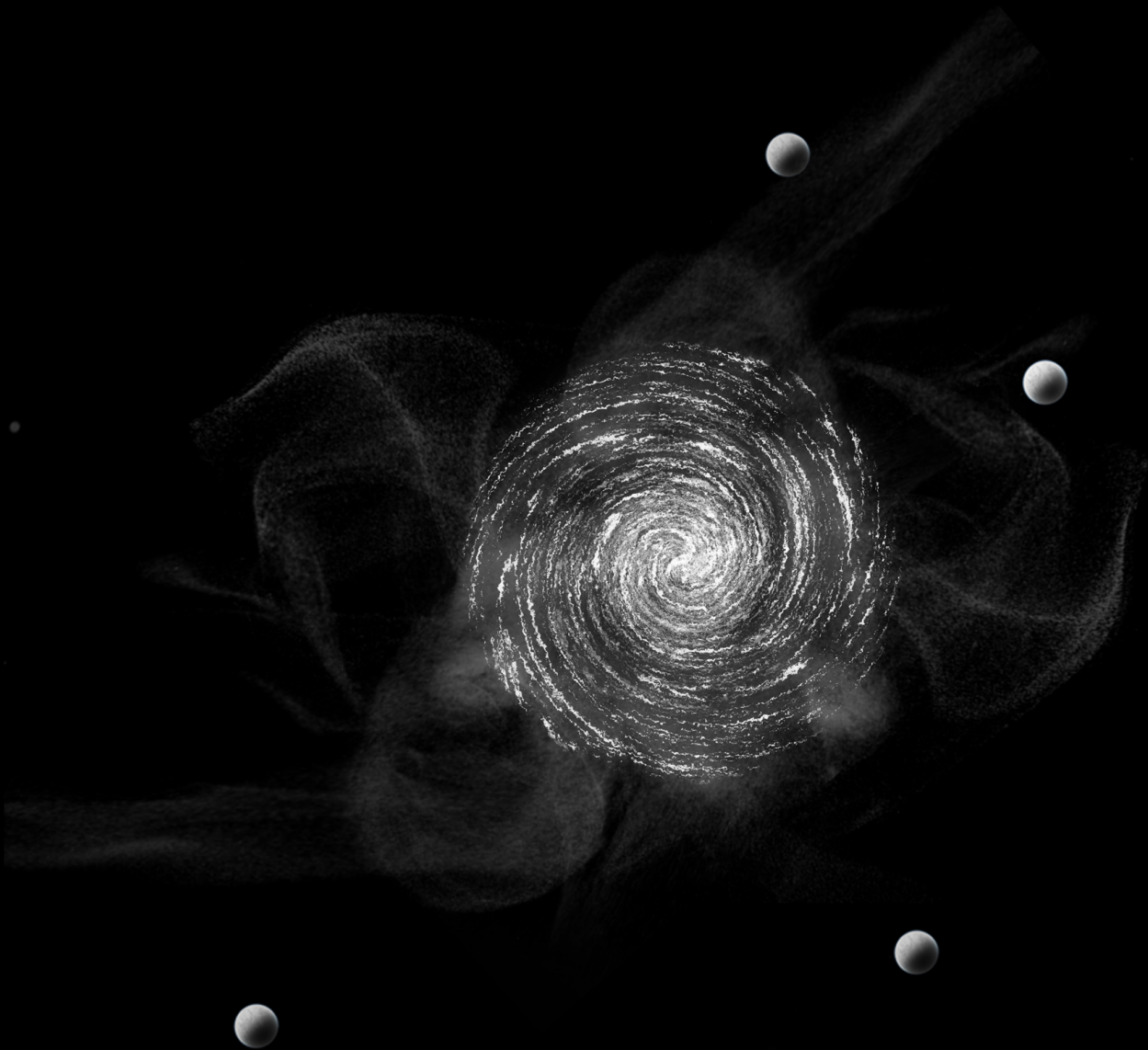


D I G I T A L M E D I A P R O J E C T S

M E D 2 0 2 4 M

C L I V E
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P L A N E T S O F C H A N G E



[B L O G L I N K](#)

A L E X B R O W N

M I C H A E L B U R T O N

P R O J E C T P R O P O S A L

- P R O P O S A L F O R M - P A G E 1

- C H A N G E S T O O R I G I N A L P R O P O S A L - P A G E 3

P L A N N I N G

- I N I T I A L I D E A S & R E S E A R C H - P A G E 4

- C R I T I C A L R E V I E W - P A G E 5

- S C H E D U L E O U T L I N E - P A G E 7

- G R O U P C O M M U N I C A T I O N - P A G E 9

- T R E A T M E N T & P R E P A R A T O R Y M A T E R I A L - P A G E 11

A U D I E N C E

- A U D I E N C E - P A G E 15

- P R O J E C T P I T C H - P A G E 17

B U D G E T

- O U T L I N E O F P R O D U C T I O N C O S T S - P A G E 18

D E V E L O P M E N T

- C U R R E N T & F U T U R E D E V E L O P M E N T - P A G E 19

Semester B Project Proposal Form

Team member name/s: Michael Burton, Alex Brown

Date: 05/02/2015

Tutor: Clive McCarthy

Working title: Planets of Change

Blog URL:

<http://michaelresearchanddevelopmenttask.blogs.lincoln.ac.uk/>

What is the intended idea / concept behind the proposed project or animated short?

The intended idea is to create a website / app that allows the user to design their own planet, and upload it to a shared universe. Users would be able to navigate this universe, exploring other people's creations and leave comments on other peoples designs.

The idea promotes freedom of expression, and acceptance. People can write whatever they want about their planet, or others' planets, giving them total liberation in terms of creativity and expression.

Describe the intended audience:

Given that people can leave any message they want on this universe, the intended audience would have to be over 18, as the messages could be explicit, or have extreme views.

Beyond that it would appeal to a creative audience, and one that shares a love of space and exploration.

How will this project extend your or your team's creative and technical skills?

It is unlikely we would be able to create this idea in its entirety, the quantity of work and design would be too much for 8 weeks. However, we can design the aesthetic of the website / app, as well as make a mock-up animation of how the project would work, and build a website to house all these concepts on.

It would also be beneficial to look into what we would need to learn in order to make this idea achievable.

Overall, this project will increase our technical skills in :

1. Design of Applications and Web pages.

2. After Effects animation.
3. HTML and CSS (potentially JavaScript).
4. 3D modelling and animation.

Outline how the practical work will be carried out by you / the team (division of labour) and the time-scales involved for each task:

As a team we have split the division of labour so that Michael will be doing more of the design work, and Alex will be doing the coding / animation. This is not set in stone but a general guideline, and there should be crossover and collaboration, so that both of us stay aware of the direction the project is heading in.

