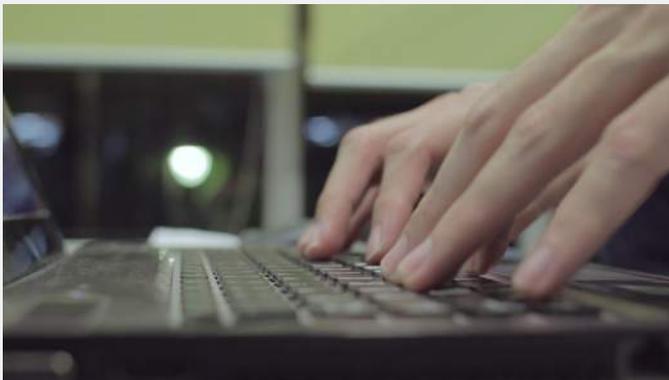
Filming took place in a few places nearby Northumbria University but most of the shooting locations were shot in the actors' accommodation, specifically Glenamara House and Camden Court in Camden Street.

Some locations were shot outdoors for lunch scenes. Most of the time in Northumberland street and for a special scene for Ridhwan, filming took place in a powerleague in Gateshead.

Filming process spanned as long 4 weeks. It took a alot of time getting the filming done mostly because of the availability of the actors time. Because of that, 1 act could only be filmed once per day. Sometimes 2 days because of reshoots and 1 act took at least 2 to 4 hours filming.

Since filming was a long process, rough cuts of the video were also made so that time would not be wasted.





Rough Cut & Sound Edit

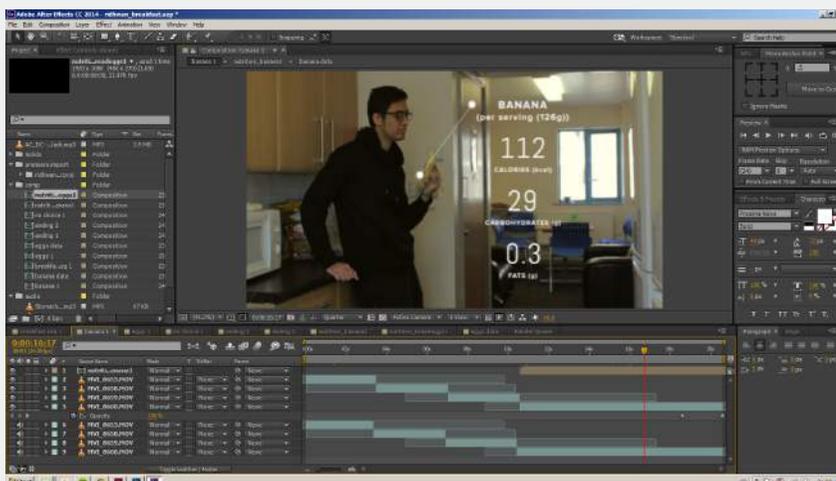
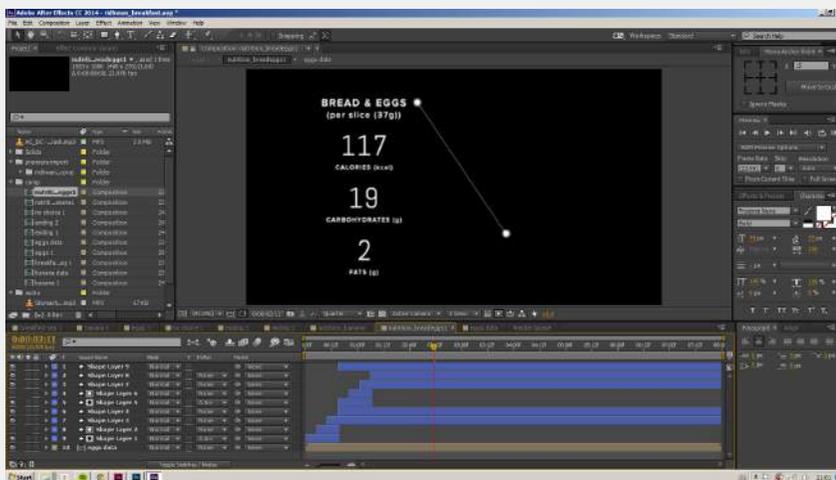
Premiere Pro was used to develop the rough cuts and sound edits for the film. For every act, each scene was split into sequences on Premiere Pro, which aids easily in organizing the videos and compositions together. It helped alot when it was imported into After Effects.



