

PROJECT DOCUMENT

DESN2989 - Graphic & Communication Design B
(PART 2 - 'NEW LAWS')

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RESEARCH

SCIENCE LOGOS & STINGS

Research on science logos and their idents was conducted from those used on TV channels. Both the 'Sci - Discovery Science' and 'Discovery' logos have the ability to transform and change as shown in Figures 1 & 2; enabling them to present a range of themes covered by the channels. The reasoning behind this is that both aim to educate and explore the unknown. Being able to create an adaptable logo can increase longevity whilst making the brand recognisable through its different forms. In the 'Discovery' sting, the gap can suggest an opening within our knowledge that can be closed by watching 'Discovery'. The National Geographic channel is about exploration, education and storytelling as shown in Figure 3. The ident was eye catching due to the difference in imagery (compared to the previous examples), using collage and motion in order to promote imagination and creativity. As a new scene starts to appear, the 'yellow window' (National Geographic logo) signifies new opportunities as well as knowledge. It is unique because of its simplicity and its involvement of mixed media.

Other science related logos from magazines were also looked at, however, they did not express the excitement of science due to the context of the situation (where the logo will be placed and what format). It is also noticeable that the logos all feature a simpler version of themselves as well. Both of these observations are a reminder to not go overboard with logo designing as they have to adapt easily to different formats/ deliverables.

Non-science channels were also looked at and compared to the science stings. Science stings were 3D, and this might be to emphasise the reality/ truth in their content or to show off the advancements of technology. Furthermore, 'NTV's' sting (Figure 6) was unusual as it included a mixture of 2D and 3D elements which transitioned smoothly. Moreover, 'It's Nice That' (Figure 5) was a good example of simple typographic animation, allowing it to be creative on screen but formal in other media formats.

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Figure 1 : 'Sci - Discovery Science' logo and sting

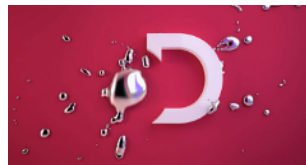


Figure 2 : 'Discovery' logo incorporated into the sting



Figure 3: 'National Geographic' logo incorporated into the sting celebrating 15 years (in Spain)



Figure 4: Science logos used for magazines



Figure 5: 'It's Nice That' sting

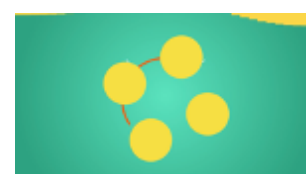


Figure 6: 'NTV's' sting - a Turkish TV channel

DIRECT MAIL

A potential current technology that could be used for direct mail is Apple's Life Print Photo and Video Printer – a form of AR where you use your phone to make the printed images come to life. Figure 8 is a similar example which uses Adobe AR for the 'Forum Internacional de Gala' project. As a poster, this concept works well due to the size and location; people will stop and take pictures etc. However, using this technology for a piece of direct mail sent to a home creates a different mood and atmosphere which might not be as successful as the engagement of an outdoor poster.

Secondly, Google Cardboard (Figure 9) – e.g. enabled potential Loughborough students to see a 360-degree view of available accommodation rooms. This could be developed further in association with this project, to produce a man-made scene to illustrate a complicated topic and encourage exploration.

Both techniques require a mobile device in order to create a dynamic graphical experience, bringing 2D ideas to life. As a piece of direct mail, the graphics might be intriguing as they grab a split second of attention; however, this depends on the aim: what you want the person to get out of the experience or to understand about the brand. This is just as important and needs to be considered as well.

On the other hand, Malcom Auld (Senior Lecturer at the University of Sydney) proposed a useful insight about direct mail by trying to stimulate all 5 senses to increase engagement which makes the experience more memorable. This involves every aspect of the direct mail: the material used, the smell, graphics and colours etc. which can have a big impact on the experience. This suggests creating something physical for people to touch or make, which is a limitation of AR technology.