What other work (by animators, designers, film-makers, writers, digital media producers, etc.) is relevant to your project? (This work may either be relevant for its conceptual or technical similarity):

The project 'Moon,' created by Ai Weiwei and Olafur Eliasson helped conceptualise the main idea behind the 'Planets of Change' project early on. This was mainly due to the fact that the 'Moon' project is centered around the same conversations about the use of the Internet. 'Moon' as a project idea encompasses what makes the World Wide Web such a great achievement in terms of real time social reach, collaboration and the networking of people all around the globe. It should be made clear that the visualisation of the project is another aspect that will inform our own.

Aaron Koblin's various projects based around the idea of collective intelligence also informed the project idea. The projects 'Ten Thousand Cents' and 'The Sheep Market' for example, are all centered around anonymous contributions through the use of the Internet. Once the number of contributions needed to complete the project has been reached, all of the contribution are compiled together to create the finished visual piece. The main inspiration pulled from these projects is the whole idea of collective intelligence through the use of the Internet. As it stands the way in which contributions are made through the use of simple tools may also influence how contributions are made within our own project idea.

List any critical texts that are relevant to your conceptual intentions:

None currently, although we will look more at critical texts as our project develops and evolves.

Any other information not covered previously

CHANGES THAT HAVE BEEN
MADE TO THE ORIGINAL
PROPOSAL.

Since the first development of the project proposal, there has been a small change made to the concept behind the project idea.

As it was explained within the proposal form, the concept behind the project was sounding extremely similar to the project 'moon', with the idea that users can submit 'whatever they want'.

It was evident when exploring 'moon' that the pointless, meaningless contributions were a result of that freedom of contributing whatever you want.

The user will still be able to contribute whatever they want, however they will be encouraged to contribute messages that are relevant to the sites goals. When creating your planet, users will be shown a prompt statement relating to a set list of topics. The idea is that the prompt sentence will help shape and form the contributions being made.

These prompt sentences are attached to a list of categories / topics. These will also be used to ease the navigation side of the project. To explore the contributions, you will select your chosen topic which will then display the planets linked to that category.

To also extend upon the basis of the project idea, users will be able to comment on contributed planets to start discussions and develop a contribution further. This comment will then take the visual form of a moon, which will orbit around the contributed planet.

P L A N N I N G

INITIAL IDEAS, THOUGHT PROCESSES AND RESEARCH.

Having looked deeper into this theme of 'Liberation', we decided to change the project to be more of a tool of freedom of expression, provoking discussion of real world problems.

This came from looking at research into the problems that face the world currently, and in the future.

This research included:

- The Documentary "[Collapse](#)"
- "[The Big Oil Lie](#)"
- The Newsroom - "[Climate Change](#)"

Having decided to focus the project on being a tool to discuss real world problems, we came up with the idea of using tagging to provoke these discussions.

We decided that whenever a user creates a planet, they can tag it in one of seven categories.

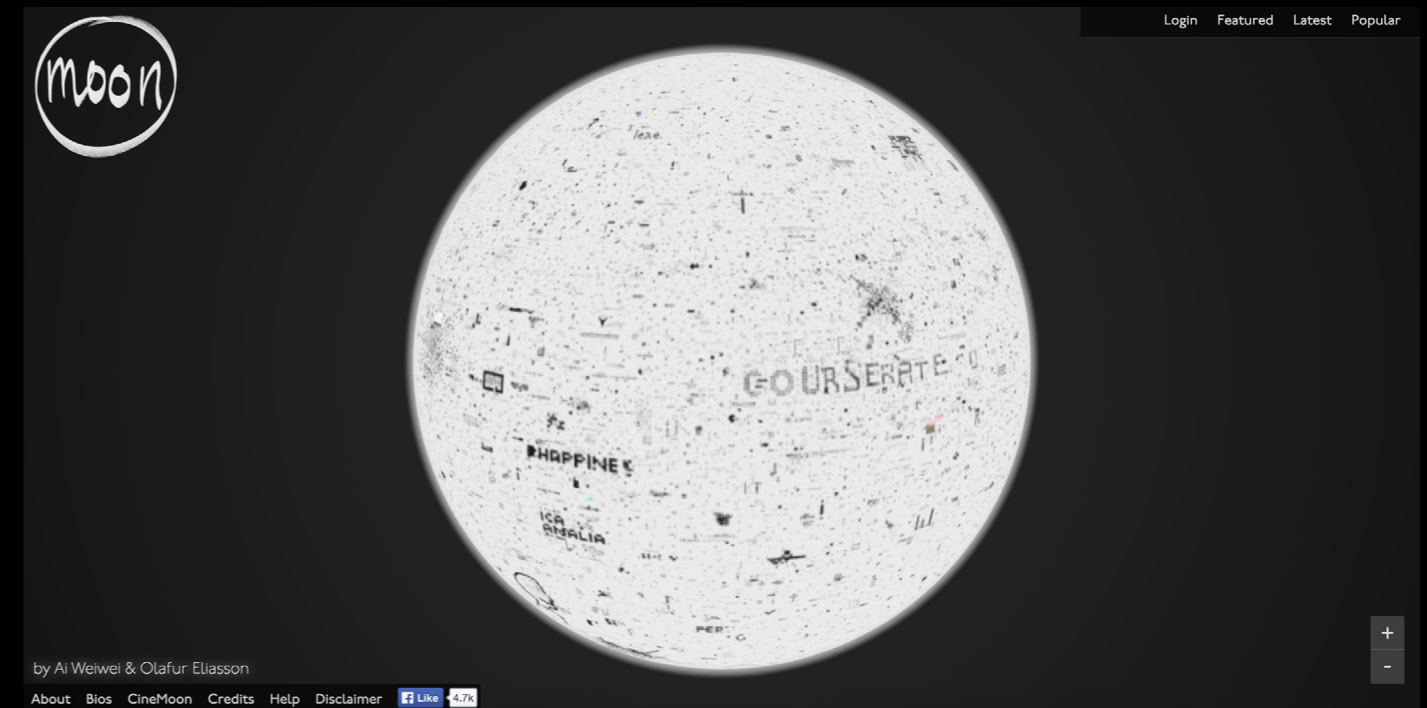
Climate Change
Energy
Technology
Space Exploration
War
Politics
Health

This was to encourage discussion, and avoid the problems of having tools of freedom of expression, such as spam posts.

CRITICAL REVIEW / ANALYSIS OF OTHER DIGITAL PRODUCERS / PROJECTS.

One of the main sources of inspiration for our project was the website moonmoonmoonmoon.com.

The concept behind this project is to make a collaborative art piece where people can draw on a 'moon.' They can draw anything they like.