Colour Grading & Infographics

The next step is to touch up on the rough cuts. To do this, colour grading/correction is incorporated into the videos to enhance the colour and mood of the shots. There is also the most important of the interactive film and that is the nutrition facts of the food eaten by the character when the players make choices. It is a time consuming process because of all of the individual information needed to show onto the screen.

For the infographics, extra research was done to get accurate data to show as the character eats the food.





myfitnesspal

Log In Sign Up

ABOUT FOOD EXERCISE APPS COMMUNITY BLOG

Calories in Kebab Shop Lamb Doner Kebab (Medium 301g)

Nutrition Facts

Kebab Shop - Lamb Doner Kebab (Medium 301g)

Search our food database by name:

Servings: 1 (301g)

Calories	1381	Total Fat	51g
Total Fat	51g	Total Protein	32g
Total Protein	32g	Total Carbs	15g
Total Carbs	15g	Dietary Fiber	3g
Dietary Fiber	3g	Sugars	3g
Sugars	3g	Total Sodium	481mg
Total Sodium	481mg	Cholesterol	0mg
Cholesterol	0mg	Vitamin A	0%
Vitamin A	0%	Vitamin C	0%
Vitamin C	0%	Iron	0%

More from Kebab Shop

- Kebab Platter
- Meat
- Chicken Kebab - Chicken
- Burger (Beef)
- Chicken Kebab
- Mulligatawni

Other Brands

- Harrot Doner/Chickadee Meats
- Doner
- Chickadee
- Orbit
- Small (Style - Small)
- Johnsons (Style - Small)
- Chickadee and Organic Food
- Next Millennium Farms
- KevOps

DONER KEBAB MEAL (per serving)

32 PROTEIN (g)

481 SODIUM (mg)

30 FATS (g)

Nutrition

Typical values	100g contains	A typical slice (30g) contains	% RI*
Energy	750kJ 179kcal	225kJ 54kcal	3%
Fat	9.7g	2.9g	4%
of which saturates	1.7g	0.5g	3%
Carbohydrate	0.1g	<0.1g	<1%
of which sugars	0.1g	<0.1g	
Fibre	0.0g	0.0g	
Protein	22.9g	6.9g	
Salt	3.5g	1.1g	18%

Use by
Defro
in the
Once d
not refr
Follow
For recip
with sup
Our p
We are h
product v

SMOKED SALMON & SPINACH (per serving)

16.8 PROTEIN (g)

72.2 SODIUM (mg)

5.8 FATS (g)

GREAT TASTE MORE NATURALLY

NUTRITION INFORMATION

Typical Values	Per 100g	Per Slice 44g	% Reference Intake*
Energy	1171kJ 278 kcal	515kJ 122 kcal	6%
Fat	6.6g	2.9g	4%
of which saturates	0.6g	0.3g	1%
Carbohydrate	42.0g	18.5g	7%
of which sugars	3.8g	1.7g	2%
Fibre	5.3g	2.3g	
Protein	10.0g	4.4g	9%
Salt	0.88g	0.39g	6%

This loaf contains 18 slices

*Reference Intake of an average adult (8400 kJ / 2000 kcal)

Made by Hovis Ltd. Hovis, Seed Sensations and HOVIS Since 1886

Bread Device are registered trademarks of Hovis Ltd.

*Our bread bags made with renewable plastic have a 75% lower product carbon footprint than our normal bread bags made with plastic from fossil carbon sources.

800g

www.hovis.co.uk
UK 0800
The Hovis
PO Box 66

4744

WHOLEGRAIN NUTELLA SANDWICH (per serving)

11 PROTEIN (g)

0 SODIUM (mg)

9 FATS (g)



Render

The penultimate step to the video process is the rendering all the video sequences. It took about 5 iMac desktops to render all of the video sequences in less than 2 hours. Had one iMac was used it would take more than 6 hours approximately to finish processing the videos. By the end of the render, the size for all 33 videos accumulated up to 11.98 GB.