Figure 7: Apple's Life Print Photo and Video



Figure 8: Forum Internacional de Gala project



Figure 9: Google Cardboard



Figure 10: Example of 'taste' as direct mail - Royal Mail delivered chocolate letters



Figure 11: 'Break down the wall' - sending something physical for people to interact with

RESEARCH

MICROSITES

Four microsites were observed. 'Gucci Hallucination GUCCY SS18' (Figure 12) had scenes with different interactions. For instance, one scene allowed you to change the angle of the image by moving the cursor and for another, to select a colour and draw. In Figure 13, the cursor was also personalised which made the experience better; the cursor and the vibe of the web page suited each other very well. The site also uses a lot of bold, vibrant colour combinations which are attractive to the youth which the shoes are mainly targeted for. Both Gucci microsites had a function which was to showcase Gucci attire and were successful in producing creative imagery and interesting interactions suitable for their target audience.

'Every Nice Drop' (Figure 14) is about water consumption in our everyday lives presented as a storyboard. A person would interact by scrolling in order to change the scene. At the beginning there was a discrete button which allowed you to watch the storyboard as if it was an animation; this was beneficial as scrolling did get tiring. There were also links at the end which directed you to other pages, as well as a 'back to the top', a feature which Gucci did not have.

The last microsite was for the film 'Lady Bird' and was presented as a quiz, showing clips from the movie when a particular answer was selected. This was a good idea to provide a sneak peek for people who have not watched the film but acts as a reminder for people who have. It also features music which other microsites did not have. A limitation was the moving background because it made the navigation panel invisible in the left-hand corner.

A commonality was they all had an indication as to how far the user had progressed in the interaction – whether it was how far the web scroll was or the number of questions completed.



Figure 12: Gucci Hallucination GUCCY SS18' [http://springsummer.gucci.com]



Figure 13: Gucci #24HourACE [http://24hourace.gucci.com]



Figure 14 : 'Every Last Drop' [http://everylastdrop.co.uk/]



Figure 15: 'Lady Bird' [http://ladybird.movie/]