Our idea differs to this as we want to focus on world issues, and provoke discussion in those specific areas.

One of the issues with this website is the amount of spam posts. Giving people the freedom to write whatever they want means that they'll write anything and everything.

You find a lot of explicit content that can ruin the experience for some users.

Whilst we wouldn't formally limit what people could create, we would want to encourage people to engage with the site as we intend.

CRITICAL REVIEW / ANALYSIS OF OTHER DIGITAL PRODUCERS / PROJECTS.

Another Artist whose work has inspired this project is Aaron Koblin. His projects based on anonymous contributions from various members inspired the idea to create a collaborative creative project.

One of his projects which probably influenced the project more than any others would be his "[Ten Thousand Cents](#)" project. The idea was that ten thousand individual artists work on creating a section of a hundred dollar bill. What inspiration we took from this was the idea that each individual would contribute to something, thus creating something visually impressive.



[Ten Thousand Cents Video Link](#)

Our users for example would each add their own unique planet, and together create a shared universe full of comments about the problems our world faces.

SCHEDULE OUTLINING WORK AND TIME OBJECTIVES.

Scheduling

week 1

Both members decided to work on a project together. Decided to pursue Michael's Frequency R&D project, whilst also deciding if the project can head towards any other direction (group discussion).

week 2

Both working towards completion of Project proposal form (Alex and Michael). Deciding on what adjustments we wanted to the project e.g. making it a website instead of an art installation.

From the proposal form, more development with the design aspect of the project.

week 3 - Project proposal form deadline

Both members make final adjustments to proposal form (over Google Docs) in order to meet the document hand in date.

In spare time both team members continue research into other similar projects (and their aims).

week 4

Start working on designing the aesthetic of the site (Michael designing concepts for how the website/project will look).

Alex, drawing from the concept designs created by Michael will research into how the website will be built.

week 5

Have a tutor discussion following on from the proposal form to identify any adjust / problems that need to be made / addressed.

Any issues pointed out during tutor discussion will be addressed in order to create the final project ethos. (Collaboration between both group members)

Michael will produce a drawing of a flow diagram detailing how the concept website would look along with how each page will connect to the next).

Alex will start implementing website (basic layout using Dreamweaver).

Any other research needed for the project ethos will be carried out by both group members in spare time.

week 6

Continue work on the site in Dreamweaver (Alex). Continue work designing separate assets for the website (Michael).

Both group members will work closely for the creation of the project website.

week 7

Start work on R&D file and the construction of the presentation (Both members) in order to meet the week 8 deadlines.

week 8 - R&D file deadline + Presentation

Receive feedback from presentation on areas we can improve the project. Continue work on the site. Do some more research for the blog (Both Members).

week 9

Continue making blog posts (Both Members). Begin finishing work on the website using flow diagram asset (Alex). Designing any final assets for the website (Michael).

week 10

Continue making blog posts (Both Members). Start designing assets for the animation to house on the website (Michael). Create a storyboard for the animation (Both Members).

week 11

Continue making blog posts (Both Members). Work on the animation for the website using After Effects (Alex). Designing any final assets needed for the animation (Michael).

week 12

Continue making blog posts (Both Members). Finish animation for the website and embed it into the site (Alex).

week 13 - Final Hand In deadline

Finish the project and make any final adjustments/additions to the blog.

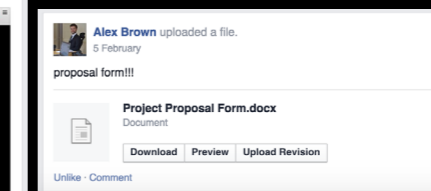
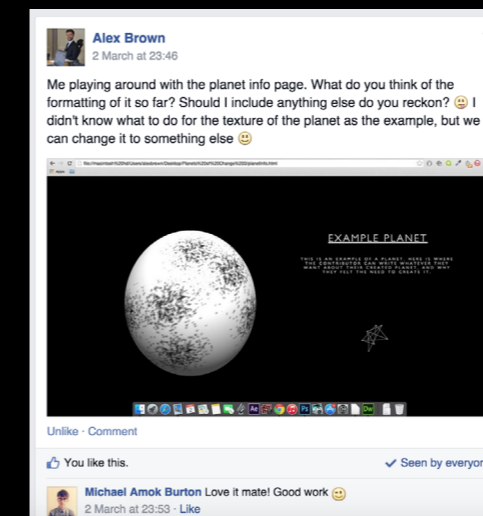
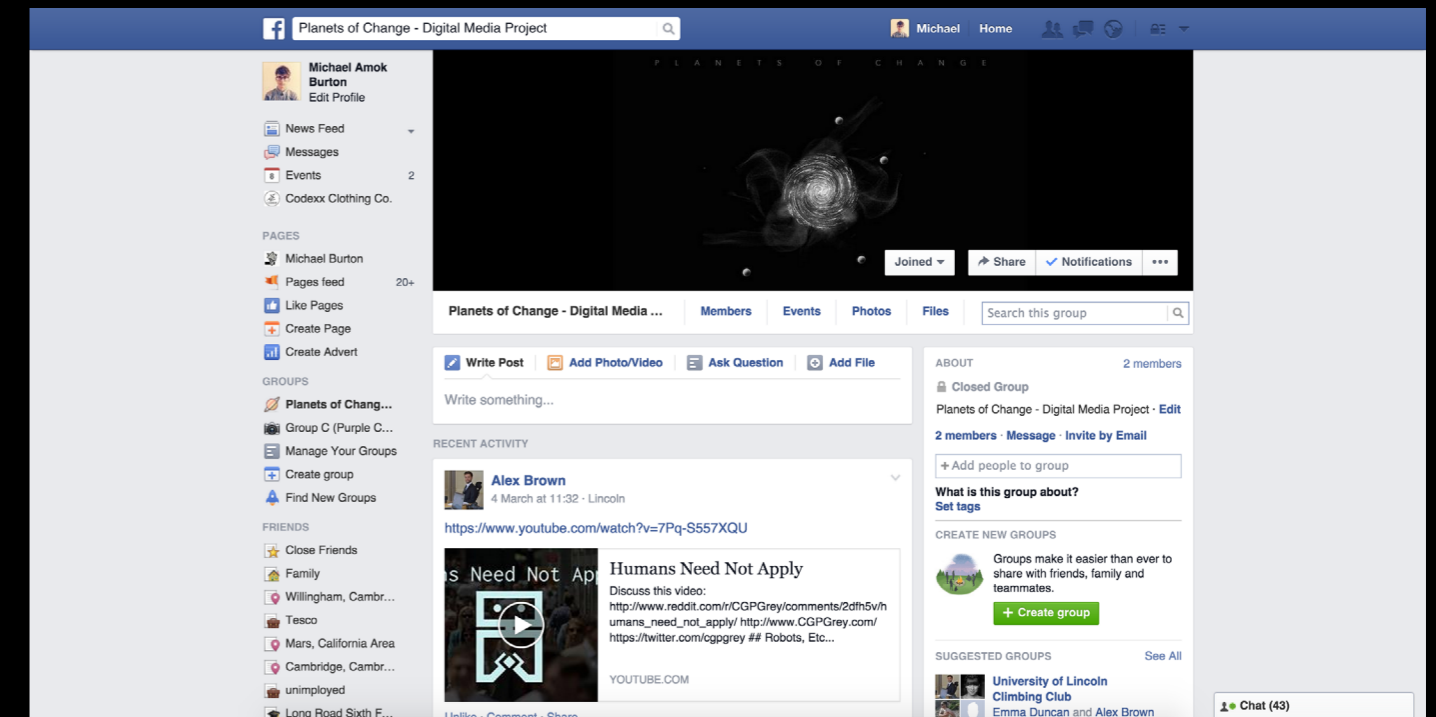
GROUP SYNERGY AND COMMUNICATIONS.