Which is a problem because no website could load so many high quality 1920 x 1080 pixel videos. Thankfully, there is a software that aids in reducing video files while maintaining the quality to 90%.



Crunching File Size

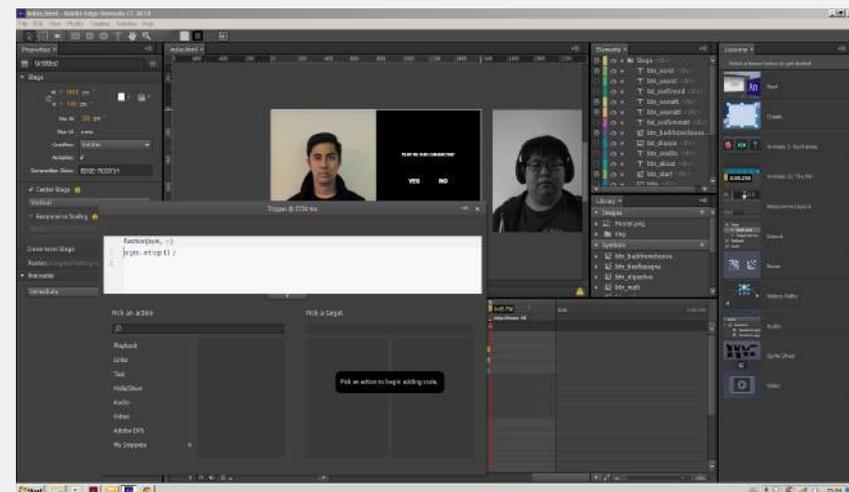
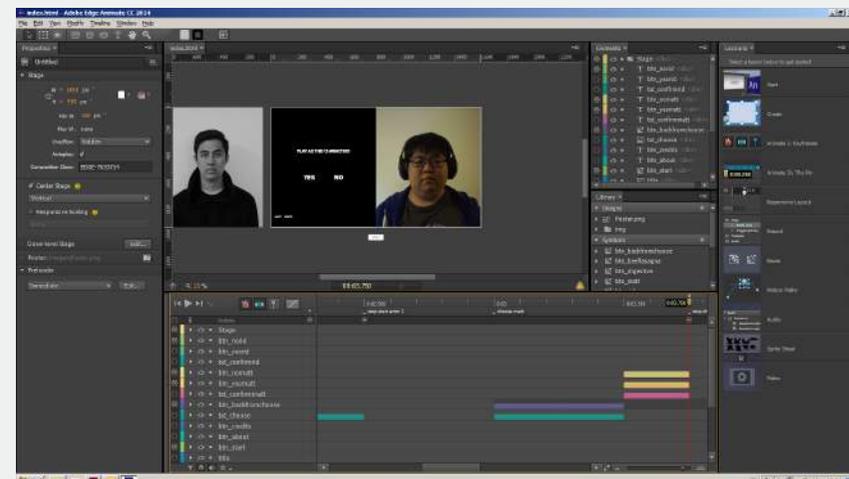
This software allows users to convert most video file formats and reduce their file sizes without quality degradation. It is called Freemake Video Converter and is currently available for the Windows only. From 11.98 GB's worth of videos, this software converted all of the videos and reduced to as low as 396 MB which is incredibly low that it was.

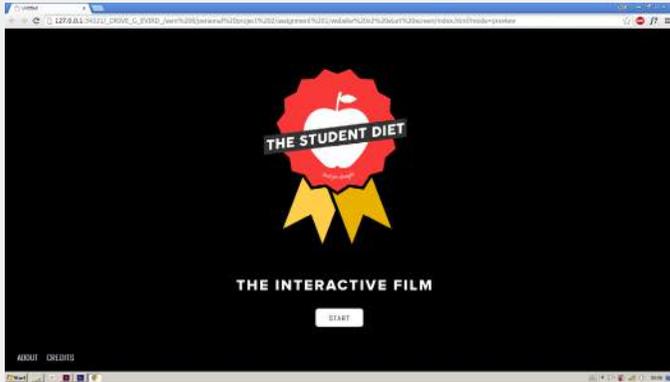
The software offers video conversion to 21 different formats. Anyone can convert videos, audio, DVD and images in this software.

