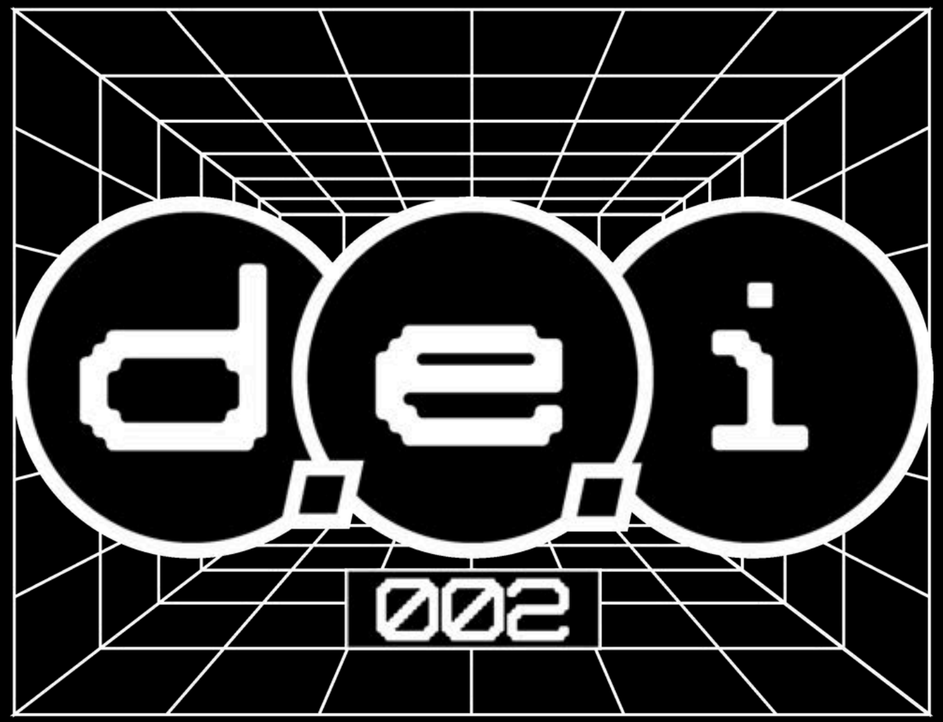
GROUP PROJECT

PROJECT BOOK - BLOCK 1 & 2



diverse individuals, unified vision

TEAM NUMBER: 6

PROJECT BOOK
SEMESTER 2

STUDENTS:

SASKIA LUDLOW CEDERBLAD - B00175798
CHRISTOPHER KEATINGE - B00170101
ZHUOYI CHEN - B00174169
PRISCILLA YANGI - B00169567

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1. PROJECT OVERVIEW

Themes, Statement & Strategy

SUMMARY OF PROJECT

THEME:

Overconsumption of technology and lack of physical contact with the world

PROJECT STATEMENT:

“Our project focuses on overconsumption of technology within society, specifically highlighting the reliance we place on technology to communicate and stay in touch with people.”

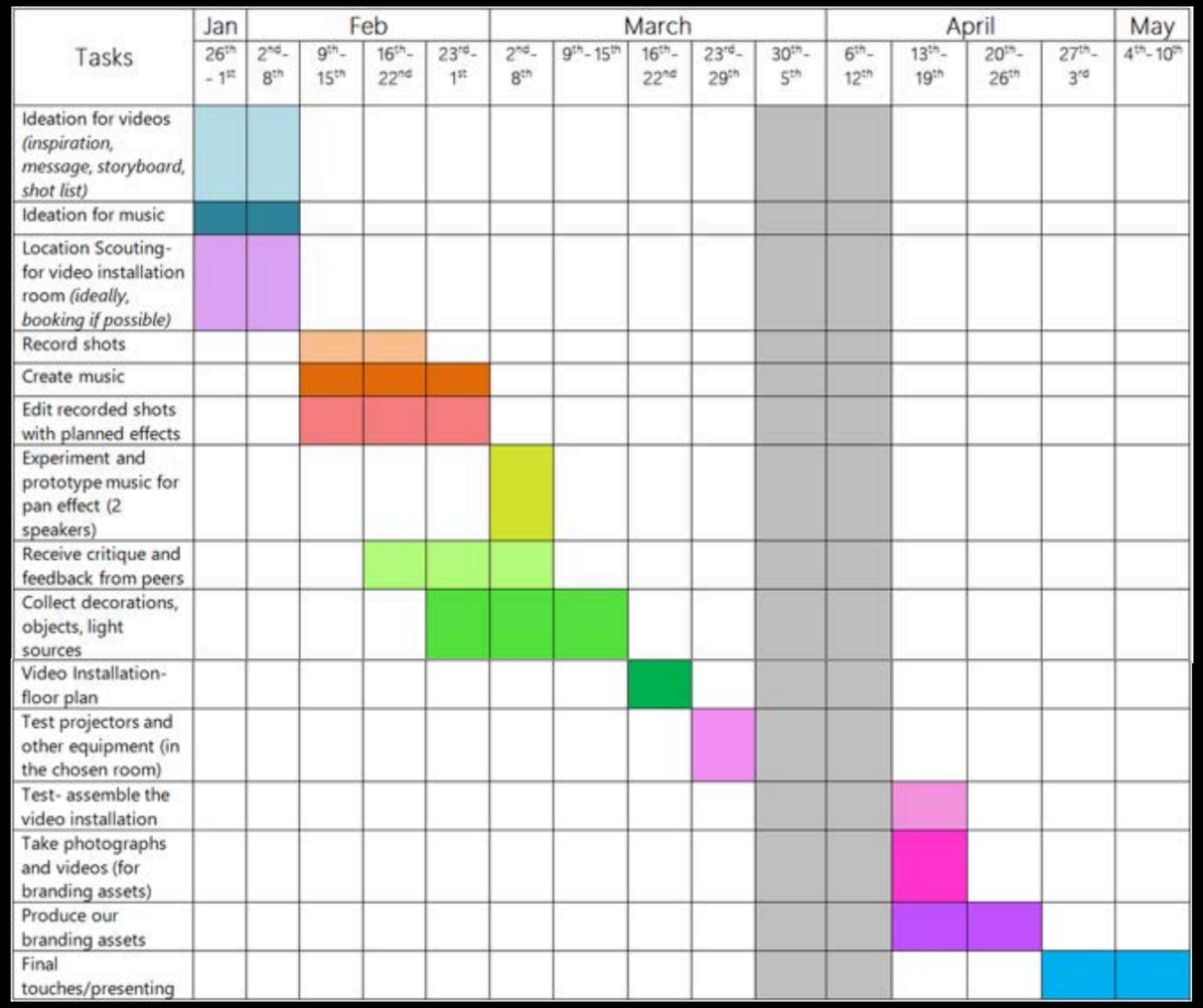
STRATEGY - OUR MAIN MESSAGE:

The visuals, audio and installation aim to be interconnected and evoke emotions related to our central theme, presented in a non-linear story and abstract way for interpretative meaning.

Key questions for our viewers to think about when they experience the installation:

- To what extent are our lives experienced through screens?
- What is the true meaning of being present in the moment?

GANTT CHART - SEMESTER 2



Tasks	Jan	Feb				March					April				May
	26th - 1st	2nd - 8th	9th - 15th	16th - 22nd	23rd - 1st	2nd - 8th	9th - 15th	16th - 22nd	23rd - 29th	30th - 5th	6th - 12th	13th - 19th	20th - 26th	27th - 3rd	4th - 10th
Ideation for videos *(inspiration, message, storyboard, shot list)*															
Ideation for music															
Location Scouting- for video installation room *(ideally, booking if possible)*															
Record shots															
Create music															
Edit recorded shots with planned effects															
Experiment and prototype music for pan effect (2 speakers)															
Receive critique and feedback from peers															
Collect decorations, objects, light sources															
Video Installation- floor plan															
Test projectors and other equipment (in the chosen room)															
Test- assemble the video installation															
Take photographs and videos (for branding assets)															
Produce our branding assets															
Final touches/presenting															

PLAN FOR MARCH

Mar 2nd - Mar 8th	Working on visuals, record your own media for visuals. Note: at this point we should just work with anyone we deem would be able to work on project we have an idea for
Mar 9th - Mar 15th	Last week of creating visuals. Think of which visuals should be the final video prototypes we will go ahead with. Also, we need to figure out how it will plan out in the installation so we can start building as well to see how it would work [midweek].
Mar 16th - Mar 22nd	Building the installation, Figuring out the positioning of boxes/physical parts of the installation. Planning out how the videos will play.
Mar 23rd - Mar 29th	Finalisation of Branding Elements, Final Build Ready For Presentation, Practice For Presentation

WHERE ARE WE IN BLOCK 1

The following ideas in the “ideation” section of this book reflects our brainstorming process and exploration, overtime we have changed ideas etc.

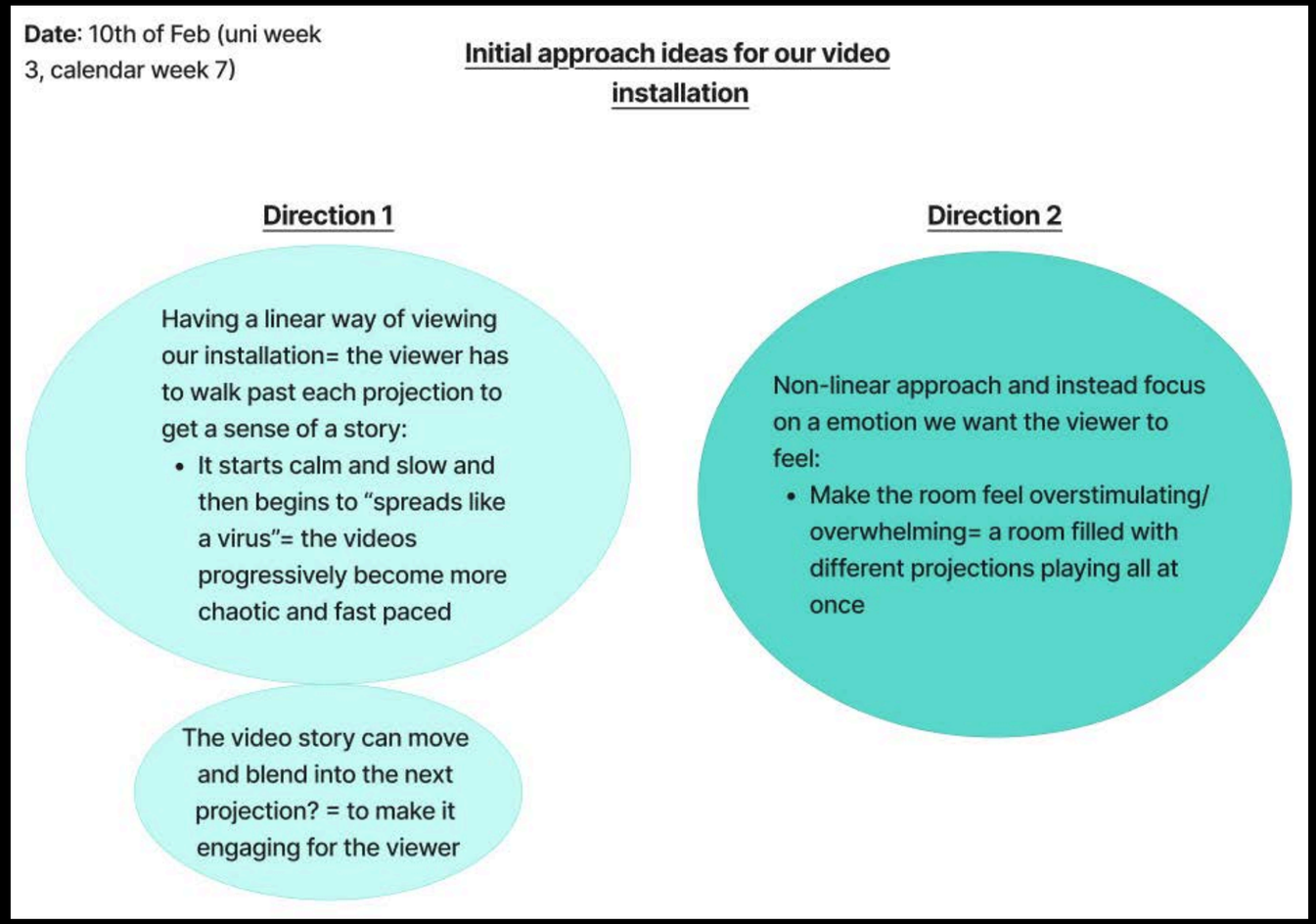
We are currently in the final stages of prototyping videos and in the process of selecting final videos for the installation for Block 2. We do have a clear direction of which videos pieces we intend to finalise and showcase as final works

2. IDEATION

Inspiration
Brainstorming [Videos]
Location Choice & Floor Plan
Plan [visualiation of installation]

IDEATION OF VIDEO INSTALLATION

As a team we discussed how we wanted to approach our video installation and the direction of the experience. We deicded to focus on a non-linear storytelling appraoch, focsuing on wanting the viewer to feel a certain way while making sure that the videos are connecting to each other visually and conceptually.



IDEATION OF VIDEOS

GROUP MINDMAP EXERCISE

Words we wrote down that describe our project theme and installation. Selecting certain words to further explore and ideate video ideas

- Needs / Wants
- Addictive
- Systematic
- Dystopia

- Overconsumption
- Obssession
- Contact
- Touch
- Desensitise

- Attachment
- Reliance
- Digital
- Disconnected
- Alone/loneliness
- Dopamine

GENERAL SPECIFICATIONS FOR INSTALLATION

To guide us during the creation of the video installation we developed a set of specfications/goals to provide us with a clearer direction of how we want to move forwards

Include 4 projection videos on loop

Include 1 real time interactive video

Audio music playing throughout room or for certain projection videos

At least 2-3 different ways of experimental projection that includes projection mapping

INSPIRATION:

[VISUAL] - NICHOLAS KEMPTON

Description- Nicholas Kempton is an American digital 3D artist with 15 years of experience in creating engaging digital art. A lot of his work explores the connection between human life and technology portrayed. His visual style goes into the depths of pixel effects, distortion and glitch based effects.



How it connects to our theme/project-
Kempton's work inspires our visual style. Moree specifically how he uses pixel and glitch effects which we can adapt to our own videos to help create a digital look. Conceptually, his work uses human life with technology, similarly to our theme of wanting to explore how technology loses our sense of presence.