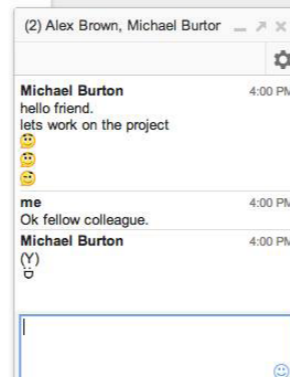
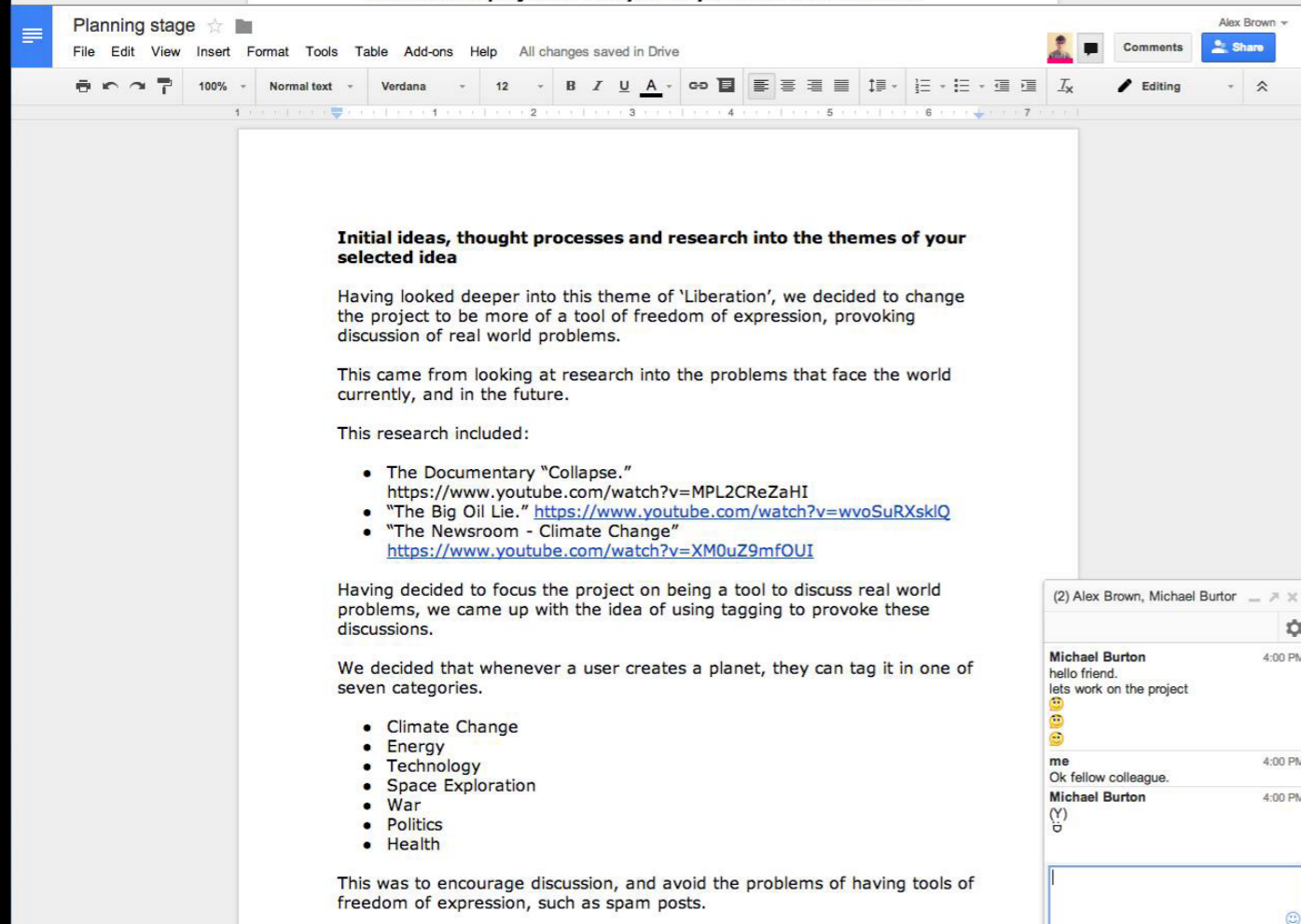
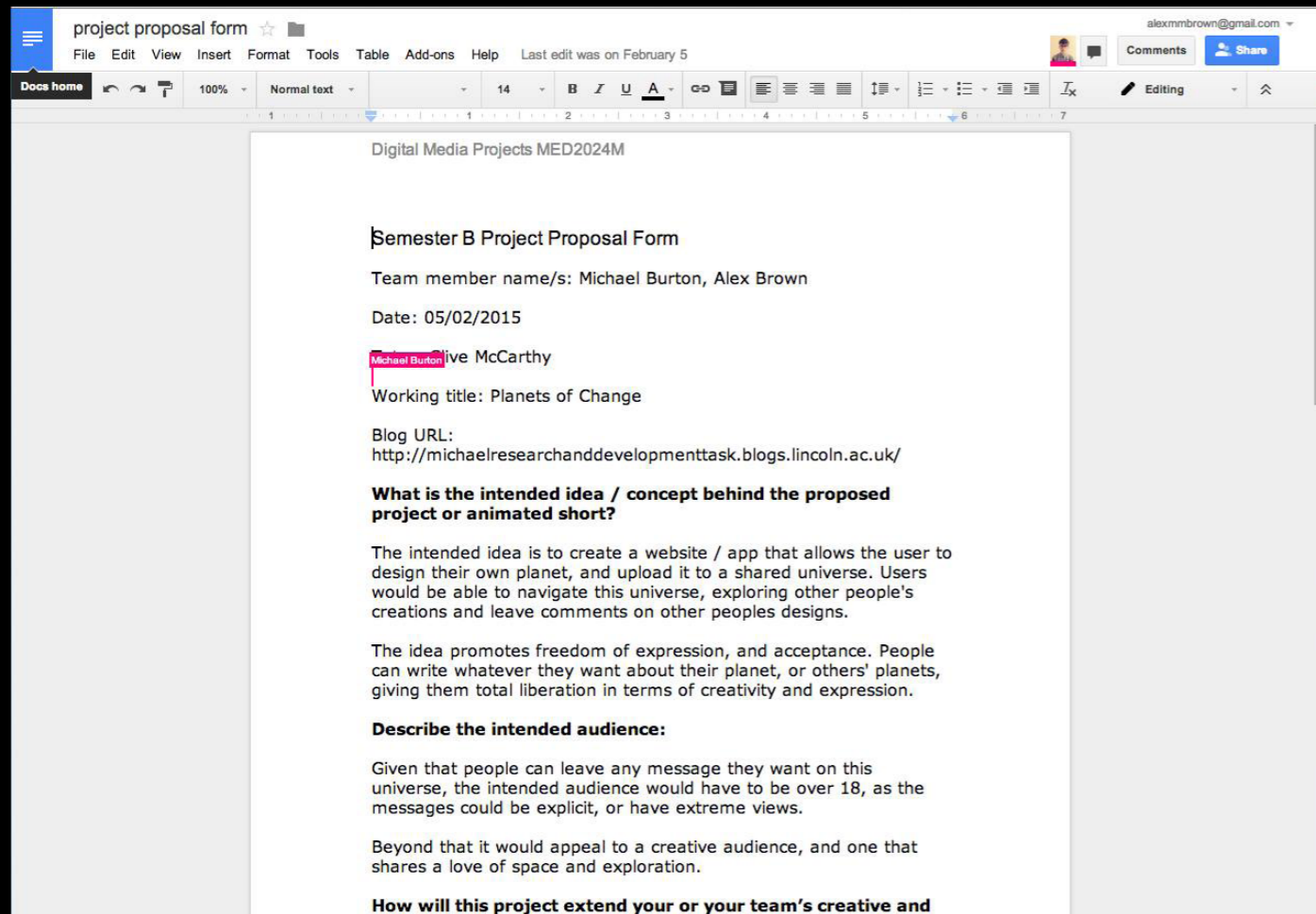
Outside of lecture and workshop sessions, both group members actively communicated via social media.