Adding Interactivity

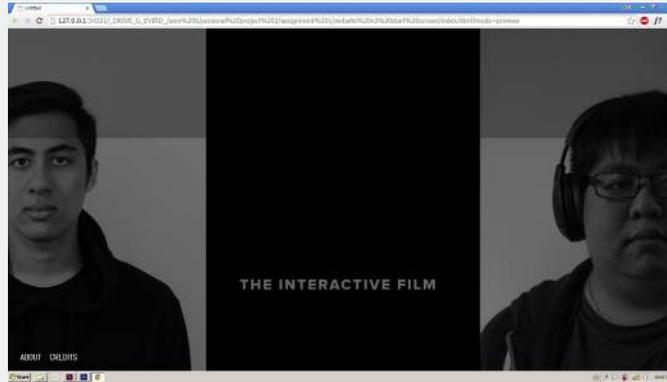
The next stage is to add the interaction elements by using Adobe Edge Animate. The software is a combination of Dreamweaver, Flash and After Effects but to put in another way, it is a HTML5 based developing software that allows users to create interaction and animation in HTML5 content.

This is most frustrating stage of the development because of the amount of trial and errors needed done to make sure the website runs perfectly.

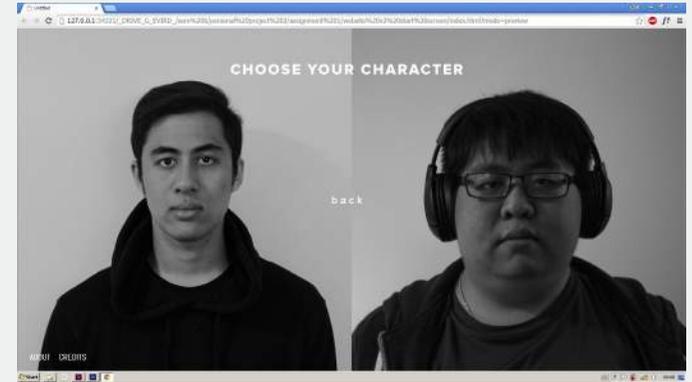




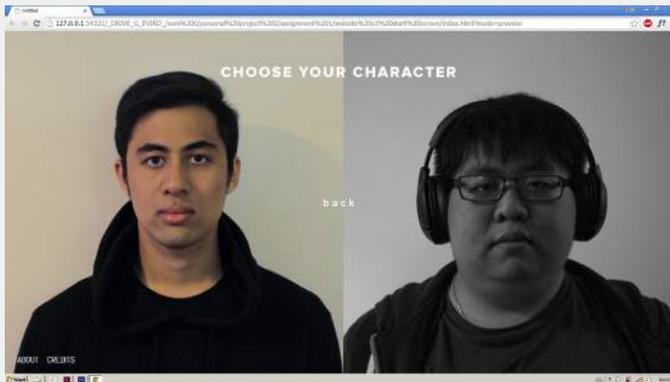
Title Screen with a start button that has mouseover properties.



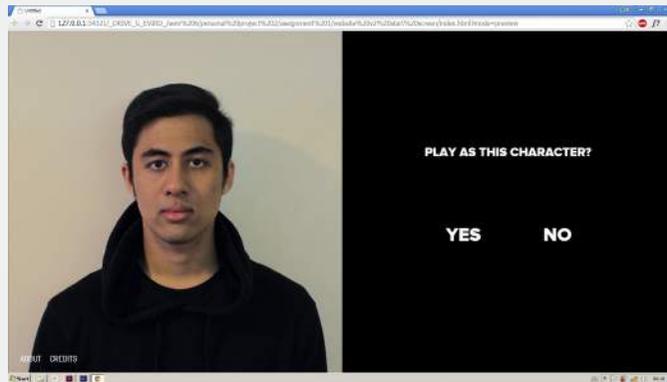
Logo and title animates away and 2 images transitions in.