INSPIRATION:

[VISUAL] - NICHOLAS KEMPTON

Why we like it- we like the eerie unsettling quality it creates by showing how someone appears to be in a trance state suggesting a loss of control like as if the mind itself is dissolving.



“Beauty behind the madness”

Why we like it- we interpret this work as an intimate connection between 2 people who remain in contact through technology. Despite their physical distance from each other they remain connected online.

We also interpret this work as someone getting drawn into technology in an unhealthy obsessive way as if technology begins to replace real human presence and connection.



“Your hand in mine”

INSPIRATION:

[VIDEO INSTALLATION] - SURROGATE BODIES BY AISLING PHELAN

This contemporary video installation explores themes of identity, control and ownership of one's own face. The installation features a interactive video where the artist has scanned her own face and used AI to overlap it onto the faces of the viewers "transforming them into a digital surrogate through advanced AI algorithms"- Aisling Phelan



How it connects to our project:

We are drawn to the eerie quality it portrays and how it connects to our project exploration of technology and being presentt. By following a similar message of how we present ourselves online and in real life. Additionally, we also like how it draws attention on the seriousness of our face ID that "can be easily accessed, manipulated, or even commodified."- Aisling Phelan.

INSPIRATION:

[VIDEO INSTALLATION] - LISTENING POST BY MARK HANSEN AND BEN RUBIN

This installation consists of small screen devices showcasing words and phrases from online conversations with no context. We like its eerie strange quality of having the different words overlap and play at the same time with audio of the words being said out loud by a robotic voice.





How it connects to our project:

This installation connects to our project through its focus on people's online presence and communication. Through the way that these online conversations are presented it feels both personal and not personal at the same time.

While we feel like it also conveys how you are constantly watched online questioning privacy rights in online environments.

INSPIRATION:



Francis Bacon - Screaming Pope



Edvard Munch - The Scream



Marina Abramovic - The Artist is Present

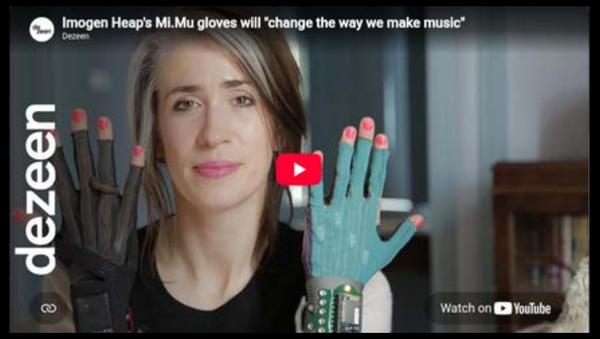
Other References

Jean Baudrillard - Simulacara Postmodernism

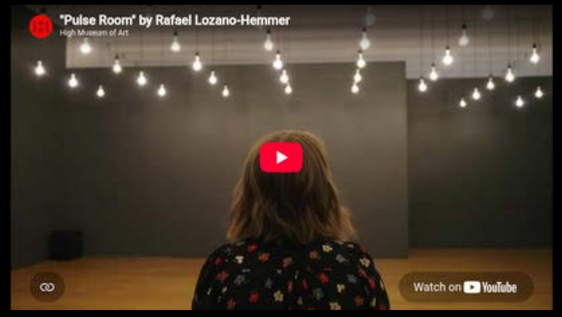
















LOCATION CHOICE:

PHOTO STUDIO





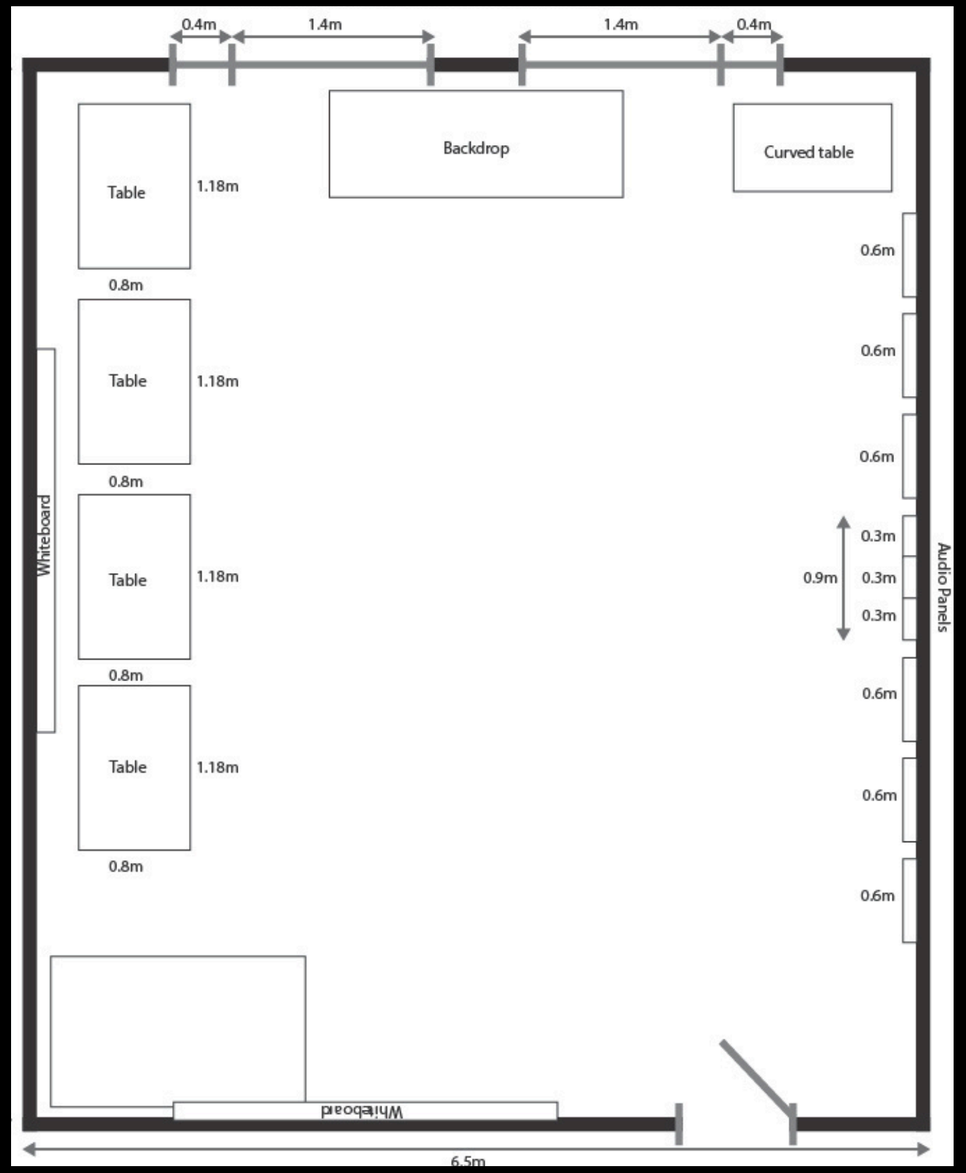


WHY?

Selecting this room allows for consistent bookings throughout the prototyping stage and offers us a dedicated space, free from disturbances. Its size will conveniently fit our decor, artefacts and easy access for our viewers.

FLOOR PLAN:

PHOTO STUDIO



3D MODEL OF PHOTO STUDIO





3D model of room to help us with visualizing how we can plan out different placements of videos & objects

3. CREATING VISUALS

TESTING OF VIDEOS/AUDIO CHOICE {VISUAL EXPERIMENTATION}

CHALLENGE WE ENCOUNTERED

We encountered a challenge figuring out how we would collaborate together to create our projection videos. Purposefully avoiding the idea of individually creating our own videos and then bringing them together as a team as we feel that this lacks the meaning of working on a group project. Additionally, our visual styles are very different to each other which would lack cohesiveness as a final installation.

We quickly realized that creating 30sec videos with all 4 team members working together on each piece would not be the best approach additionally it would also be challenging allocating roles and distributing work load.

SOLUTION TO CHALLENGE

After a long discussion we decided to split into duos and run weekly mini sprints to produce prototype videos.

This way we can come together as a team to regualry share our process and show our prototypes. Doing this with the aim of naturally overlapping our visual styles and conceptual ideas together, to make the curating process smoother in terms of having the videos cohesively connect with each other visually and conceptually.

PROTOTYPE VIDEO - FLOWERS

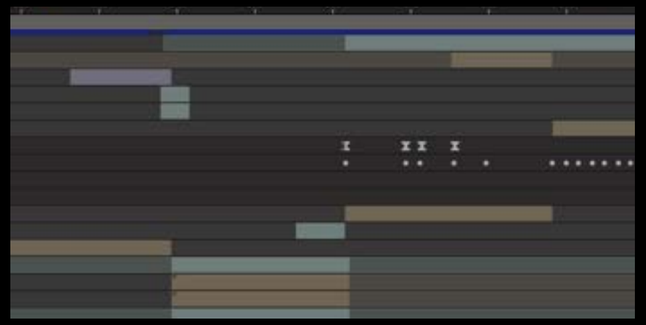
ZHUOYI + SASKIA

Main Concept

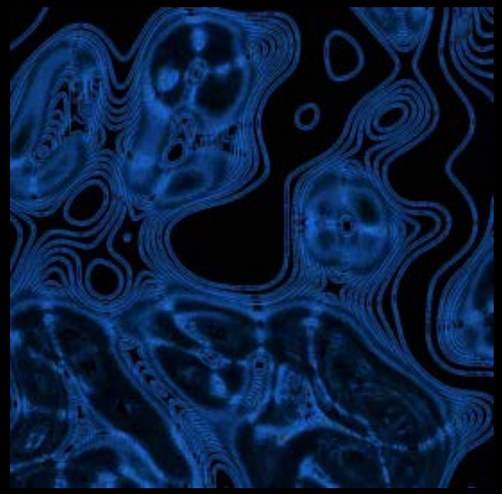
This video prototype follows how we can be so consumed by technology that it disconnects us from reality. We used flower imagery with distorted pixelated effects with Adobe After effects to highlight beauty of nature.

It creates a contrast between organic nature vs artificiality of technology. The flowers represent the naturee environments and helps encourage the viewer to reconnect with the physical world.

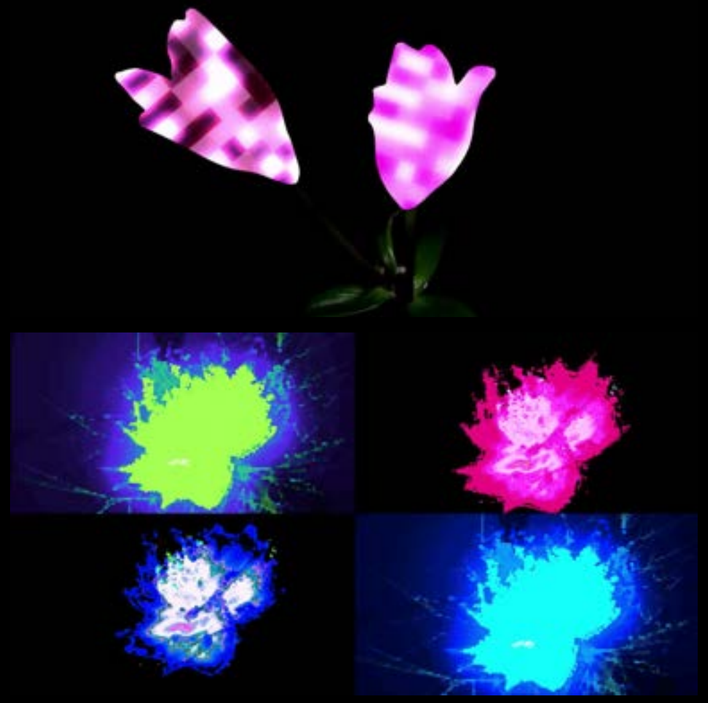
Behind the scenes:
AE timeline



Behind the scenes:
TouchDesigner







PROTOTYPE VIDEO - CAPTCHA

CHRIS + PRISCILLA

Main Concept

This piece consists of a 3x3 grid of morphing and flashing Google Maps scenery, each with its own synchronised distorted Captcha audio.

The images and audio reference Captcha's purpose of differentiating between human and machine. The images of empty landscapes taken from a Google Maps database create an eerie feeling of disconnect from reality, like we are only experiencing it second hand, through many layers of separation.



Behind the scenes:
TouchDesigner



PROTOTYPE VIDEO: SURVEILLANCE BLOB TRACK

CHRIS + SASKIA

Main Concept

This video combines footage of people walking with a blob tracking effect (applied through TouchDesigner), the main idea focuses on exploring the boundary between what is real and not real. While also hinting at the concepts of secuirty cameras of being constantly watched.

These videos have been recorded in Grafton street and St Stephen's Green Shopping center.