Any development that had been made was clearly communicated between both members.

Google Docs was also used for the collaborative creation of documents required for the various project deadlines.

S O C I A L M E D I A





DESCRIPTION OF TREATMENT AND PREPARATORY VISUAL / TEXTUAL MATERIAL.

TREATMENT

Because of the projects focus on the creation of your own planet, it was important that the overall aesthetic of the project linked to this.

It was clear that empty space would play a key role in trying to emphasize the meaning behind the project.

Your contribution would be displayed as a tiny planet surrounded by vast empty space, almost insignificant within the endless empty space present within the project visualisation.

The aim of the project is not to make your contribution seem insignificant however, but rather a small aspect to something much bigger.

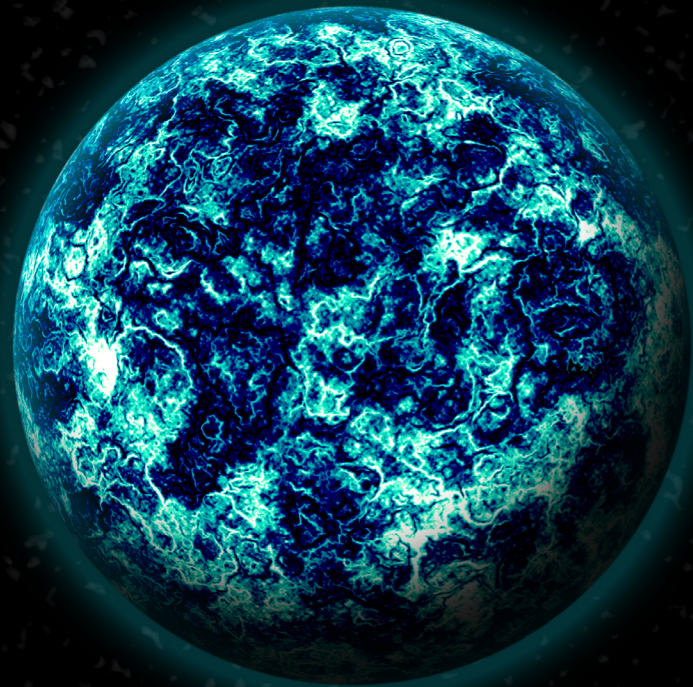
Your planet will be part of populating this vast emptiness to form connections with other contributions.

To form a community.

From early on in the project, we decided we wanted the site to look minimalistic, but have interactive elements. You can see this from very early concept images.

P L A N E T I N N O V A

BY MICHAEL BURTON



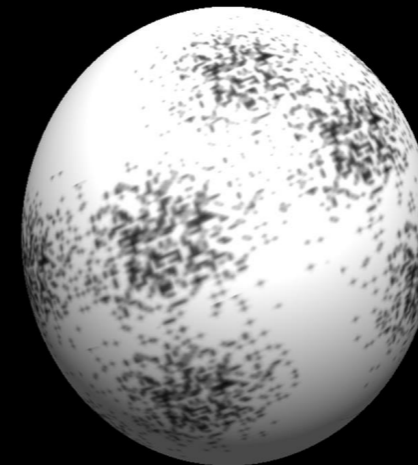
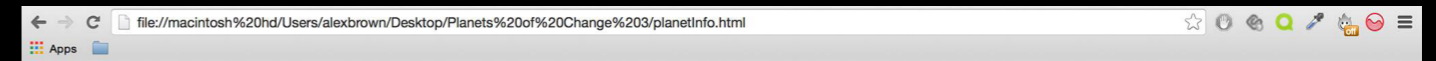
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod incididunt ut labore et dolore magna aliqua.



These designs were made early on by Michael. Even though the aesthetic has changed to some degree, we still like the idea of keeping the layout similar for a 'planet info' page and the home page.

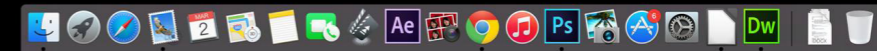
We felt that the use of colour did not seem to work within the earlier designs, as it seemed to clash with the black and white colour palette (text and empty space) resulting in a cheap overall aesthetic.