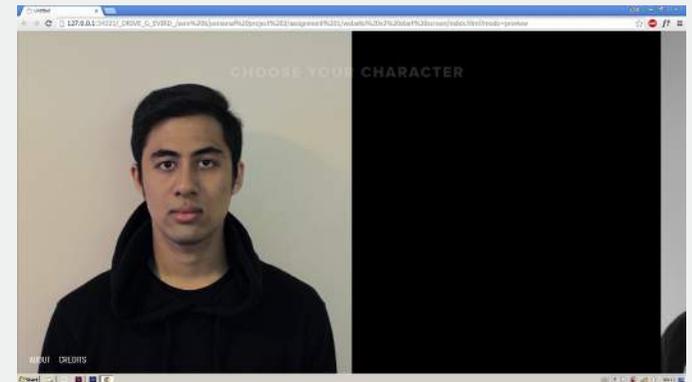
Title 'choose a character' and back button animates in.



2 images returns to coloured mode when mouse hovers over image.



Other image slides away when clicking on a desire character. Question and 2 buttons - 'yes' and 'no' - appear.



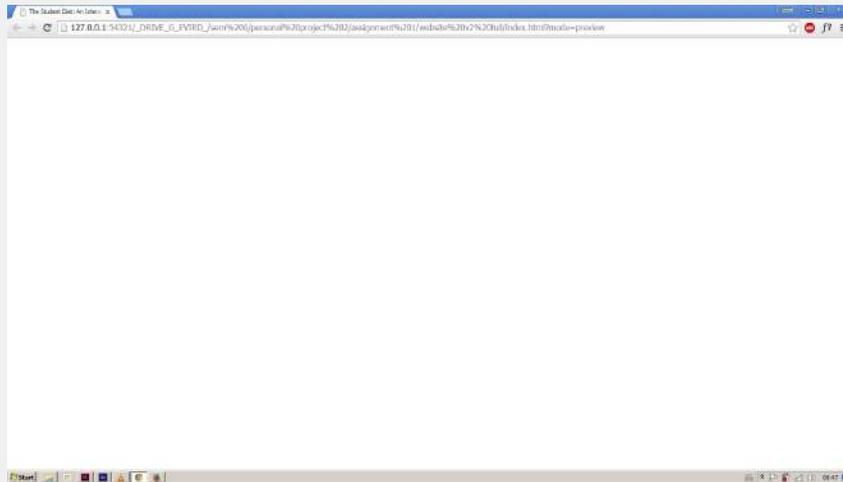
When 'no' is pressed, the other character image slides back in with the back button and title.



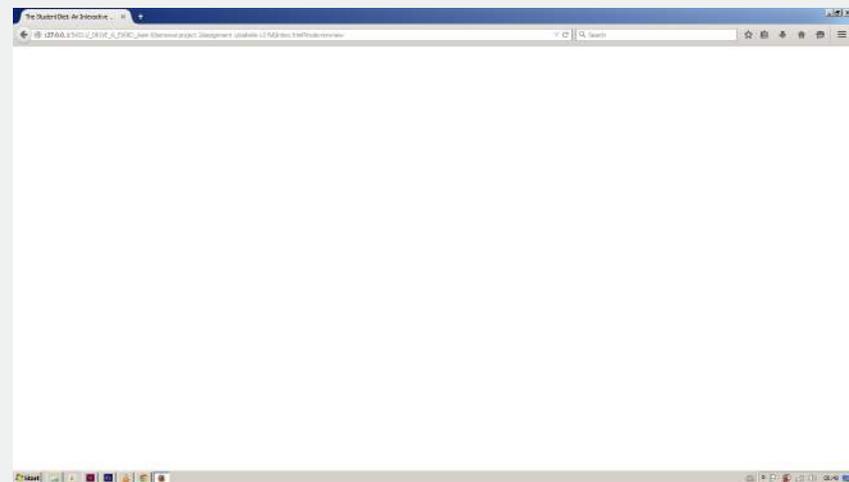
When 'yes' is pressed it should begin to play the chosen character's story, starting with the breakfast act. But instead, a blank white screen appears and nothing else when the project is previewing.

The only reason that can be deduce is that Edge has a limit of how many videos it can preload before any appears on the browser. Since it was previewing stably when the project file only had 4-5 videos loaded.