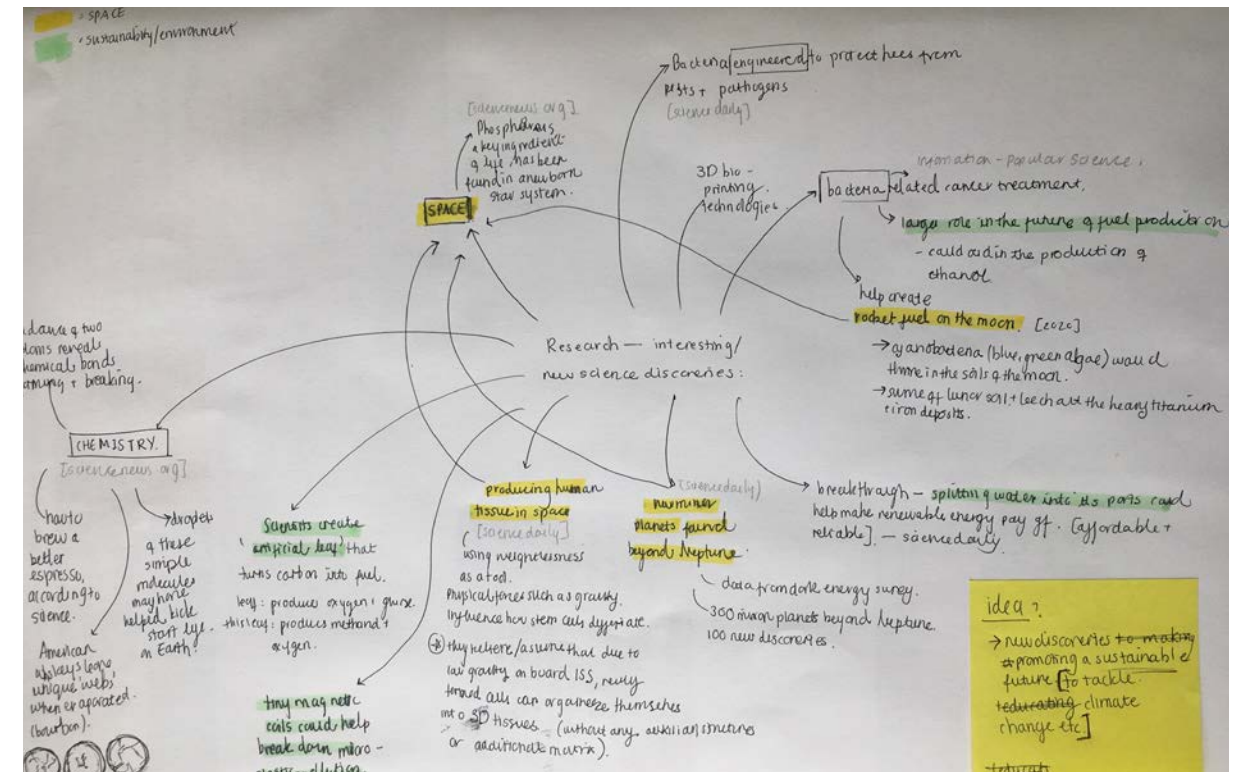


Figure 16: Mind map presenting scientific discoveries in relation to Space, Sustainability and Chemistry

CONCEPT RESEARCH & DEVELOPMENT

Research of the most recent and interesting science discoveries was done. The majority of the stimulating titles focused on: Space, Sustainability/ Environment and Chemistry. In the end, the decision was made to focus on new discoveries promoting a sustainable future, which was influenced by articles on the artificial leaf and clean/innovative ways of generating energy. What is better than focusing on a topic that is a current crisis across the world? The aim is to engage Generation Y & Z, that already understand the crisis but actively wish to learn more, be involved and make change happen. Previous theme ideas lacked motivation and drive making it hard to engage with.

When deciding on a concept for the Sustainability theme, there was a strong connection towards the artificial leaf. The theme acts as a sneak peek for the channel (influenced by microsite research), but also make the deliverables less complex and consistent. Figure 17 (next page) shows some developments of the logo/ sting; however, it was very hard to think of an idea which was do-able on After Effects / Cinema 4D as the ideas were too adventurous. Images were collected as a source of inspiration, as well as attempting other concepts.

The solution was to focus on a big topic within sustainability influenced by emerging science: plastic.

There are 3 brand aims:

1. Awareness – What is the problem?
2. Innovation – What new scientific discoveries are there?
3. Creativity – What can you do to help? (linked with the direct mail)

There is a focus on plastic so that these aims can be applied and demonstrated to the audience.

DEVELOPMENT

MICROSITE

Figures 31-35 show low fidelity wireframes of different sections of the microsite, structured using the three brand values: awareness, innovation and creativity. The creativity part was chosen as the main interaction because it is linked to the direct mail. The plan is to have 4 sections within 'creativity': the homepage, instructions (storyboard), maintenance and more ways to help. The sketches for each section provided a way to help organise images and text quickly and the preferred layout was digitally created on Adobe XD.

Figure 36 demonstrates the initial idea in digital form. 'Creativity' is presented as one long screen/ storyboard, effectively allowing the user to scroll through all the sections, including all the steps to making the beeswax wrap. When the user scrolls, the screen would sharply transition to the following section. However, smooth transitions for the storyboard with the instructions was inspired by 'Every Last Drop'. As you scroll, the images rearrange themselves and the text changes. Control buttons were also added so that the user did not have to scroll and observe images and text change/move.

Furthermore, the navigation timeline (on the right of each screen) allows the user to engage with other sections within 'Creativity' and lets the user know what section they are currently on. However, this was unsuccessful because it did not consider how the user would visit other core values – without scrolling to the bottom. The problem with this whole interaction is that it is a little complicated and it should be more logical so that when users interact with it for the first time, it is not confusing. An improvement would be to create a better navigation system and consider not having the scrolling element feature throughout the whole interaction, but only for the instructions.

Figure 37 shows experimentation with imagery for the 'New Laws' homepage. Initially this was just a white background but needed something more significant as an introduction. A solution was to use imagery from the sting which allowed the deliverables to connect too.