The aspects we wanted to change within the original design were addressed by sticking to the black and white colour scheme.



EXAMPLE PLANET

THIS IS AN EXAMPLE OF A PLANET. HERE IS WHERE THE CONTRIBUTOR CAN WRITE WHATEVER THEY WANT ABOUT THEIR CREATED PLANET, AND WHY THEY FELT THE NEED TO CREATE IT.



Whilst the current look of the built website is by no means the final design, you can see the influence from the original concept image in our development and the current build of the website.

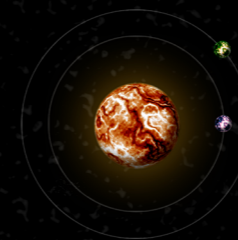
Here is a similar before / after comparison, where you can clearly see influence from early designs.

B E F O R E

A F T E R

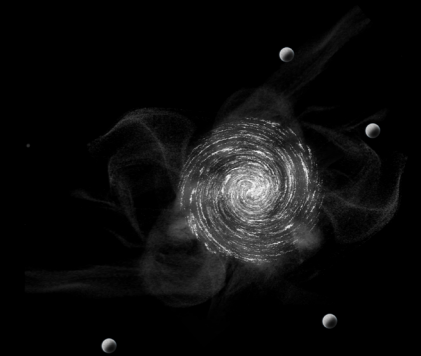
P L A N E T S

P L A N E T S O F C H A N G E



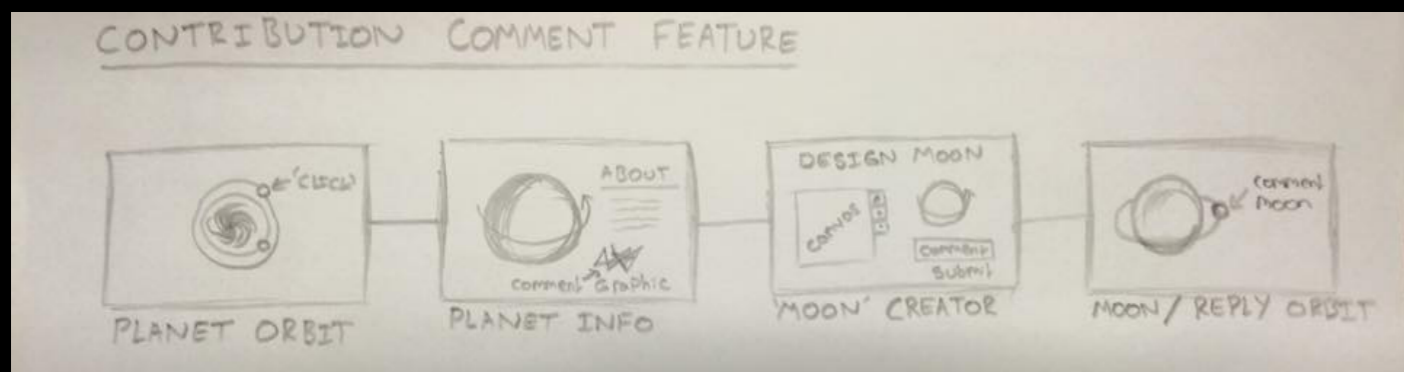
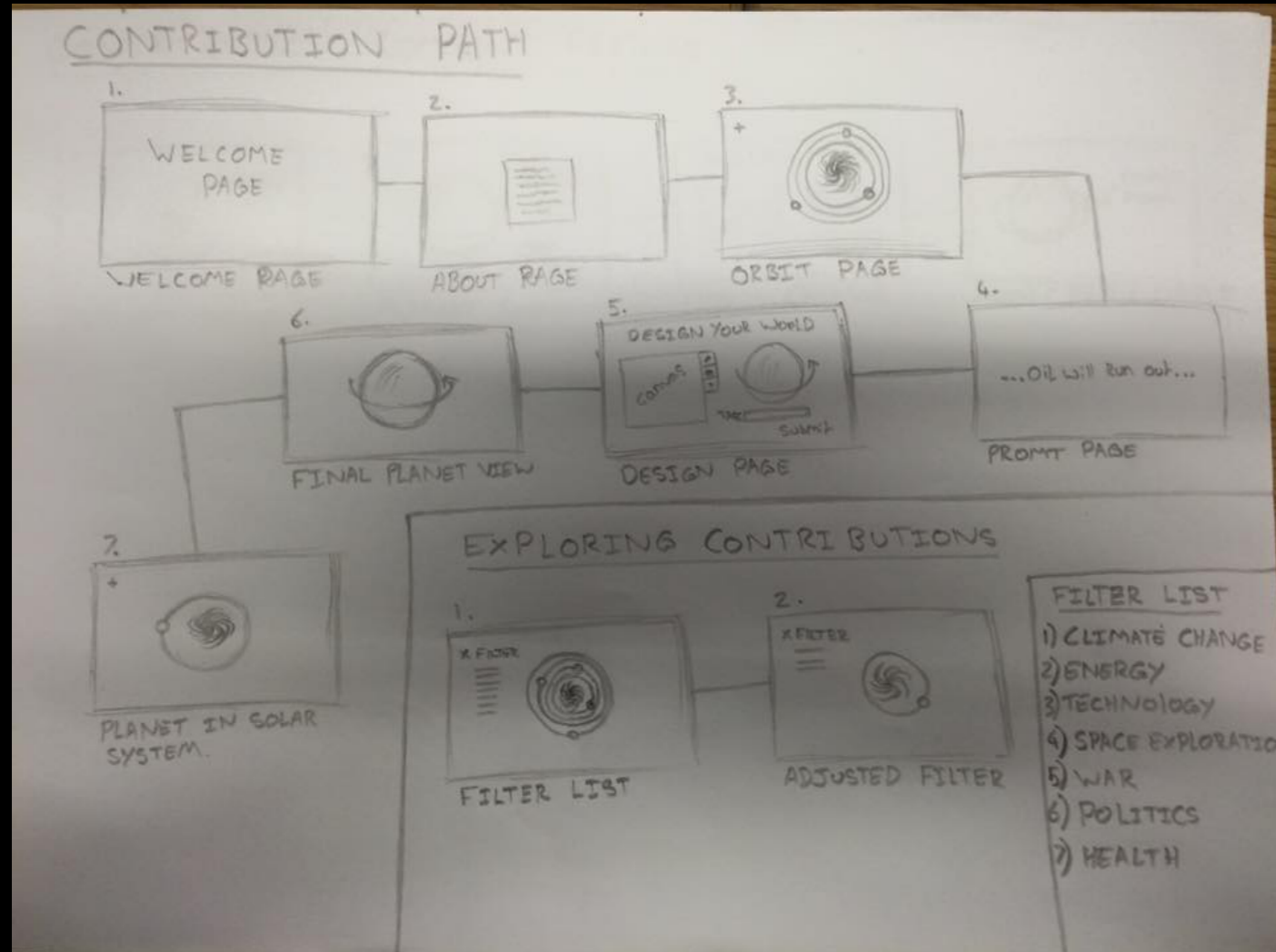
O F

C H A N G E



Whilst making these changes, we also wanted to create a flow diagram for the website itself.

