

FILM AND DIGITAL ART
SYDNEY COLLEGE OF THE ARTS

Master of Interactive & Digital Media
MMDE 5002 Interactive Media Project Major 2

Semester 2 2009 > FDA Teaching Lab > Tuesday 10am – 1pm & 2 - 5pm

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PROPOSAL DOCUMENT

The proposal document is due in week 6 (1/9/09). This document should be a hardcopy version of your presentation and be presented in a bound form. The document should address the following points; below them are some questions that may be helpful in approaching this task.

Project title and description

The name of your project, as well as a brief description of its content and form. This should be as clear as possible and allow the reader of the document to get a firm understanding of the proposed work in a few sentences.

The brief that you are responding to

Identify which project brief you are responding to and explain how the project fits into the brief. If you believe your project crosses a number of categories explain how, making note of the features that are pertinent to each category.

Project Concept - what is the idea behind this project?

Provide a clear conceptual outline of the your project. What are your motives for doing this project? What are the key ideas behind your project? What reading, ideas and theory has influenced the project?

Design Concept

What is the design concept behind your project? What decisions have you made regarding the appearance and aesthetics of your project? What is the structure of your project? How does this relate to the concept of your project? What consideration have you given to the material you are working with in terms of presentation and display methods? What role does motion play in the design in regards to both motion graphics and moving image? What role will multimedia elements such as sound and video play in your design? How have you considered the role of interactivity? How do you define the "Look and Feel" of your project

For all these questions you may find that the use of illustrations and references to other works may help.

Innovation Statement

Provide a clear outline of where the innovative aspects of your project lie. What parts of project are innovative in terms of both concept and execution? What approaches are you employing in this work that can be considered original and groundbreaking? Where does the innovation lie in your project?

Target Audience

Who is the audience for your website? How and for what purposes do you envisage your audience using the site? How has your design process taken into account the needs/expectations of your audience? How will the use of multimedia and/or networked delivery allow you to serve your audience?

Media and Technology to be used

Provide a clear outline of what technology you will use to build your project and the type of media you will employ. Make note of any unusual or remarkable uses of media and/or scripting that the project will implement.

Special elements

Special care must be taken in covering any special elements that your project uses such as games or interactive toys. For example, if your project is to employ a game it is not simply enough to identify this as "game" on your flow chart and make passing mention of it in your design concept. Rather, you should provide a clear diagrammatic representation of how it will work and also provide a clear outline of how the use of the game will further your design concept.

VISUALS THAT MUST BE INCLUDED

Interface design

Provide a clear illustration of the interface components of your project. This preliminary mock-up should provide illustrations of what the interface will look like, how it is accessed and how it functions. How will user feedback be provided? What role will sound play? How does the interface relate to the structure of the project?

Sample screen designs

Provide clear and thorough examples of screen designs for your proposed project. These are to illustrate the layout, use of colour and typographic approach. This is basically a detailed illustration of your design concept.

Site map

The site map should provide an easily understandable outline of the structure of your project. You should make clear the paths of access to the various parts of the work and leave nothing unclear. All areas of the project should be mapped.

Storyboard of key animation sequences

Your storyboards should provide an insight into how key animation sequences will unfold over time. Even if you are not using traditional animation techniques you will need to storyboard such elements as screen transitions and motion graphics. In preparing storyboards you should set out to effectively illustrate how a movement sequence will progress. A good resource for animation storyboarding:

<http://www.abc.net.au/arts/strange/workshop/storyboard.htm>