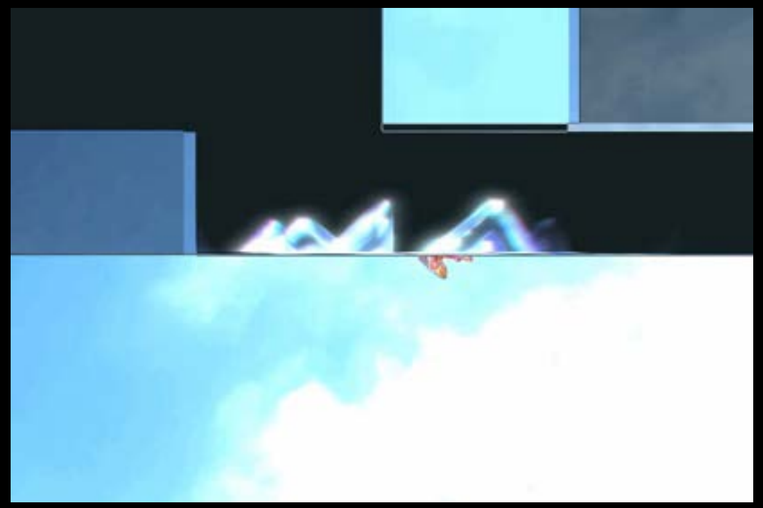
PROTOTYPE VIDEO - MIND MAP BLOCKS

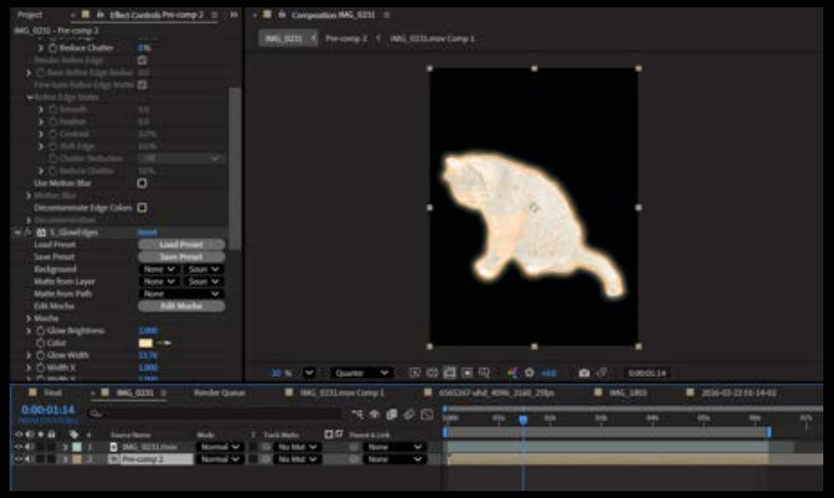
PRISCILLA + ZHUOYI

Main Concept

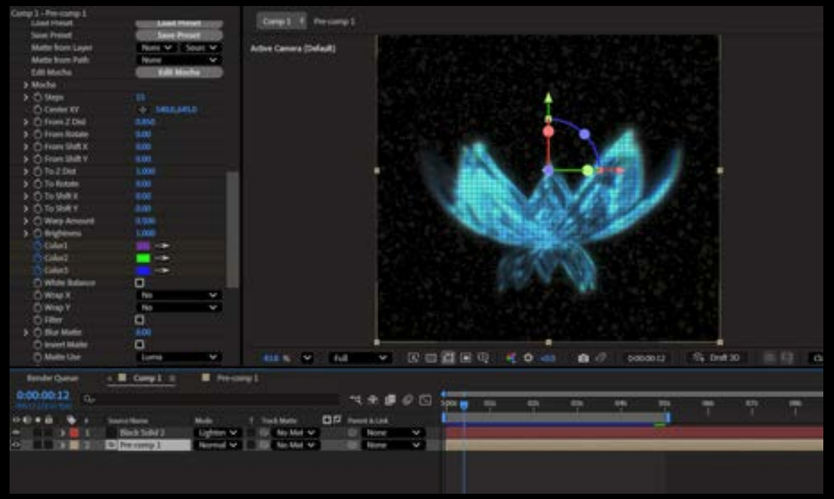
The main concept is mindmaps. We wanted to create a visual that emulates memories we have experienced and that connects them into a mind map. We also explore the theory of aphantasia. Certain visuals are pixelated, scribbled, and even blurred to show how we might remember them as a distant memory we once experienced.







Behind the scenes: AE timeline



CREATING VISUALS

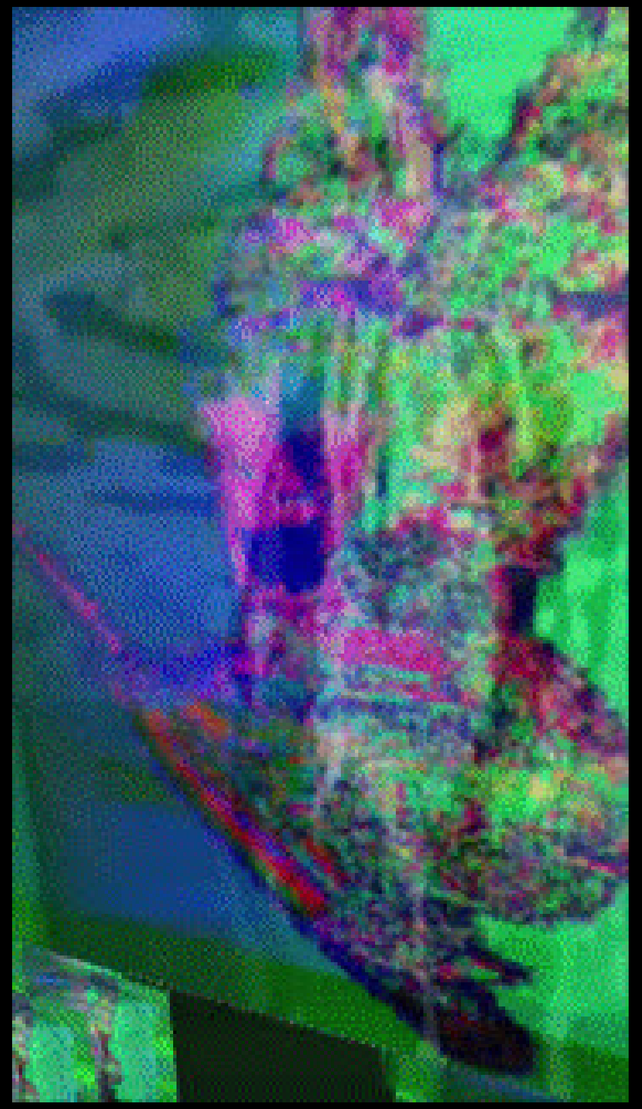
Uni week 5
(23rd Feb- 1st Mar)

PROTOTYPE VIDEO - ALGORITHMS

CHRIS + ZHUOYI

Main Concept

Explores the theme of algorithms and how they try to keep you on the app by giving you what you want. This prototypes shows the “behind the scenes” of how algorithms work, having various visuals sorted out.







CREATING VISUALS

Uni week 5
(23rd Feb- 1st Mar)

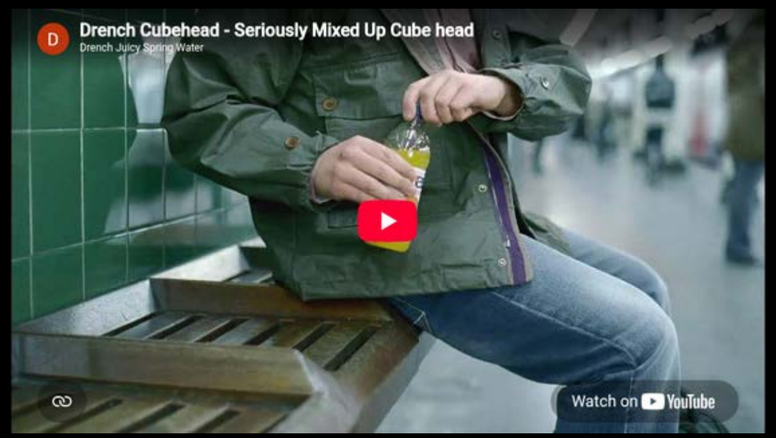
PROTOTYPE VIDEO - PIECES

PRISCILLA + SASKIA

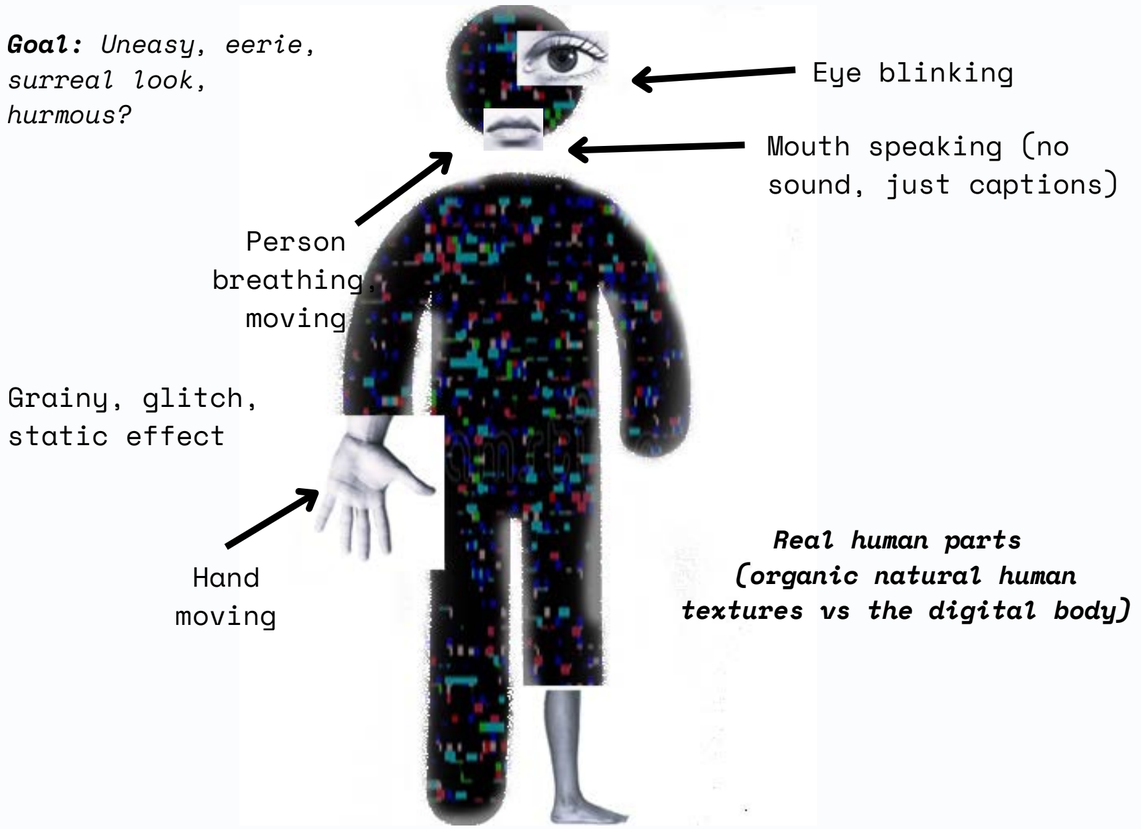
First Draft Idea:

Idea of how it should conceptually look





Inital concept board:



PROTOTYPE VIDEO - PIECES

PRISCILLA + SASKIA

Main Concept

For many of us, media serves as an escape mechanism; we use filters and effects on our phones to present a different side of ourselves. The piece captures the recurring pattern that many people go through, filtering themselves to conform to social norms.

Giving in to social pressure causes the person to have a loss of touch with themselves to the point where they become fragmented and blurred as they change and mutilate their appearance.

[First Test With Stock Footage]

{Hue}



{Soft Light}



Draft Test With Our Own Footage





CREATING VISUALS

Uni week 6
(9th Mar - 15th Mar)

PROTOTYPE:

[LIVE INTERACTIVE PIECE] - THE USER IS PRESENT

Concept:

This is an **interactive** audiovisual piece using **Touchdesigner** and **FL Studio**. In **real-time** hand gestures will be able to **manipulate visual & aural paramateres** like visual effects, reverb, panning and distortion. These movements communicate our disconnection with the real world which is creating an overall dissonance, and instability with the natural order of the world.

Immersive Experience:

Hand movements serves the main purpose of this piece, as they are associated with physical contact, which can be intimate. The user's gestures and interaction with the screen and sound acts as a communication that is filtered into non-organic, artificial system, rather than expressing through the people around us.

Connection To Our Theme & Our Questions To Viewers:

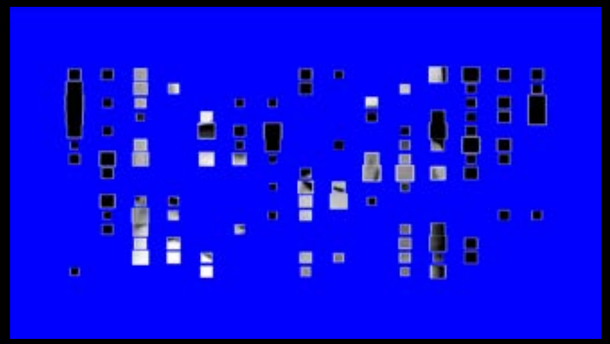
This piece explores how we have an increasing reliance on digital interfaces to fulfill our emotional, and sensory needs. This obsession with the constant need of dopamine consistently brings people to use digital devices as they can give rewards due to algorithms to fulfill this need. This piece should bring reflection to users (following the questions we want to address): **What does it truly mean to be present within the real world as technology continues to prevail into our natural reality?**

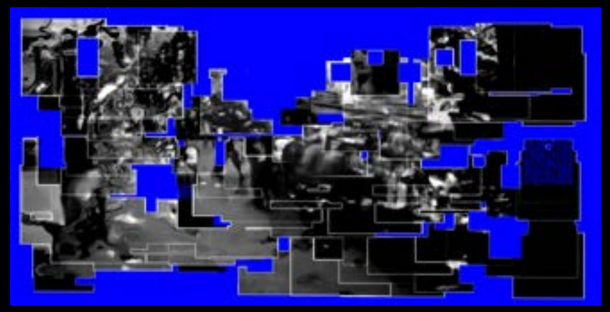
Uni week 6
(9th Mar - 15th Mar)

PROTOTYPE:

[LIVE INTERACTIVE PIECE] - THE USER IS PRESENT

PRISCILLA





Driver Setup



Main Concept

For its setup I need to use a driver so that it loads the Leap Motion Controller and can map out the fingers.

The Leap Motion controller controls the parameters within the visual, such as the amount of boxes, the size of them, etc. It also controls the audio playing via different hand movements; e.g. panning, frequency filter, and delay.