This issue was tested on both Google Chrome and Mozilla Firefox browsers,



Google Chrome



Mozilla Firefox

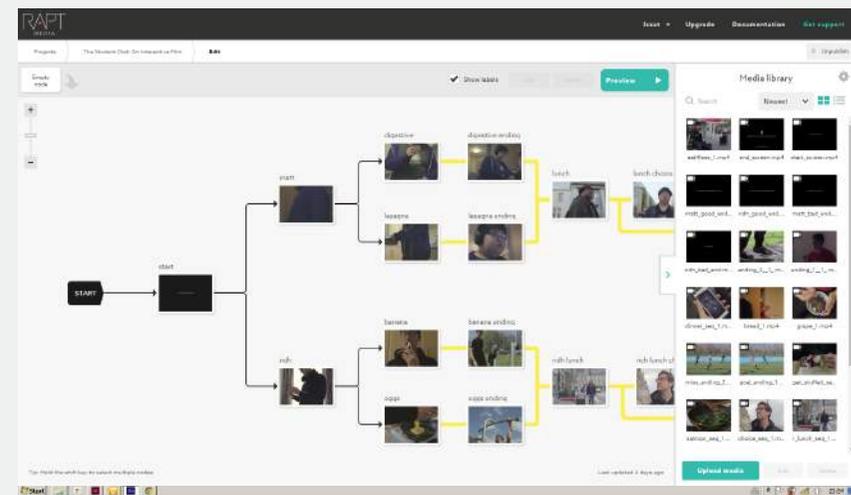
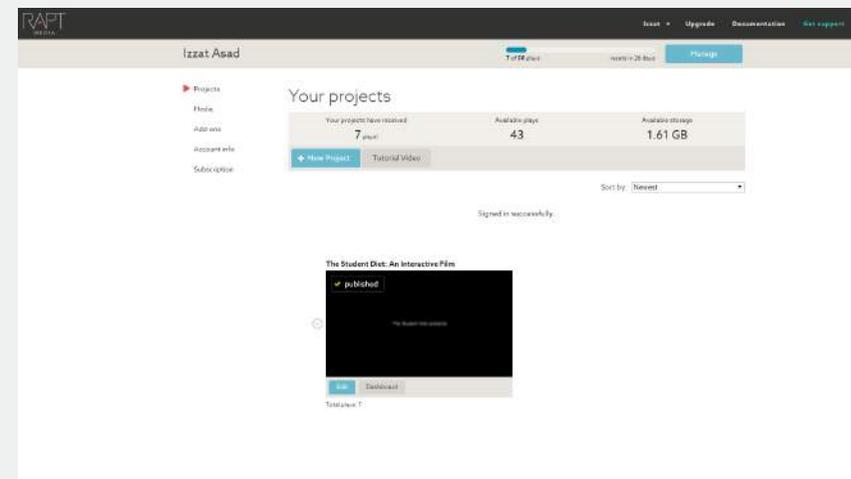
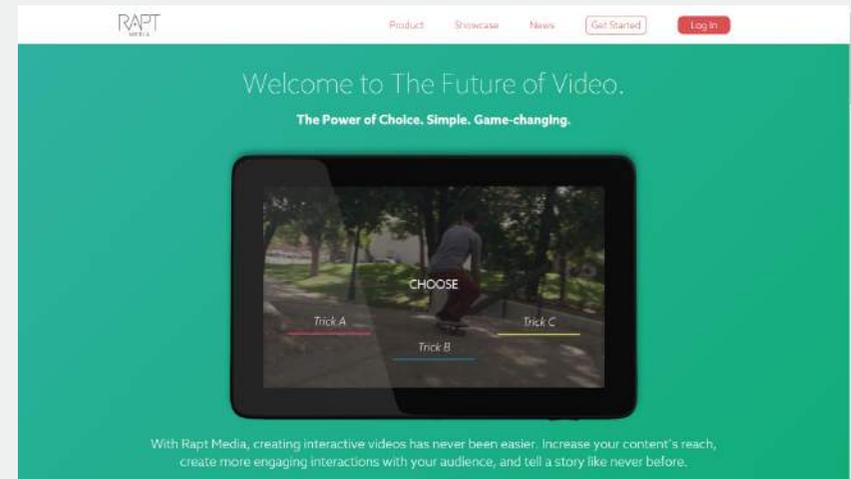


Thankfully, there is a great solution to this issue. One that could only be solved with Rapt Media's interactive video editor that's available online.