The flow diagram would include roughly drawn out designs for each of the website pages, whilst also detailing how the website would be navigated.



After this stage, the flow diagram was used in the development of the website.

A U D I E N C E

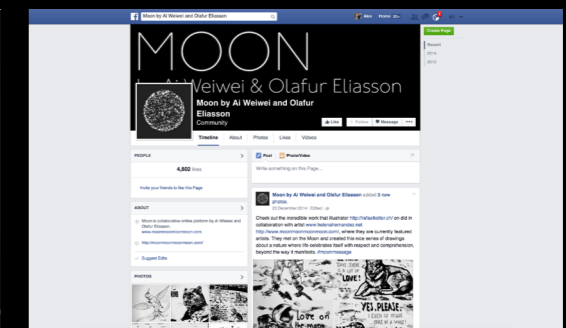
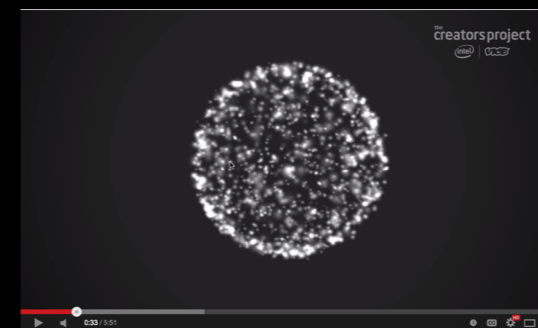
As the project is a website, the audience would not be limited by any one target demographic. Anyone who knows how to use a computer and the internet can access the site.

Some of our target audience however would be individuals who are concerned about the issues facing our world, and have interesting and valuable insights into these problems. These individuals are necessary for the project to succeed as they would start a discussion and inform others who are less aware.

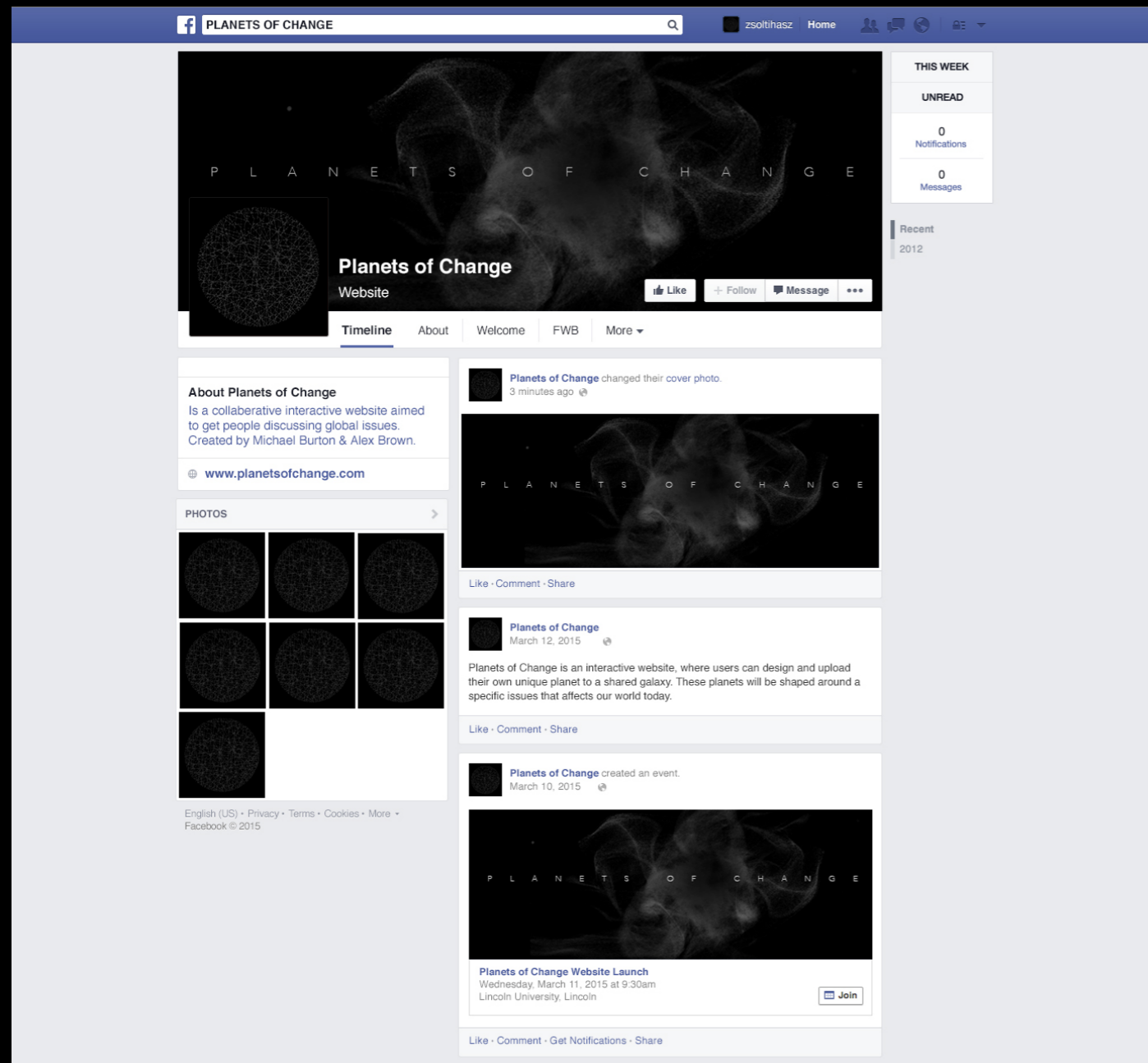
However, the project is not specifically aimed at these people, because if it was then the project would be irrelevant. The people using the site would probably already be aware of the issues mentioned by other people. We want a wider audience, involving a wide range of ages, ethnicities, and backgrounds. An audience that could actually benefit from using the site.

To promote to this audience we would follow the promotional strategies carried out by similar projects such as 'moon'. We would advertise the website via social media, and with a promotional video uploaded to Youtube/Vimeo.

Here are examples of promotional strategies carried out by 'moon'.