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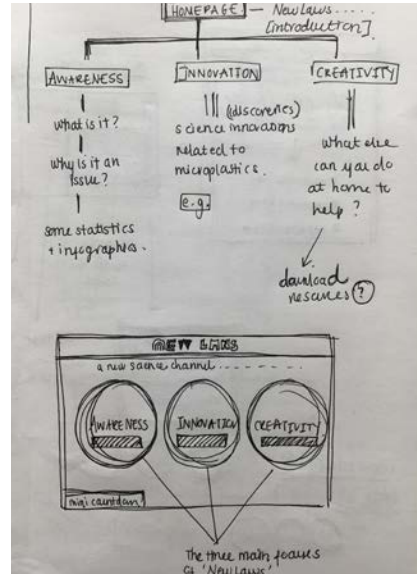


Figure 31: Wireframe and homepage sketches

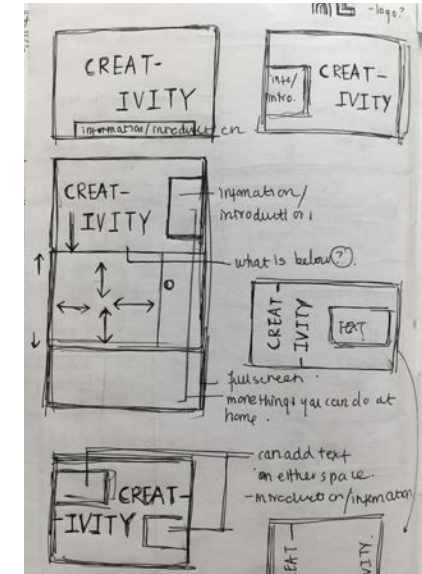
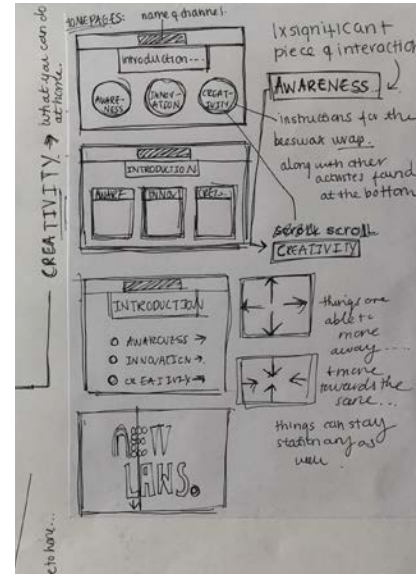


Figure 32: 'Creativity' sketches

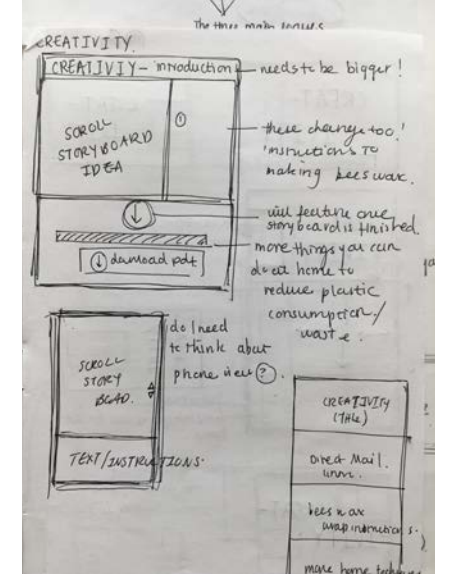
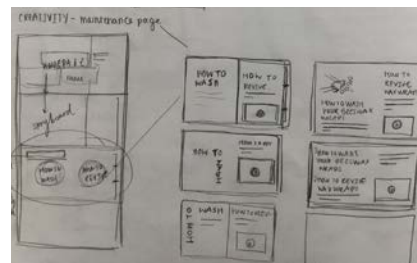