Uni week 6
(9th Mar - 15th Mar)

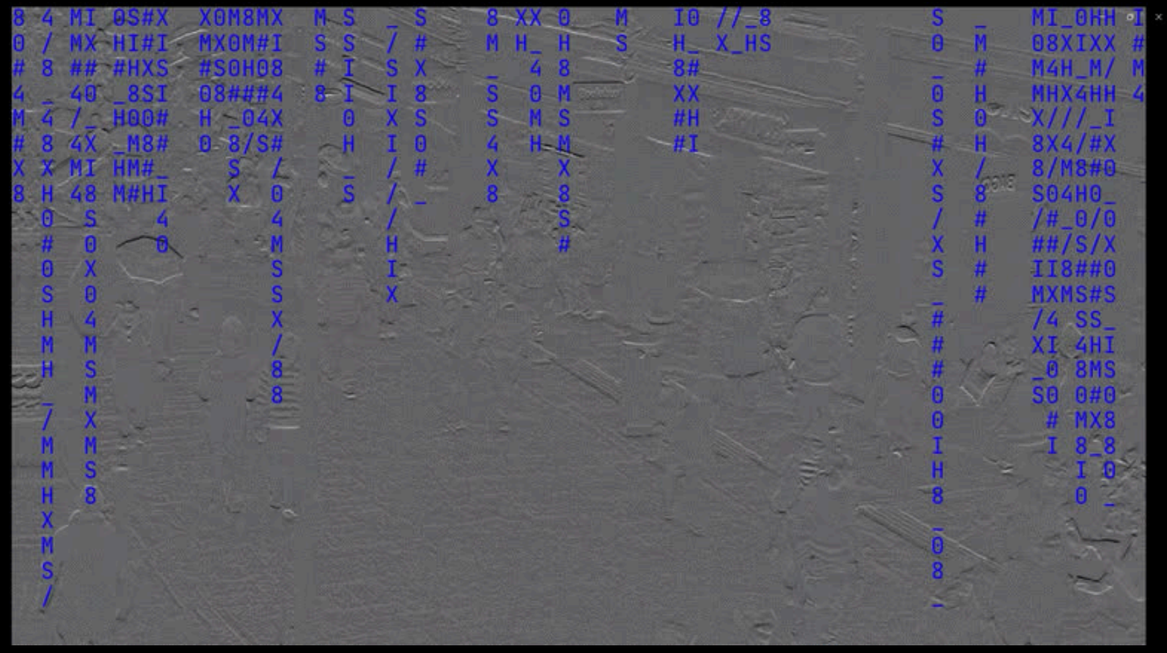
PROTOTYPE VIDEO - EMBOSS RAIN

Main Concept

This prototype video is a further enhancement and new output of the previous prototype *“Surveillance blob track“*.

We wanted to continue to use the original footage of people walking in Dublin on a rainy day. We used a free website application called PixelCrash that applied a emboss and binary code filter. We adjusted it accordingly (colour of text, size of text, code direction etc) to suit our preferences.

It continues to follow the meaning of the boundary between what is real and not real. While also purposely editing the binary code to appear as rain to create a small connection to Ireland and its rainy weather. As a team, we want to further develop this prototype.



4. EQUIPMENT TEST

PROJECTION MAPPING / BUILDING TESTS

PROTOTPYING PIECE - REAR PROJECTION TEST

As a part of a more physical piece in the installation we created a large hollow frame out of right angle aluminum extrusion, over which we planned to stretch a material that people could push on to make the projected video react.

The video will be rear projected, with an Xbox Kinect also behind the material to detect depth, and interact with Touchdesigner to have the video react









CONSTRUCTION OF BOXES





DIY white boxes for projection - Based on prototyping session, we plan to use layers of white paint instead of paper for better durability and effect

BLOCKING OF DAYLIGHT



BEFORE



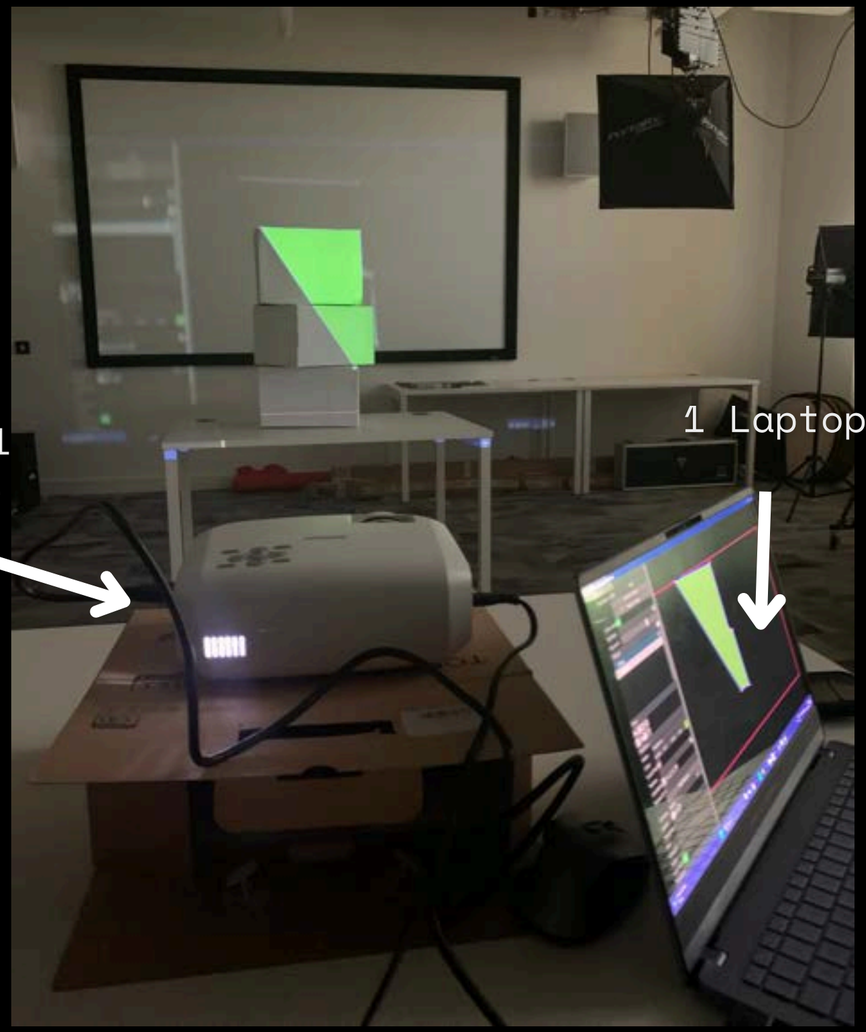
AFTER





We used 1 layer of black bin bags to cover the windows. We will use a 2nd layer of bags for a greater effect

PROJECTION MAPPING TEST - SETUP

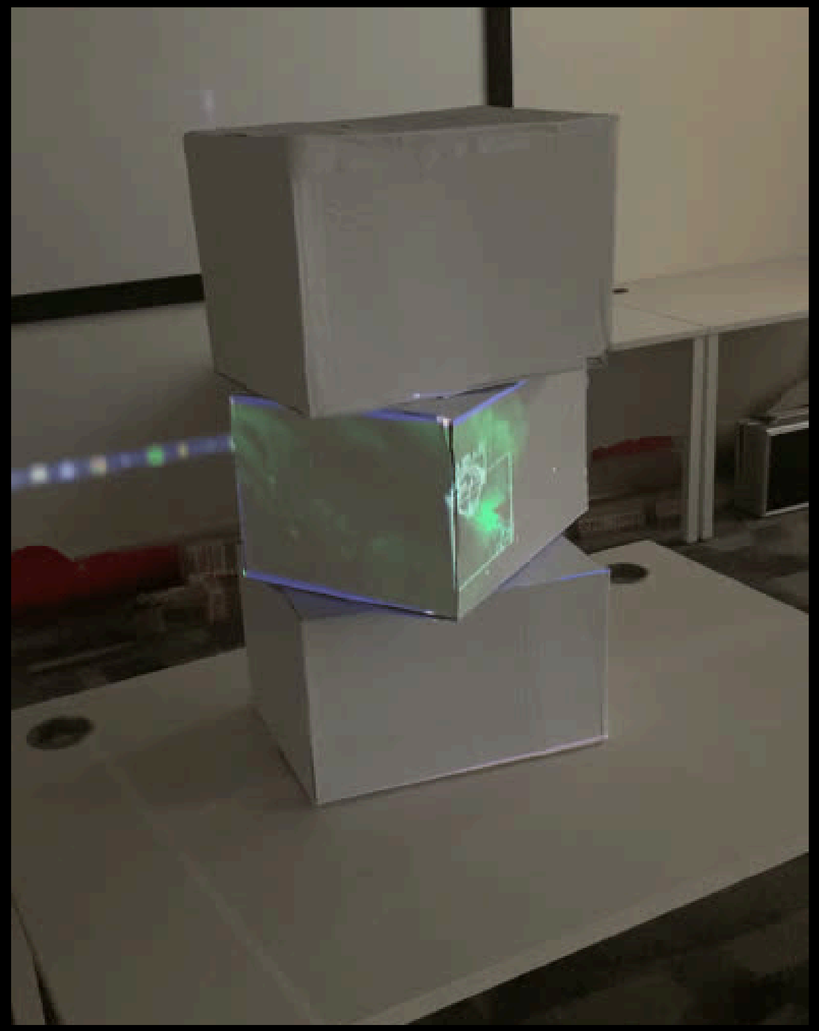


1st set up for projector mapping



2nd set up for projector mapping and prototyping

PROJECTION MAPPING TEST

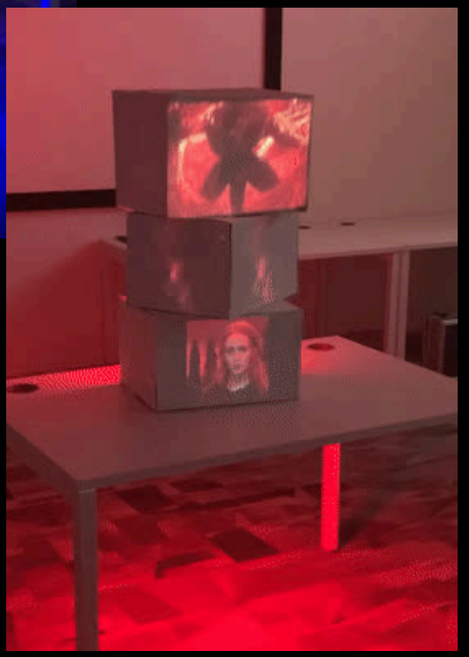


Test 1
(1 video onto 1 box)



Test 2
(1 video onto all boxes)





Test 3
(different videos on different boxes + lights)

VIDEO - CAPTCHA

FOR FINAL INSTALLMENT

Further finalisations:

We plan to use 3D boxes in replacement of the flat cardboard pieces to give greater dimension and depth to our space.

Boxes should be roughly 30x30cm for projection

The boxes will be kept as they are with no paper/white paint covering them.

We will use the broken flashing projector, as it adds effect to our video.

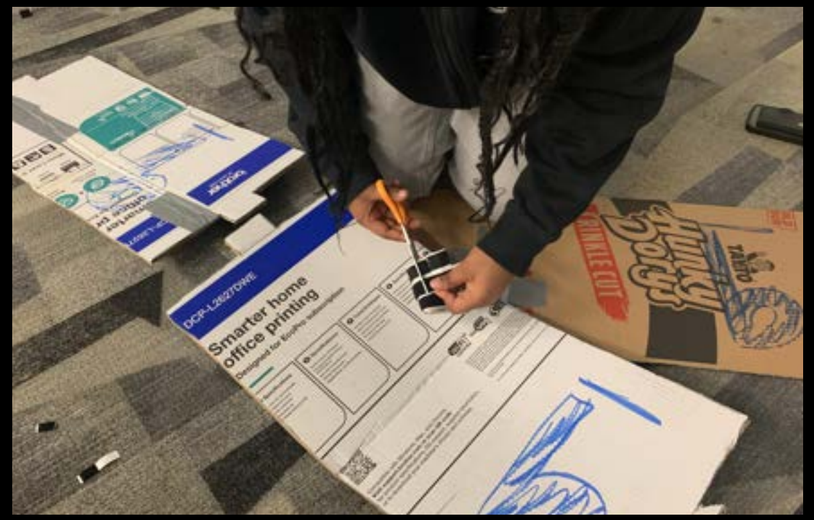
Note: We have to map how far the projector should be from cardboard.







CONSTRUCTION OF BOXES





The final captcha piece is made up out of 9 30x30x30cm cardboard boxes.Each of these boxes is made out of 3 pieces that connect using velcro. We designed them this way to be able to take them apart and put them back together for easy storage and transport.

When testing, we also found that we liked the texture added by the little prints on the cardboard or the reflective pieces of duct tape, so we decided to keep that as part of the piece.

BLOCK 1 REFLECTION

At this stage of the group project we think that we are making steady progress. Sometimes we feel like we are maybe moving too slow we still try to remain positive. Even with the challenge of figuring out how we were planning on making our projection videos as a team we still remained collected and listened to each other at all times valuing each other's insights and input.

Working in the different duos have been productive and insightful. It has been valuable to learn new things from each other when it comes to using programmes such as TouchDesigner and After Effects, through this collaboration we feel we have managed to make effective progress while maintaining the goal of keeping our videos connected to each other both visually and conceptually.

Our goal is to complete the full video installation as soon as possible so that we can allocate enough time to final adjustments, final testings, room for error as well as gathering feedback from peers who experience the space. Doing this to allow us to refine our work and ensure that the final installation is strong and impactful.

CONTINUATION - BLOCK 2

5. DEVELOPMENT & REFINEMENT

CHOSEN VIDEOS & FINAL PLAN

THESE ARE VISUALS WE ARE CHOOSING TO PRESENT IN OUR FINAL VIDEO INSTALLATION

DRAFT PLANS OF HOW THE INSTALLATION WILL BE SET UP

VIDEO 1 - THE USER IS PRESENT

FOR FINAL INSTALLMENT

Further finalisations:

We plan to use a TV for this video instalment. We will place a Leap Motion controller on top of the TV, attached with Blu-Tac. This device will be able to track the user's hand movements.

Cable management is set, as there is a box to keep items on the TV stand.

Note: The laptop needs to be kept in no sleep mode. Speakers should be left and right for a pan effect.
Change Blu-Tack for tape, as the Leap Motion controller gets very hot and heats up the Blu-Tac (starts sliding)

Final Set Up





Video Test



VIDEO 2 - TEXT RAIN EMBOSS

FOR FINAL INSTALLMENT

Further finalisations:

We used the prototype rain emboss video and continued to finalise it by creating different versions of enhancing the depth and look of the emboss effect in TouchDesigner. Additionally, we added more controlled blue text following the phrase “what is it that you desire?” that repeats across the screen.



VIDEO 3 - MIND BLOCKS

FOR FINAL INSTALLMENT

'Mind Blocks' felt fitting as our third video, as we wanted to continue on with the memory idea.
This visual covers rememberance and aphantasia as a concept.

The main core videos have been changed to be more fitting with the room's aesthetic and visuals.

This visual will be viewed on the 2nd TV monitor in the room.