Here is some mock-ups of how some promotional material might look:



There is also the opportunity to showcase the website at conferences and/or festivals related to the website, such as:



PITCH

Planets of Change is a new way to get people discussing global issues.

It is an interactive website, where users can design and upload their own unique planet to a shared galaxy.

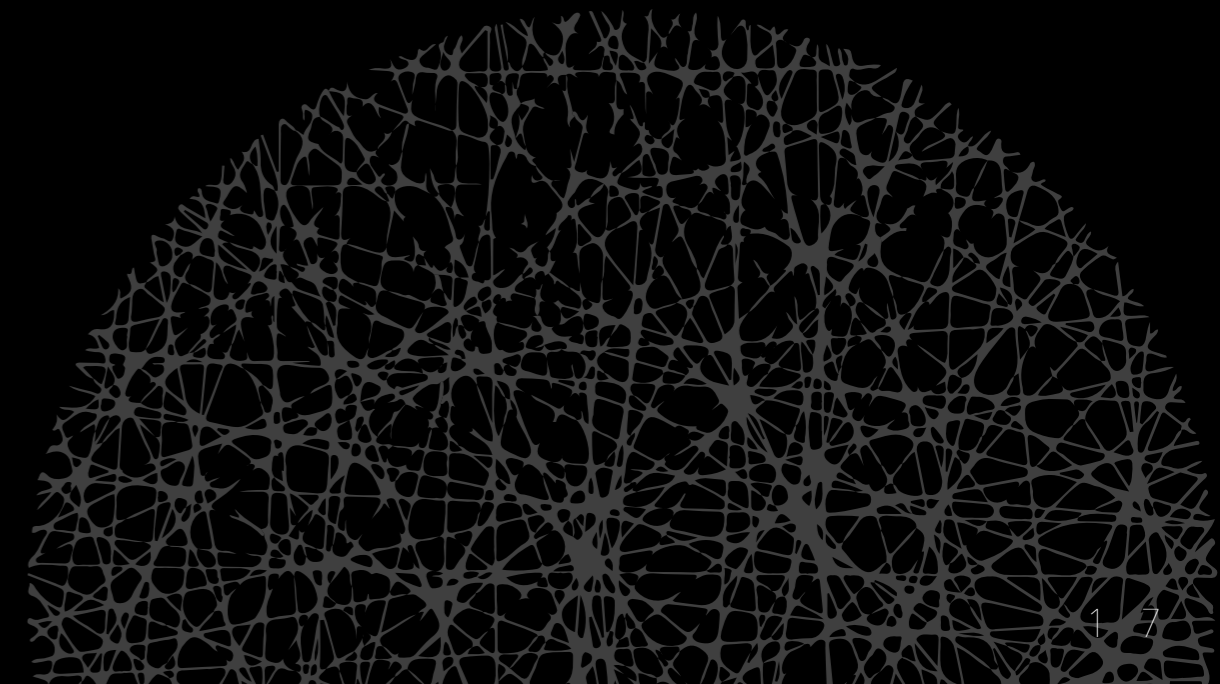
These planets will all be shaped around a specific issue that affects our world such as Climate change, War, Education.

Users can then explore the galaxy, looking at people's individual planets and their messages on certain global issues.

They can then leave a 'comment,' which will create a moon orbiting the planet.

This way you can tell which message is the most discussed/controversial as it is the one with the most moons orbiting it.

This project hopes to start discussions about global issues, and seek out new, innovative ideas on how to tackle these problems head on, through collaboration and unity.



B U D G E T

O U T L I N E O F P R O D U C T I O N C O S T S :

- Domain (www.planetsofchange.com) = £6.99.
- Website Hosting = £4.99 a month.
- Alex and Mike's wages = Nothing (ideally more).
- Adobe Creative Cloud:
As a student: free with university course.
As an individual: £45.73 per month.
- Computers:
Using university resources: free.
As individuals: £1798 for two iMacs.

The website would be built within a year (deadline for final project) resulting in the overall budget estimate equating to:

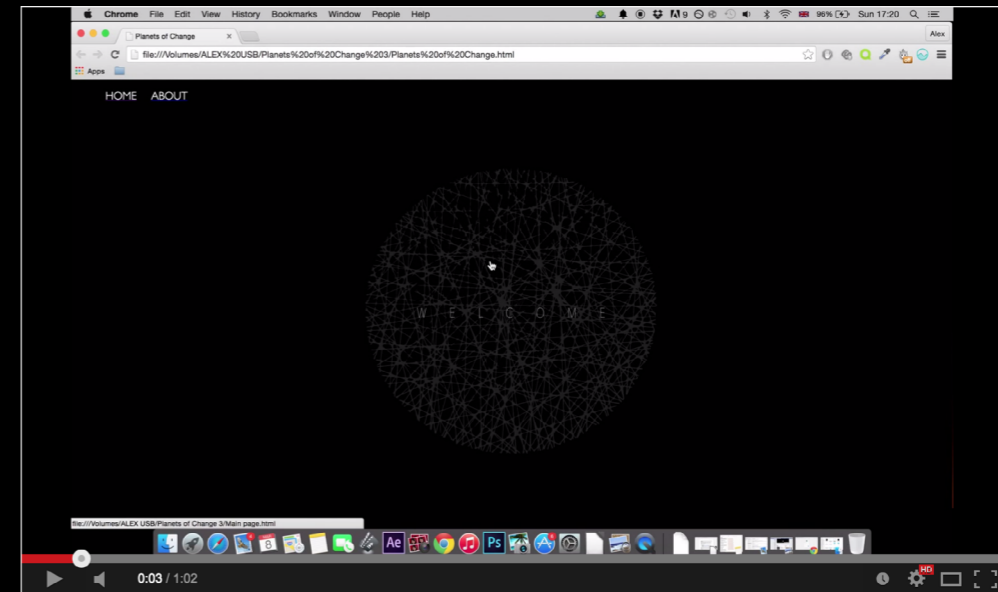
WITHOUT STUDENT RESOURCES = £2413.63

WITH STUDENT RESOURCES = £66.87

* Note that this budget includes the website being active for 1 year. In order to maintain the website the overall cost would be ongoing.

D E V E L O P M E N T

This video shows the current progress of development on the site.



We have currently created the Welcome Page, the Main Page, and the Planet Info page. We have implemented interactivity into these pages using CSS animations.

We still need to create a page that the welcome screen links to that houses our animation.

And we need to create the animation which will be a concept video outlining the purpose of the website and how to navigate it. (between 30 secs - 1 min)

We also need to create a series of pages that guides the user through the planet creation process to give them an idea of how it would look on the final site.

We are on target with our development, and we should be able to finish the project comfortably within the remaining 5 weeks.

The blog will be updated with our future developments.