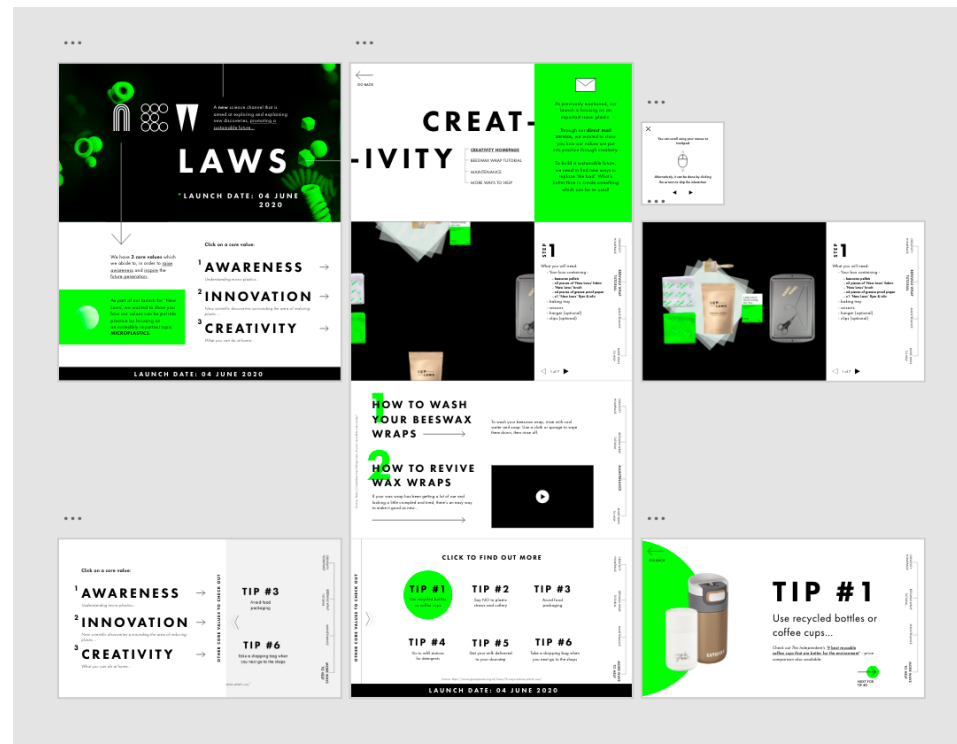
Figure 33: Instructions on how to make beeswax wraps using the scrolling feature



< Figure 35: Sketches of potential screens for the section on more ways you can help

^ Figure 34: Sketches for the maintenance section

> Figure 36: An unsuccessful high fidelity wireframe



PROJECT

'NEW LAWS' STING

The final sting was made using Cinema 4D because it allowed experimentation with 3D shapes and modelling, but it was also imperative to include realism for the idea to work which was mentioned when researching science stings.

Initially the sting focused on one perspective – however, developed further so at the start, different close up camera angles of the microbes and coils breaking down the plastic were more dramatic and impactful. Lighting and depth of field were also added to make it more realistic.

The featured animated 'New Laws' logo was made with After Effects and transitions quite quickly in order to match the speed of the background animation. The animation effects and branding specifically tries to target Generation Y & Z who are exposed to these visuals and type of design more – e.g. Gucci #24HourAce microsite as a visual example (Figure 13).

The audio was particularly difficult to find to suit the visuals that were already created. However, Billie Eilish's instrumental version of 'Bad Guy' worked with the motion due to the powerful and memorable beat. The idea is to make 'New Laws' trendy and contemporary (towards the target audience) which has somewhat been achieved. Sound effects such as the sweeping and typing were also included so that it was more layered. For improvement, it will benefit from even more layering of sounds that go in time with the bumping and colliding. Also, perhaps a reverse effect at 6.5s into the video to make it more dynamic.

The colour scheme is consistent throughout all the deliverables in order to create a strong visual brand identity, using black, white and neon green. The colour combination is what produces a contemporary and authentic style, whilst the green also hints the association of sustainability and the environment and the brightness conveys innovation. Unfortunately, the video does not show the true impact of the colours because of the rendering settings and colour gamut.