VIDEO 4 - CAPTCHA

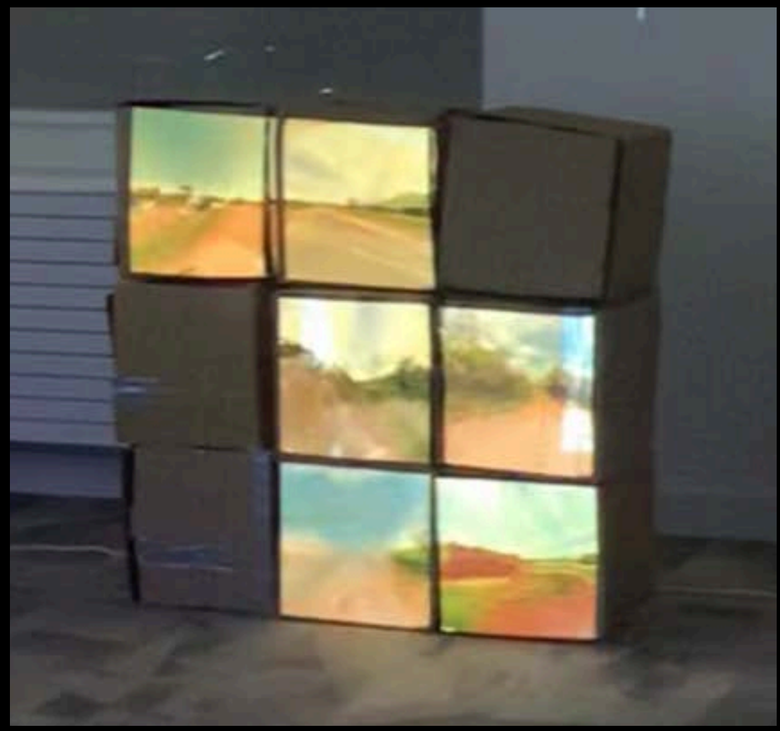
Main concept:

The images and audio reference Captcha's purpose of differentiating between human and machine. The images of empty landscapes taken from a Google Maps database create an eerie feeling of disconnect from reality, like we are only experiencing it second hand, through many layers of separation.

Before



After



VIDEO 5 - TOUCH FRAME

FOR FINAL INSTALLMENT

The Touch Frame is a large frame made out of steel with a piece of spandex stretched over one side. Behind it is a projector and an Xbox Kinect.

The viewer can press on the frame to effect the video and create different effects.



PROTOTYPE OF VIDEO INSTALLATION:

(BEHIND THE SCENES)







PROTOTYPE OF VIDEO INSTALLATION:

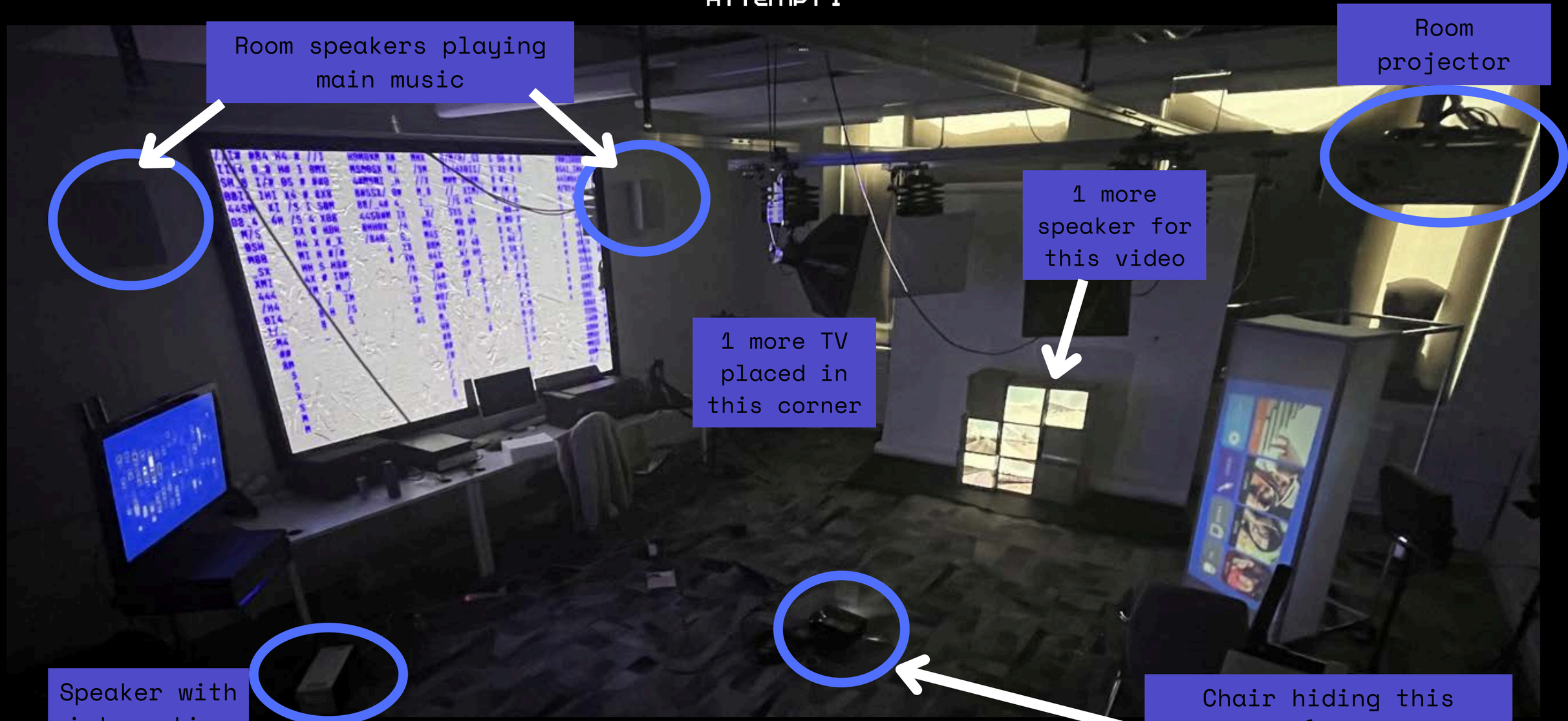
(BEHIND THE SCENES)





PROTOTYPE OF ROOM POSITION & LAYOUT:

ATTEMPT 1



PROTOTYPE OF ROOM POSITION & LAYOUT:

ATTEMPT 2 - WE HAVE DECIDED TO FOLLOW THIS LAYOUT FOR THE FINAL



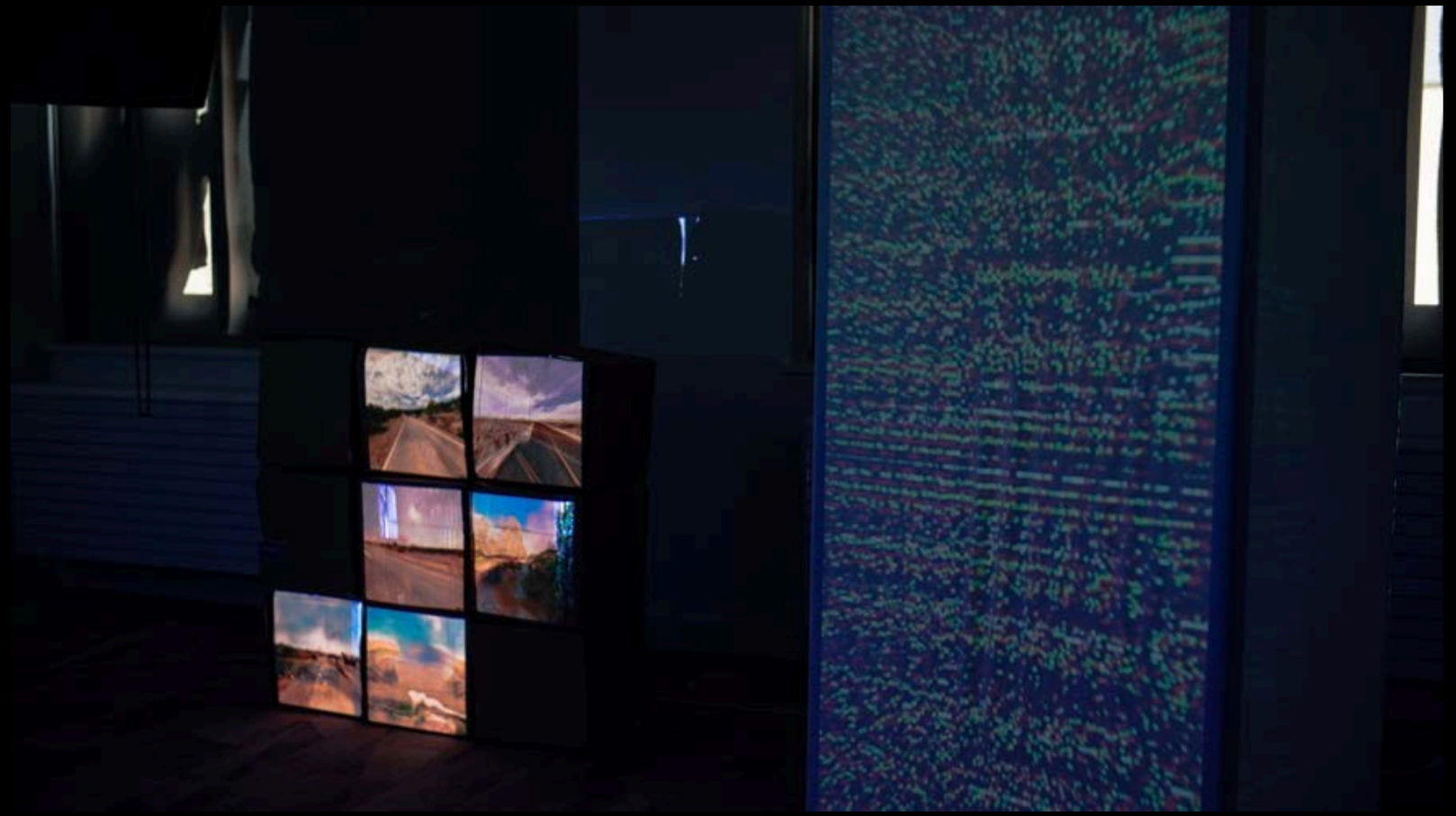
6. FINAL BUILD & LOOK

FINAL BUILDS FOR OUR PRESENTATION DAY

HOW THE VIDEO INSTALLATION WILL LOOK LIKE WHEN WE PRESENT

FINAL LOOK FOR VIDEO INSTALLATION

(These photos were taken for doccumentation and to be used for our branding assets)