Solution

Rapt Media offers the easiest experience in creating interactive video content fast and seamlessly. Users can register for a free trial or a purchased account (which is expensive). At the moment, the project is continued through a free trial on Rapt Media. The drawbacks of using free trials is that 1 interactive video can only be played 50 times once it is published. So it's best to only preview when necessary.



Since the new solution only presents the content in video form, the original start screen designed on Edge Animate was scrapped for a new start screen in video format which was composed on After Effects.



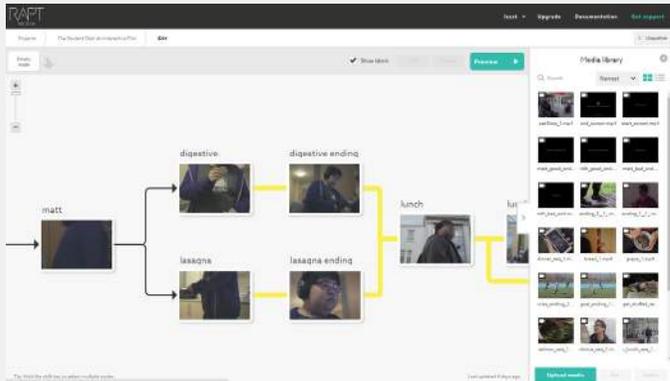
Introductory animation of the The Student Diet logo.



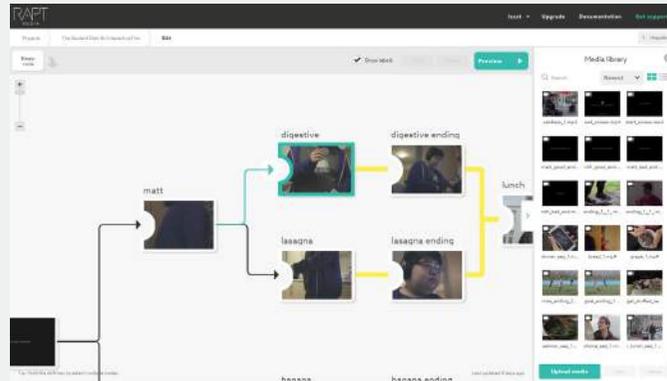
The Student Diet presents and Interactive Film.



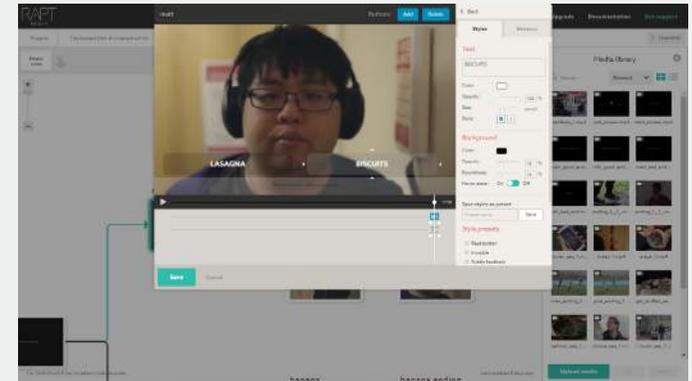
Players can still make choices by the end of the start screen video. Buttons will appear at the bottom.



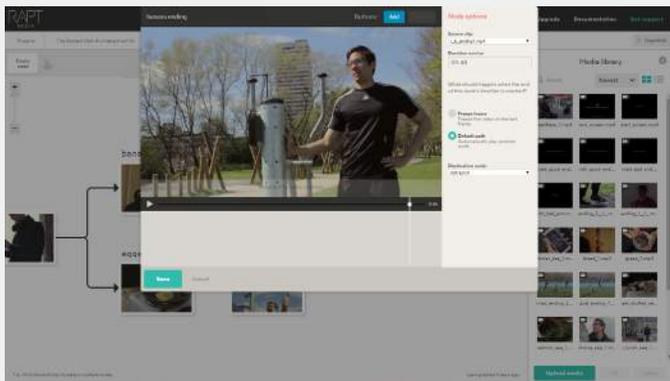
Add media on the right side of screen and drag the video onto the map.