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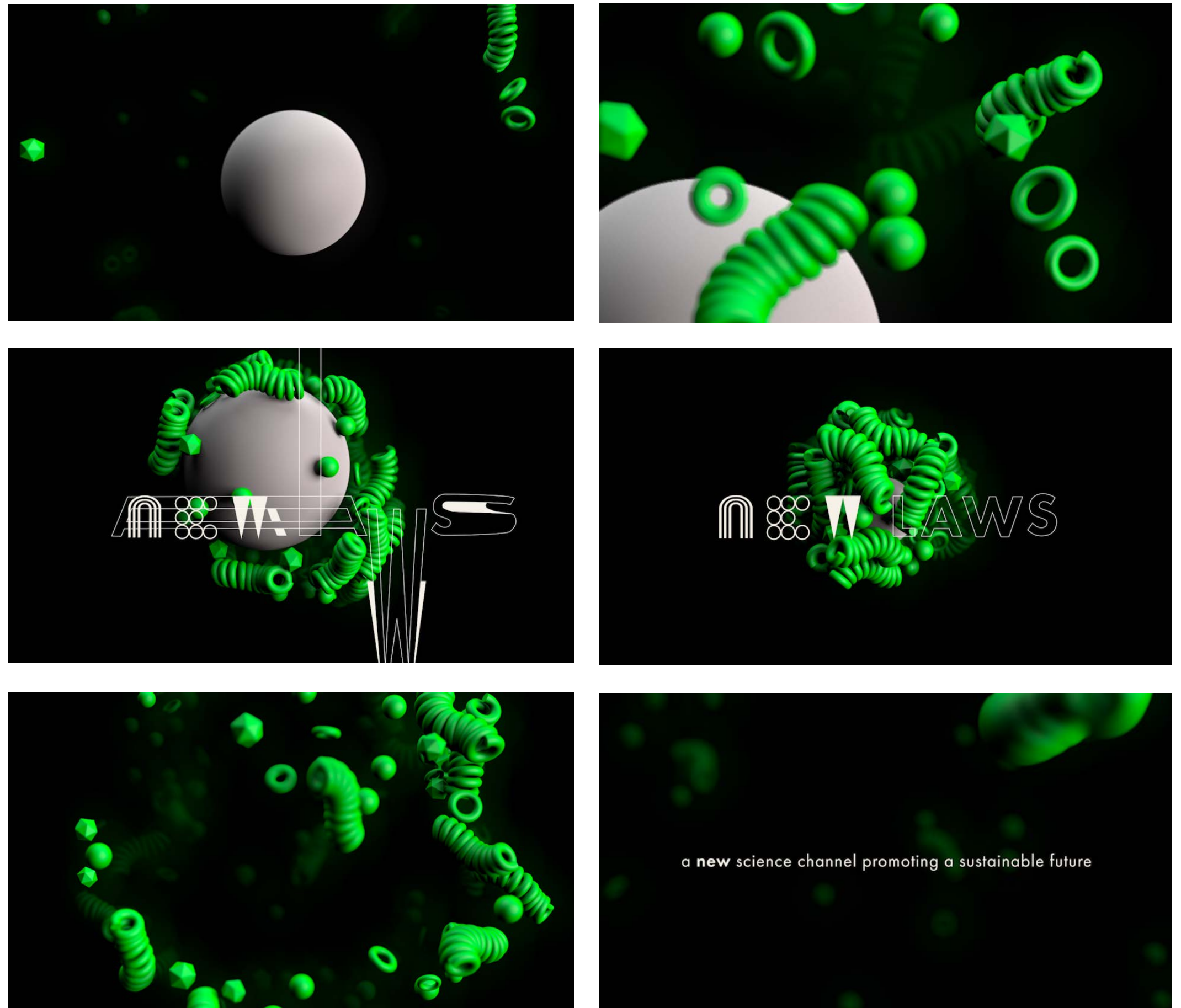


Figure 38: Screenshots of the final 'New Laws' sting



Figure 39: Final design of the 'New Laws' direct mail box



Figure 40: Showcasing the contents inside the 'New Laws' direct mail box

PROJECT

DIRECT MAIL:

AR was researched and was considered during the development stage; however, it was not compatible to use with the intentions and motivations of the brand and the 3 core values. There was a real desire to create something that was physical but also made the person feel significant by allowing them to create/ do something to help, in relation to the theme.