FINAL LOOK FOR VIDEO INSTALLATION

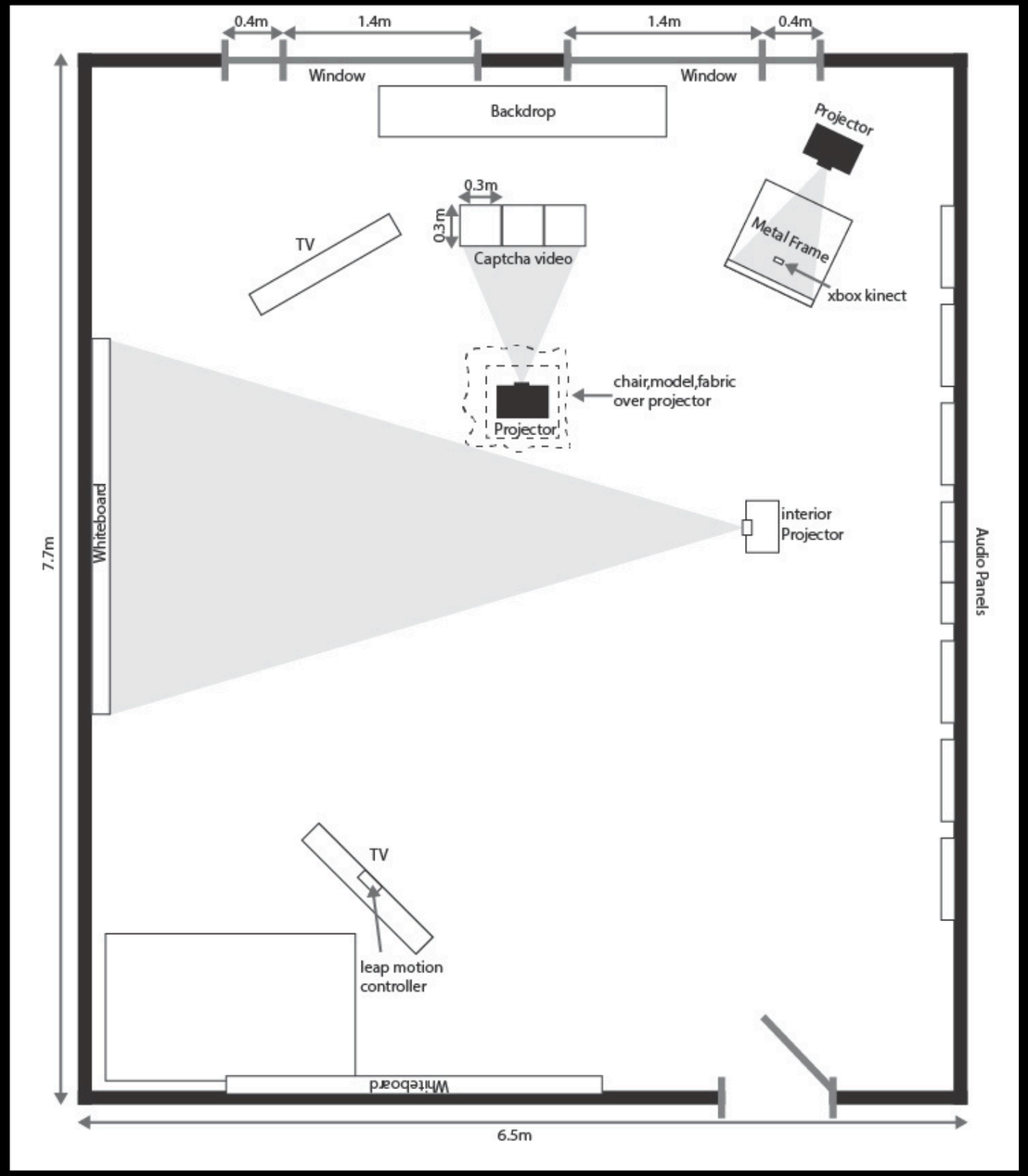


FINAL LOOK FOR VIDEO INSTALLATION





FINAL FLOOR PLAN OF VIDEO INSTALLATION



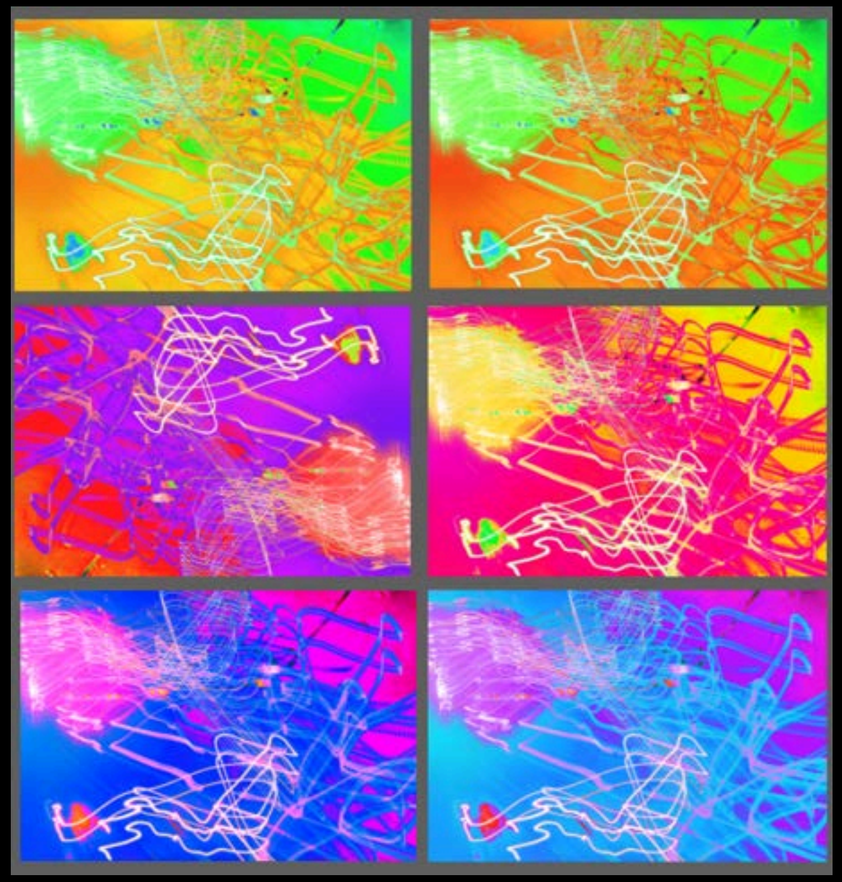
7. BRANDING & TEAM IDENTITY

FOR PROMOTING OUR INSTALLATION AND

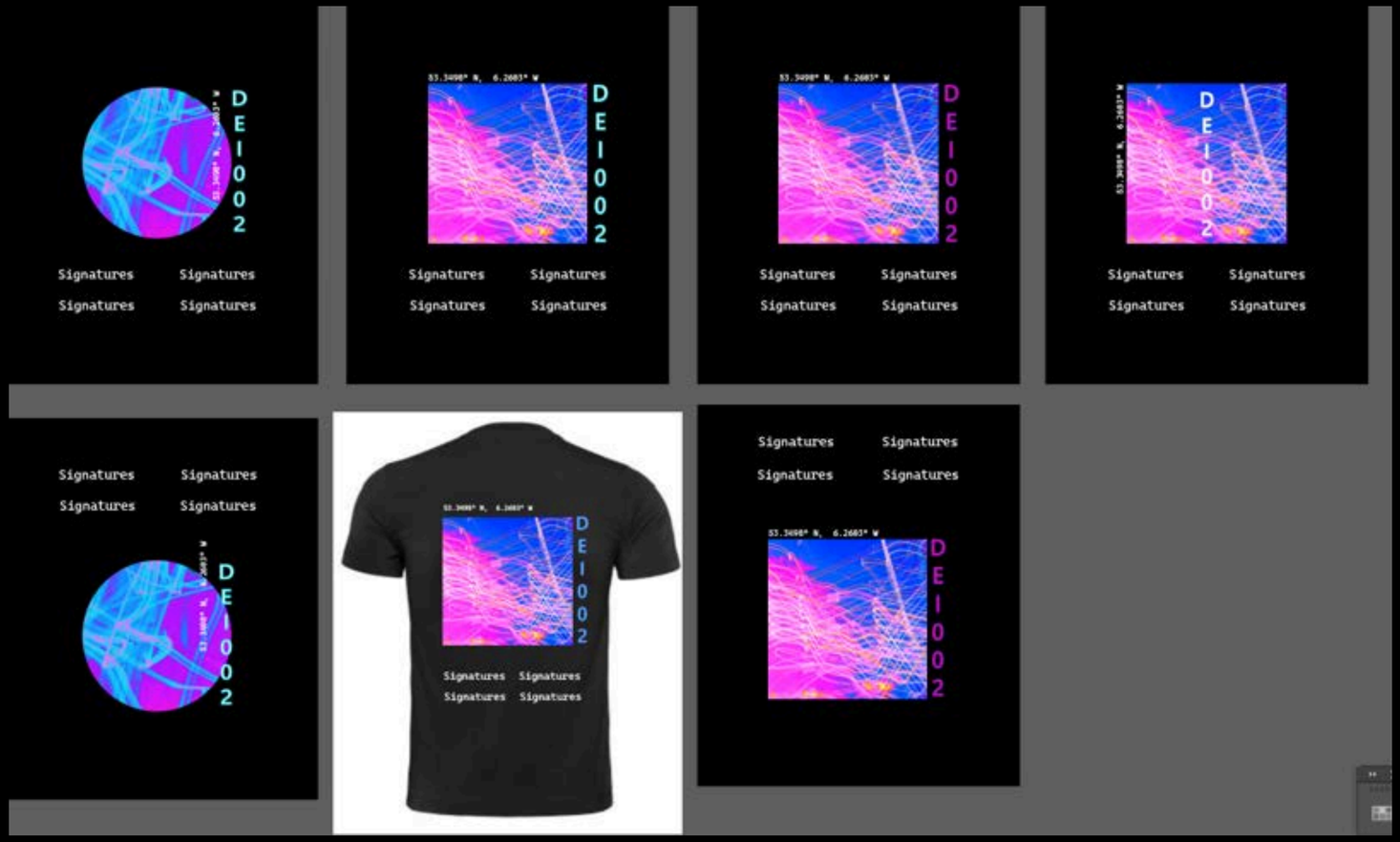
SHOWING UNITY OF TEAM

EXPERIMENTATION OF T-SHIRT DESIGN (TEAM T-SHIRTS)

EXPERIMENTATION 1 - FOCUS: AESTHETIC



Original images - Abstract techy/cyber edited (abstractly following our project theme)



Ideas for the back of the t-shirts

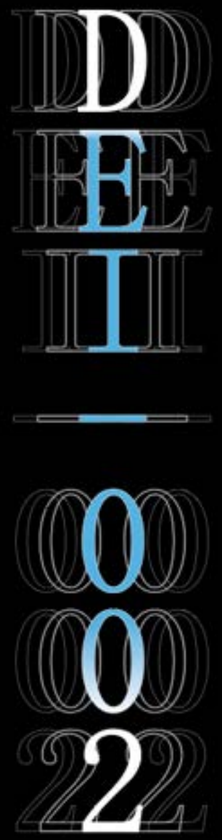
EXPERIMENTATION 2 - FOCUS: GROUP AESTHETIC





EXPERIMENTATION 3 - FOCUS: GROUP AESTHETIC

Tests of different logo designs

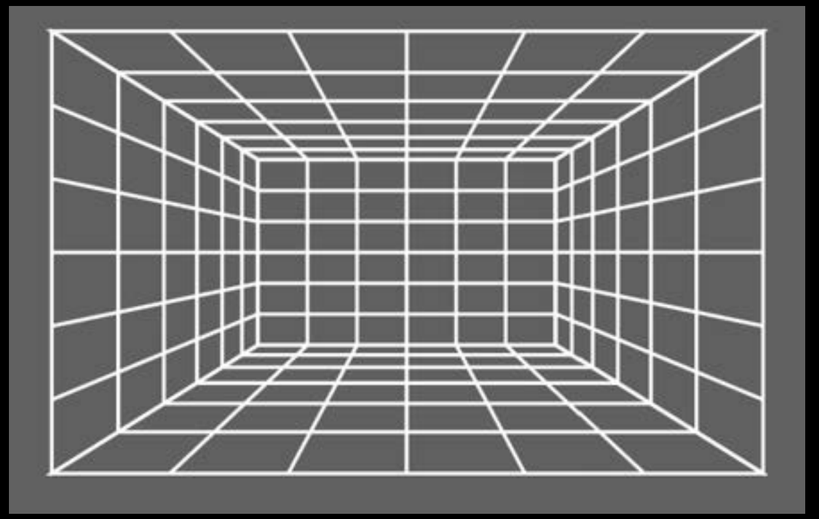




(Inspo)

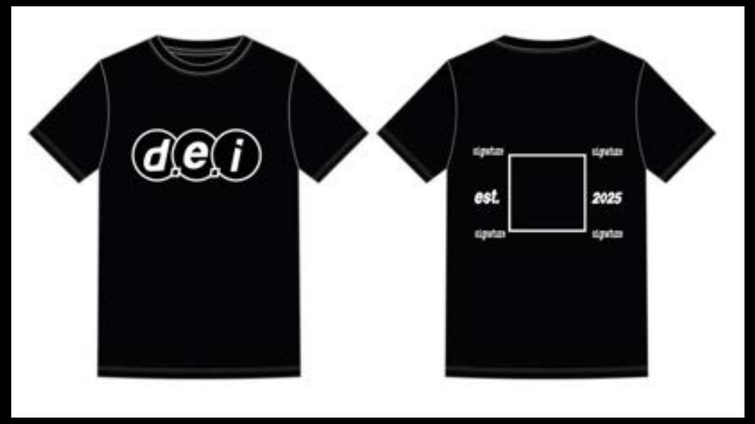


Inspired by vapourwave wireframes



EXPERIMENTATION 4 - FOCUS: TYPOGRAPHY

T-shirt draft #1



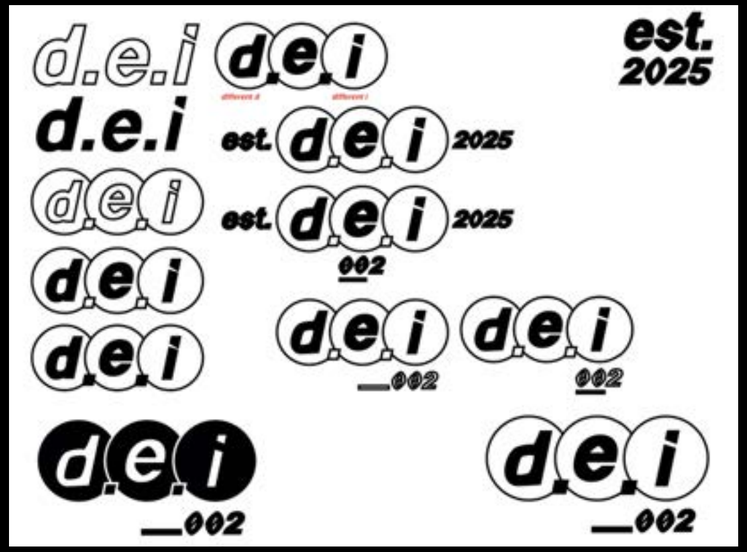
T-shirt draft #2



T-shirt draft #3



Test of different type designs



Random experiments making type [modular/bit]



EXPERIMENTATION 5 - FOCUS: TYPOGRAPHY & COLOUR





T-SHIRT MOCKUP - 3D MODEL

Conceptualising the shirt design to see what it could look like before final print



Note: Wanted to redesign the t-shirt design's font as it could be stronger

TYPOGRAPHY TEST FOCUS

To make the t-shirts personal to us as a team we decided that we wanted to create our own typeface.

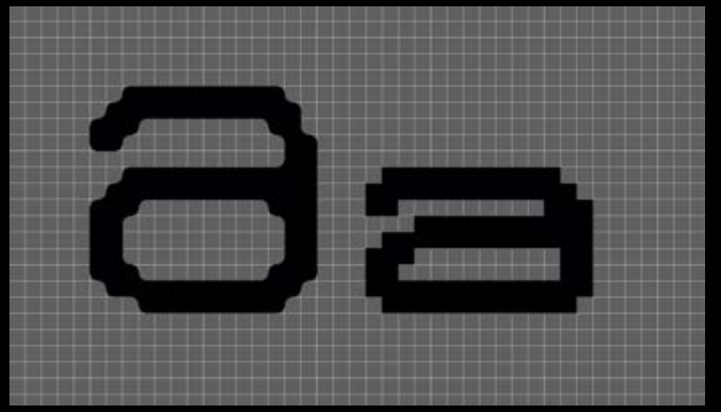
Lots of changes were made to make each letter similar. Decided to make the letters fit in a confined box of 14x14 box so that exporting will be easier.