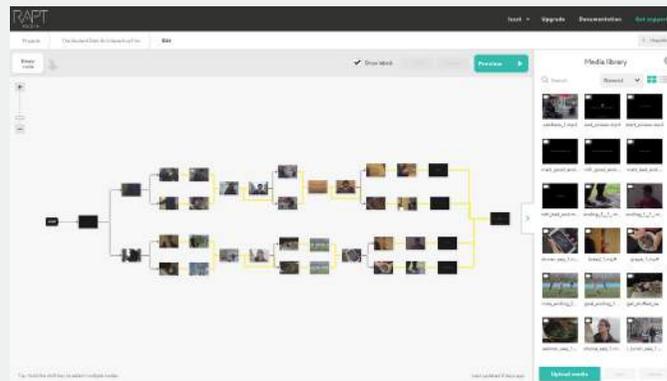
Drag arrows from 1 video to another to connect.



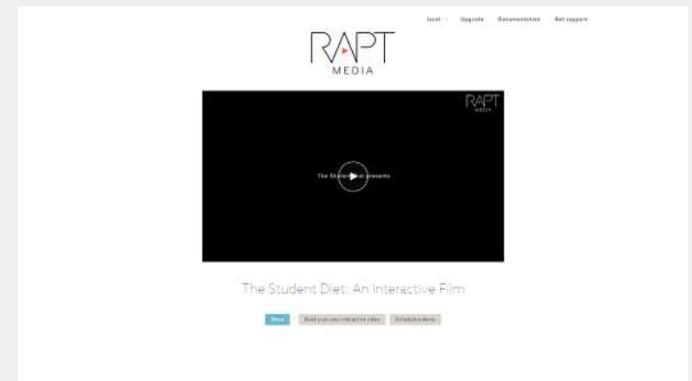
Click on the video where choices appear. Edit buttons and select which video to connect to once clicked.



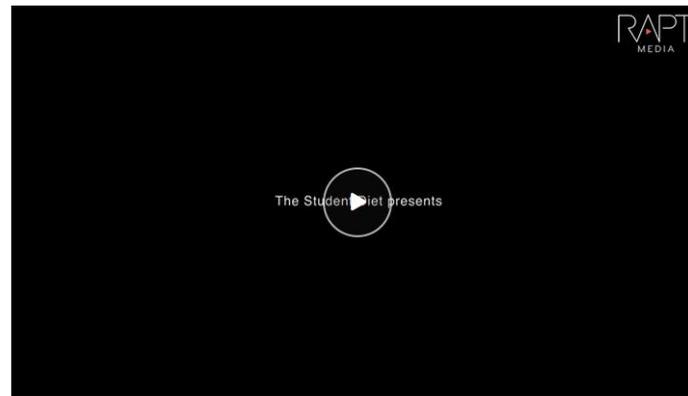
Select "default path" to automatically play another video once it reaches the end.



Once finished, select publish on the top right to bring the project live.



The video can be viewed through a unique link.



The Student Diet: An Interactive Film

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http://cdn1.raptmedia.com/projects/fSKjPIB_/play

Final Overview

After testing the video 3 times, it is confirmed that the interactive film prototype works well and seamlessly. It has major differences from the way it was first envisioned. At first, the interactive film was supposed to be viewed on a standalone website as seen in the interactive film websites in the previous examples. In addition to the feel of this interactive piece, the final solution made it feel more of an interactive film rather than a interactive film with game like elements as it was first envisioned.

But despite all of the changes, it is great to see an interactive film piece working well. If there was enough time to learn the software, the film's interactive experience could be much better once the software is easy to exploit is functions.

CONCLUSION

It is great to see a working prototype by the end of this project. If it were not for the incredible software by Rapt Media, the interactive film would not have been possible to come to life. HTML5 is a fairly difficult technology to properly use, master and exploit. It is in the nature of this technology that people with enough - not full - understanding will anyone be able to create beautiful things. HTML5 is a technology filled with rich tools to be used to create a mix of media. I find it as a great tool for multimedia designers. Unfortunately for me, I lack the extensive knowledge of HTML which is why I decided to use Edge Animate and Rapt Media. Both are codeless HTML5 developing softwares.

However, tools are merely tools to make ideas come to life and there are always alternative tools to create something.

It felt great to be executing a project that serves in my best interest which is photography and videography together with the limitless possibilities of creating and learning new interactive pieces with new softwares. I have learned alot.

END.