In the development stage the box was brown making it look resourceful and organic, which was favourable for what the brand is trying to promote and inspire. However, there was no clear difference between the direct mail and an Amazon package for instance. When experimenting with black a bit more, it added sophistication and a bit of mystery as to what could be in the package and more importantly it stood out. The design of the package is simple and clean, adhering to the brand design attributes.

For further improvement, the direct mail might be even better if the packaging itself could transform into something else, which could be used with the content inside the package. Although AR could not be used as an idea for direct mail in general, it could be used to reveal hidden messages on the box, labels or even fabric etc. This is an idea that can definitely be developed further.

PROJECT

MICRO-SITE:



SITE MAP

The site map is a very simple outline of what is available, as well as presenting the main interaction which is linked to the direct mail. This is so that people are able to find more information, such as instructions, maintenance and more ways to help.

WIRE FRAME

The microsite idea was heavily inspired by 'Every Last Drop' and the scrolling interactive feature used. Although the idea was attempted in the development stage, it did not work across the whole 'Creativity' section. Instead, the 'Creativity' homepage features a timeline which directs the user to a new page; it was better to separate the pages rather than having one long page.

As the scrolling interactive feature did not work, it meant that users needed a new way of reaching other pages or core values. The solution was to create a hamburger menu which was accessible on every screen that was possible. It would slide out from the right and highlight in neon green what the user is currently viewing.

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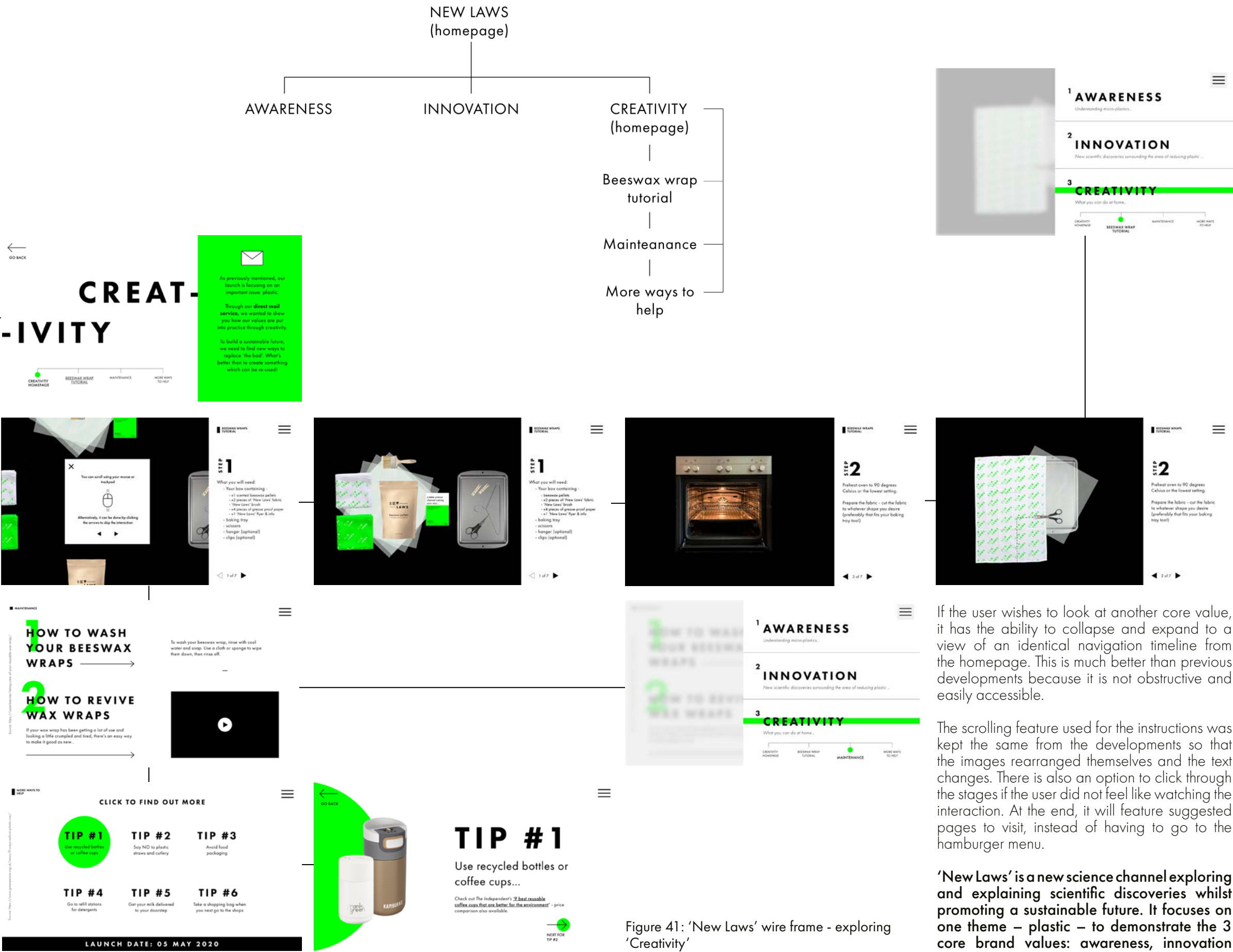