The font was based on a test for one of the previous t-shirt designs made (experimentation 4 & 5)

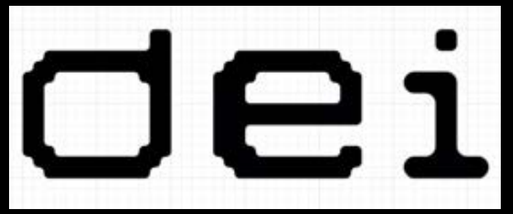
A decision was made to make it an entire font that can be used to further enhance the visual design of our group



Change of “a” to fit design better



Initial type design for t-shirt



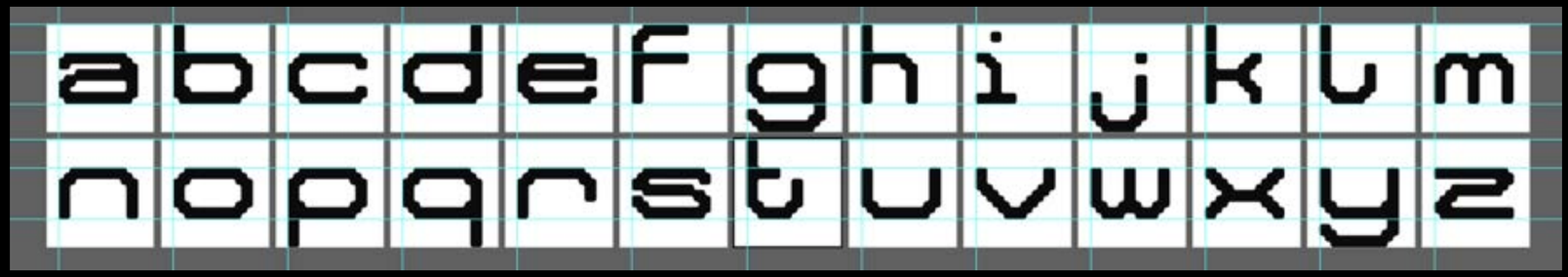
Final draft for lowercase



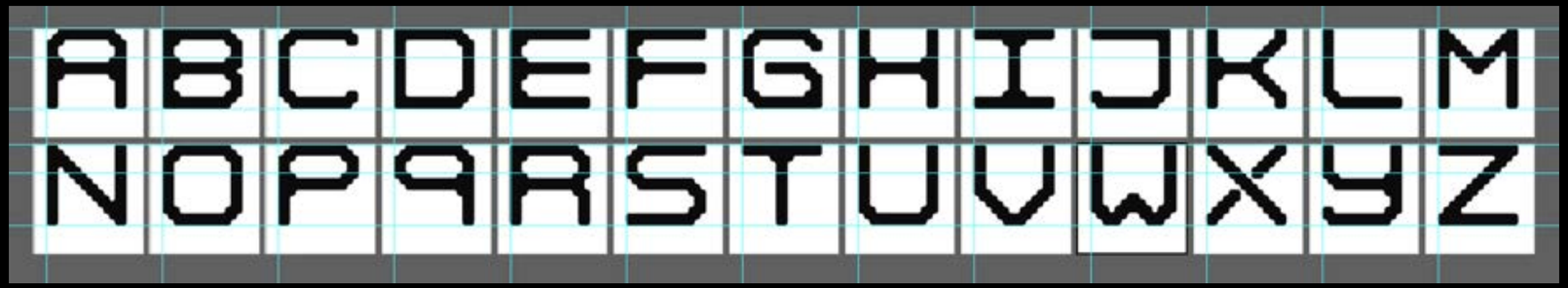
TYPOGRAPHY TEST

Setup of file before exporting to be converted into a type

LOWERCASE



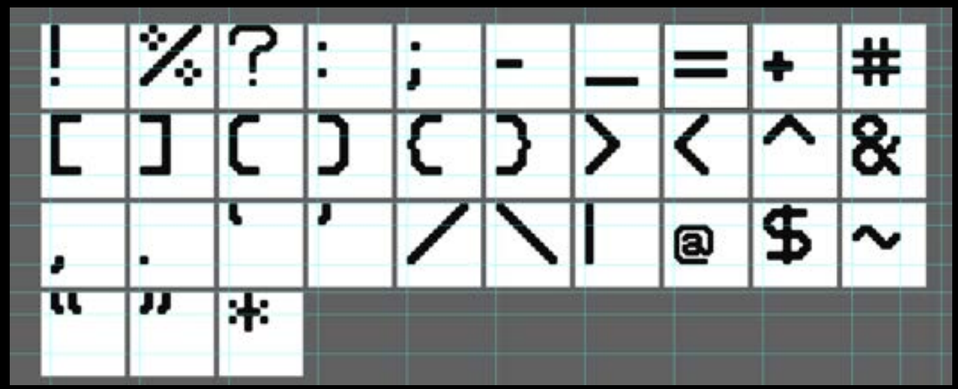
UPPERCASE



NUMBERS

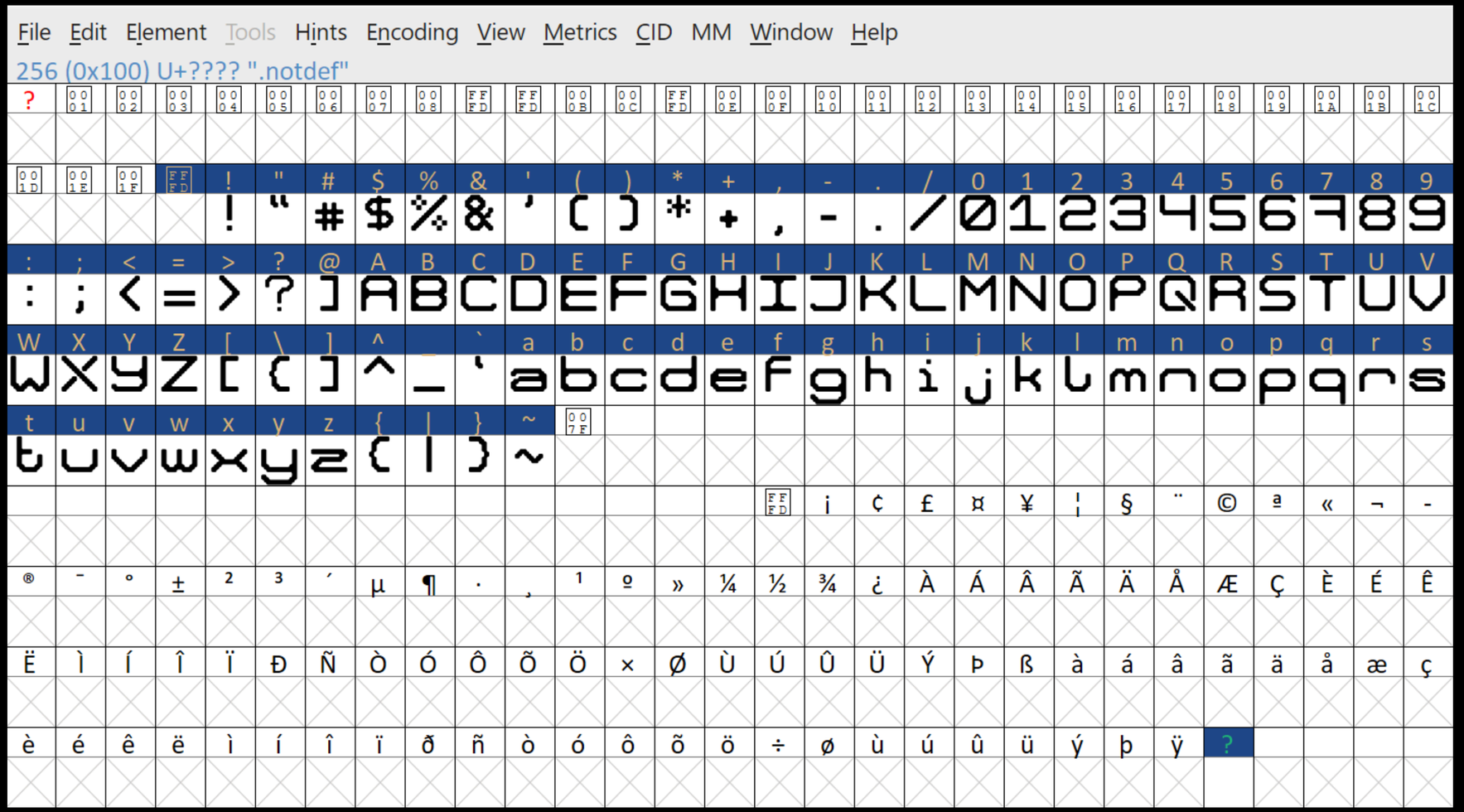


SPECIAL CHRACTERS



TYPOGRAPHY TEST

Importing all the characters into FontForge to set up entire font



FINAL TYPOGRAPHY

(Modula is the name of our typeface for t-shirt and project)

Modula

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789
!"$%^& *()-_+=
[]{}#~:;@'<>,. |/?

FINAL T-SHIRT ILLUSTRATION

As a team we decided to choose this t-shirt design as our final. Based on this we located a custom t-shirt store in Dublin to print our custom design.

Front



Back



FINAL PRINT OF T-SHIRT (PHYSICAL FORM)



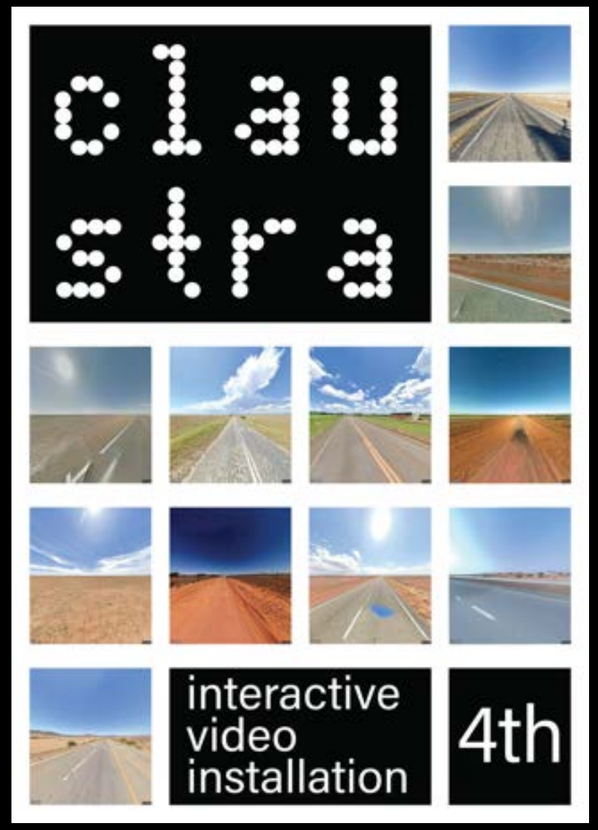
Team logo presented on t-shirt

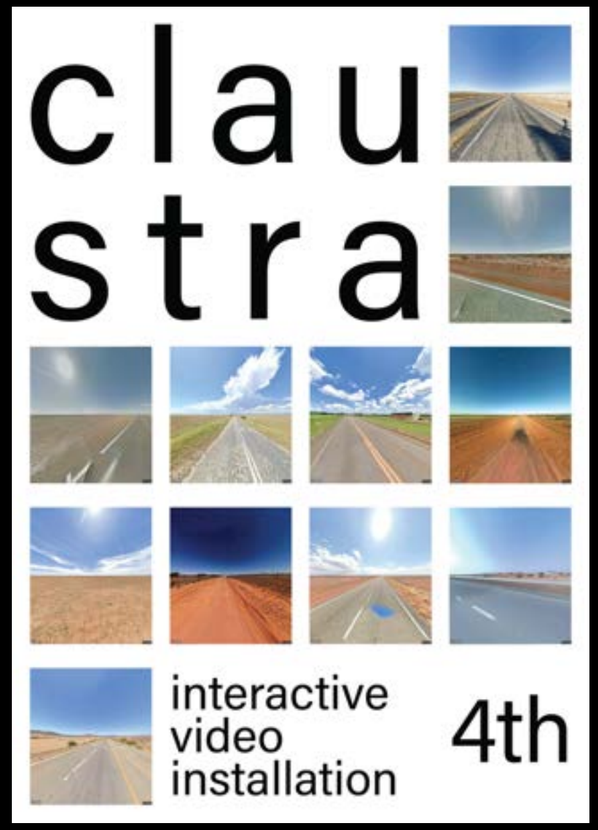
BRANDING ASSET:
FLYER

POSTER FLYER DESIGN

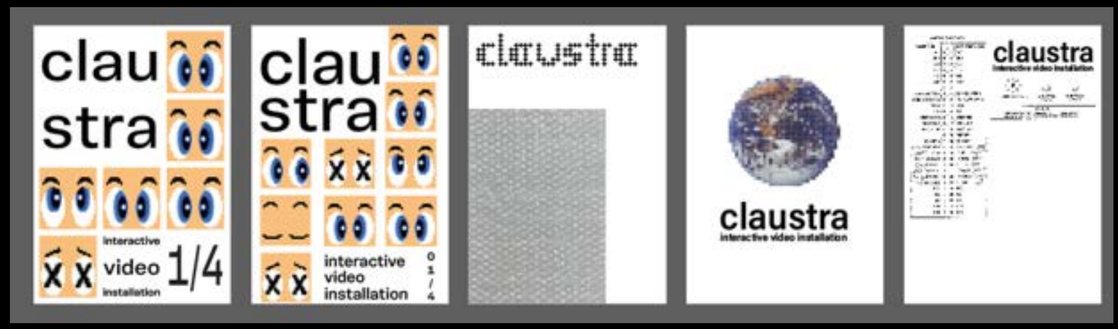
To promote our video installation we decided to create flyers, below are different versions







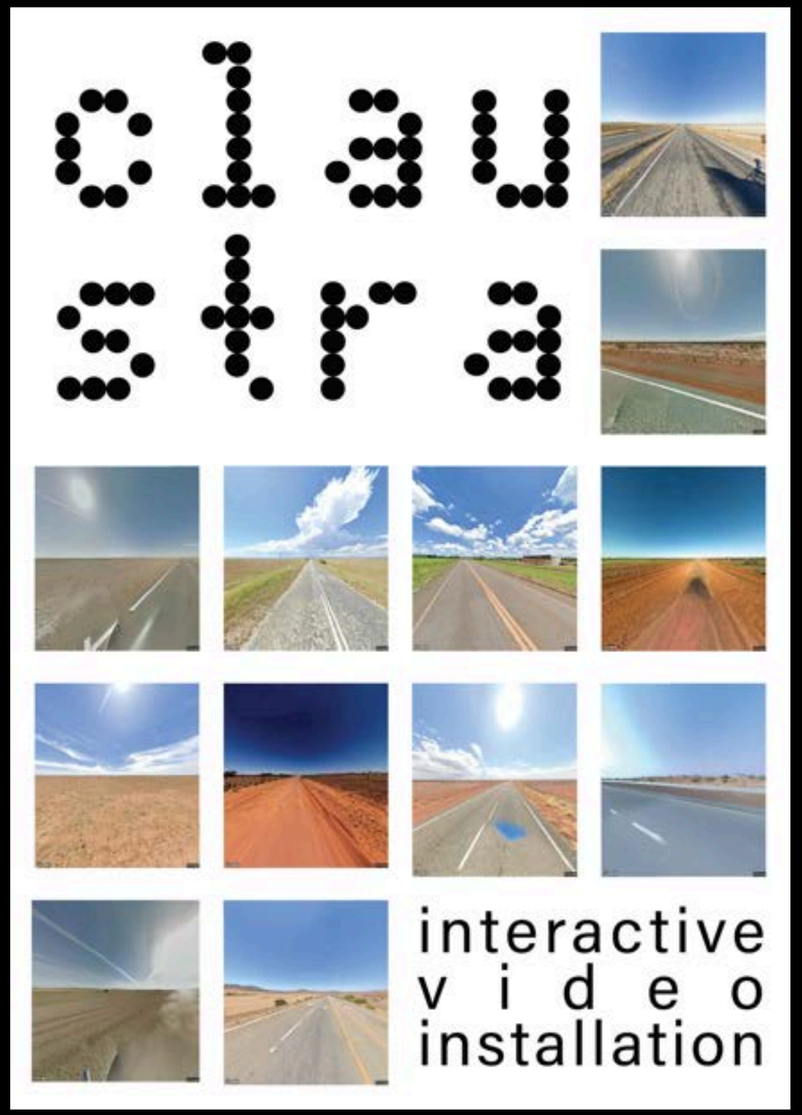




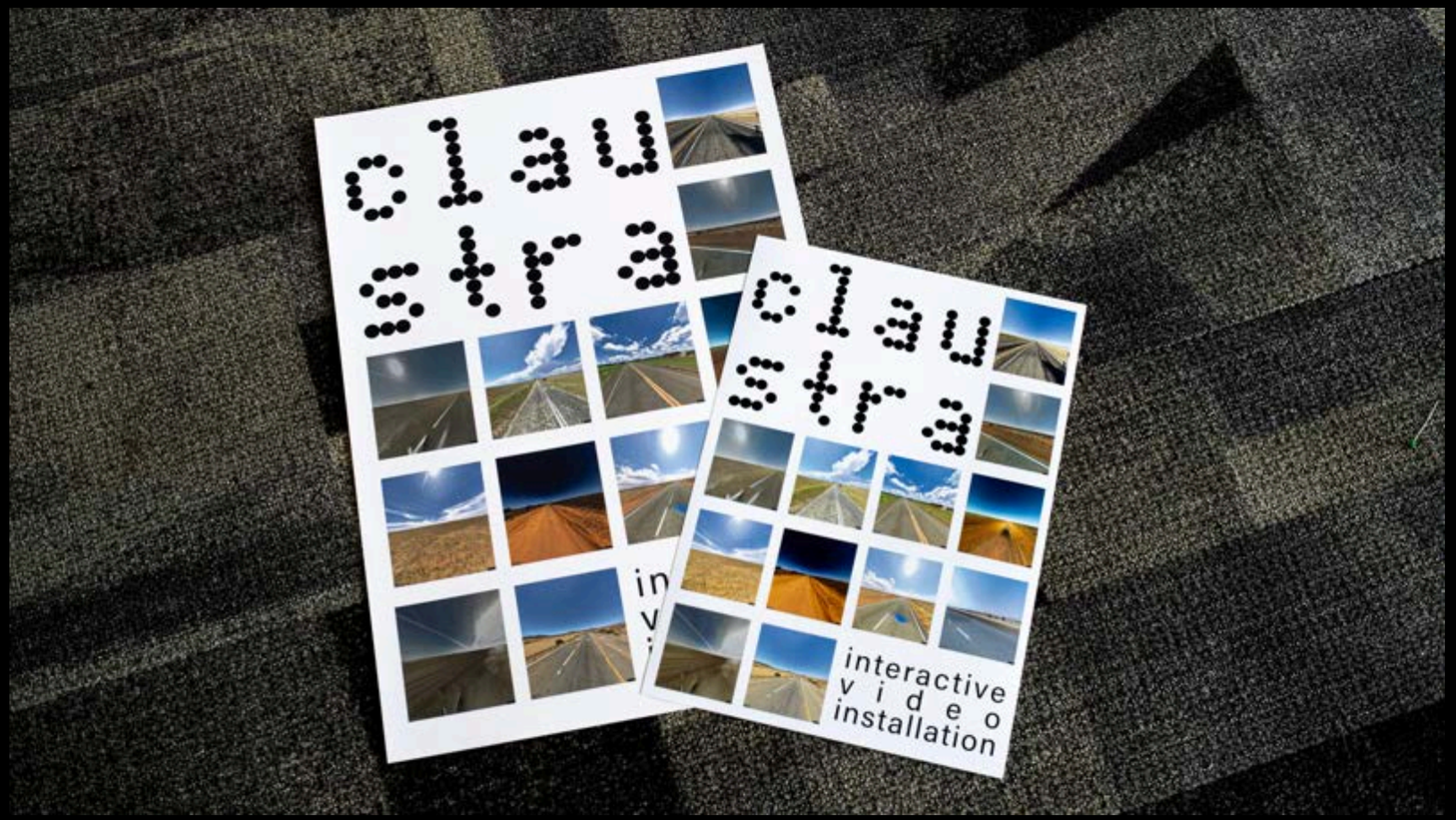
BRANDING ASSET:
FLYER

FINAL FLYER DESIGN

As a team we chose this as our final flyer



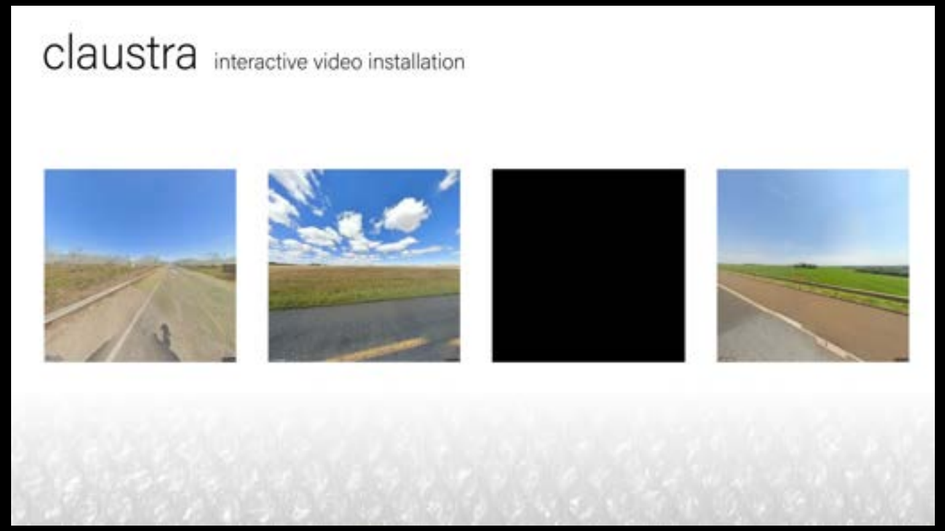
Printed Flyer (A3 and A4)



WEBSITE DESIGN - PLAN

Launching page of our installation (visuals and brief description of installation)

1.



2.



3.

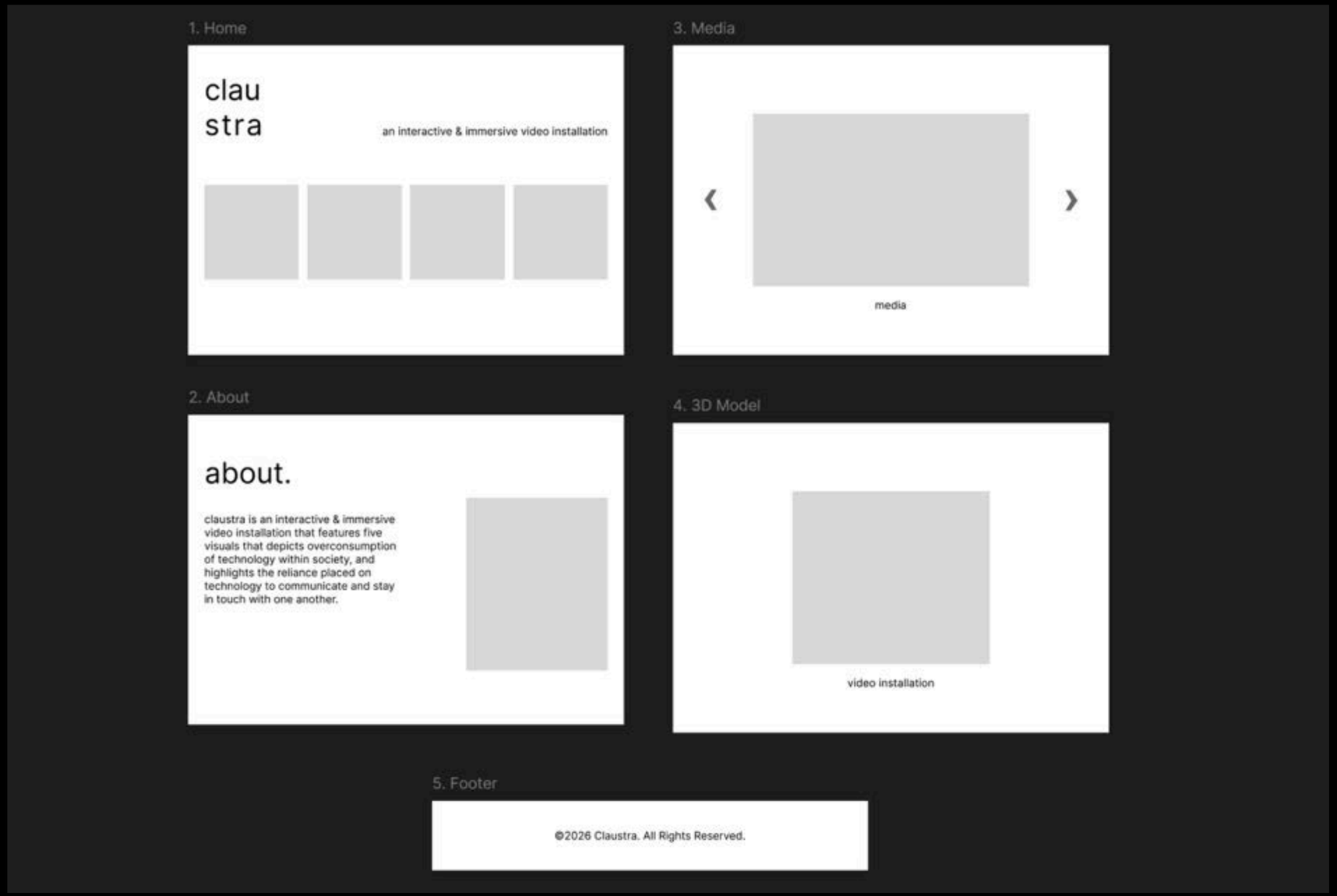


These screens are plans of the architecture and layout of the website

(note: Very rough layout made in Illustrator)

WEBSITE DESIGN - PLAN

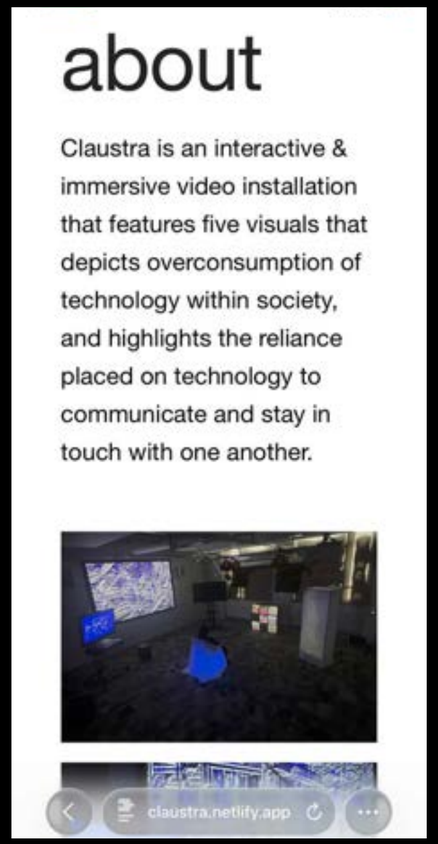
Final Website Architecture

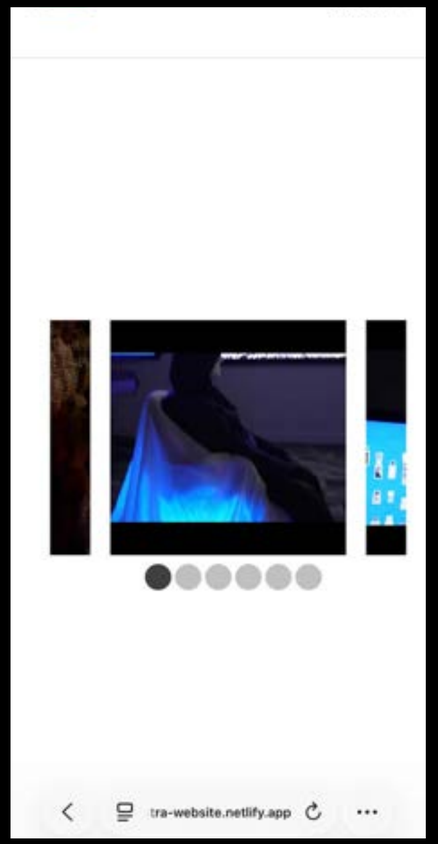


FINAL WEBSITE









Web View

Mobile View

FINAL WEBSITE



https://claustra.netlify.app/

BLOCK 2 REFLECTION

As a whole we are proud with our final outcome of our video installation. We feel that we have been consistent and steady throughout the project both as a team and with the amount of work produced. We are happy that we have steadily followed our project timeline and met our smaller deadlines, resulting in positively having extra days for errors and last finalisations. Communication within the team has been clear and consistent in person and on text, whenever we felt like we had to address something it has been within an open space.

We encountered challenges along the way in Block 2, consisting of small minor technical difficulties with equipment or programmes. These challenges were resolved within the same day or 1-2 days after our prototyping sessions. Examples such as connecting the leap motion controller to the HD TV, the “we are present” interactive video changing its pacing in TouchDesigner, projectors disconnecting etc.

This project has pushed us individually and as a whole within using our skills and expanding them, learning new programmes, brainstorming new ideas while working together as a team. Overall we feel like we have met our project goals and followed our theme abstractly “overconsumption of technology”. Continuing to raise the awareness of how much we rely on technology and how it can distance ourselves from being present.