Figure 41: 'New Laws' wire frame - exploring 'Creativity'

If the user wishes to look at another core value, it has the ability to collapse and expand to a view of an identical navigation timeline from the homepage. This is much better than previous developments because it is not obstructive and easily accessible.

The scrolling feature used for the instructions was kept the same from the developments so that the images rearranged themselves and the text changes. There is also an option to click through the stages if the user did not feel like watching the interaction. At the end, it will feature suggested pages to visit, instead of having to go to the hamburger menu.

'New Laws' is a new science channel exploring and explaining scientific discoveries whilst promoting a sustainable future. It focuses on one theme – plastic – to demonstrate the 3 core brand values: awareness, innovation and creativity.

REFERENCES

Typeface for ‘New Laws’ – ‘VTF Mixo’ by Matthieu Cannavo – <https://www.velvetyne.fr/>

STING:

Audio –

‘Bad Guy’ (instrumental version) originally by Billie Eilish, loop uploaded by Youtube user – <https://www.youtube.com/watch?v=A9cyYuCPESM>
Sweep (transition) by Zapsplat – <https://www.zapsplat.com/sound-effect-category/sweeps-and-transitions/page/2/>
Typing by Zapsplat – https://www.zapsplat.com/page/3/?s=typing&post_type=music&sound-effect-category-id

DIRECT MAIL:

Images –

Closed box - <https://www.tinyboxcompany.co.uk/kraft-1-piece-thin-a6-mailing-gift-box-kraft-natural-fma6kr22>
Opened box - same link as above
Recycling logo - <https://www.recycling.com/downloads/recycling-symbol/>

Contents of Box -

Folded up fabric – <https://www.marthastewart.com/1540786/shibori-dyeing-techniques>
Pouch (mock up) – <https://www.anthonyboyd.graphics/mockups/paper-bag-packaging-mockup/>
Paint brush - <https://thorndown.co.uk/product/harris-t-class-delta-sr-4-pro-paintbrush-80340/>

MICROSITE:

Images –

Instructions (storyboard) Section -

Contents of Box from Direct Mail – already referenced in previous section
Baking tray – <https://www.thecakedecoratingcompany.co.uk/baking-kitchenware-c25/cake-tins-baking-trays-c60/pme-large-non-stick-baking-tray-p2538>
Scissors - <https://www.cchobby.com/multi-universal-scissors-l-17-cm-black-right-and-left-handed-12pcs>
Hangers - <https://www.containerstore.com/s/closet/hangers/classic-tubular-hangers/12d?productId=10007245>
Clips - https://www.alibaba.com/product-detail/High-Quality-Wood-Bambo-Mini-Clothes_60713918843.html
Oven – <https://www.superpages.com/em/ovens-temperature-control-heres/>
Laid out fabric - <https://www.marthastewart.com/1540786/shibori-dyeing-techniques>

‘More You Can Help’ Section –

Kambukka - <https://www.independent.co.uk/extras/indybest/house-garden/coffee/best-reusable-coffee-cups-a9393481.html>
Frank Green – same link as above