

Interactive Project for EOYS

By Dan, ****, **** and ****

The Brief/Introduction to the Project

“To devise an interactive ‘activity’ to engage audiences while visiting the DMD End of Year Show (EOYS) which is on Wednesday 29th March in Week 11. The theme should be ‘engaging with digital media and/or digital technology’.”



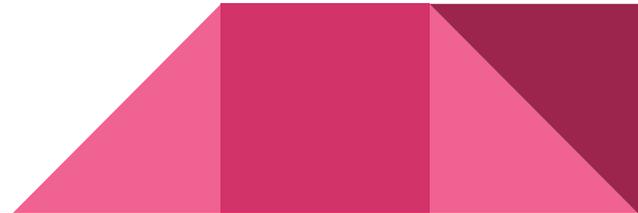
Our Team Roles and Responsibilities

Dan - I will be making the coding activity for our interactive project and helping with any other things as well

**** - Second hand help with the coding activity and helping with any others

**** - Setting up card trick site/domain and functionality

**** - Second hand help with card trick site - also help with anything else



Analysis of Our Target Audiences, Our Needs, Expectations and Legal Requirements

Little knowledge of Digital Media technology or media

They can learn different technology and devices

Language barriers

Our products should be with a translation system

People with disabilities (hearing, blind)

Make sure that appropriate colours are used or something which doesn't need hearing

Research in Relation to Our Target Audience (Little Knowledge of Digital Media Technology/Media)

- Make it simple to use/understand
- Introduce them to different technology/devices and explain what each thing does
- Provide a quiz which teaches them in a fun way
- Show them the more exciting aspects of Digital Media
- Show them a variety of different things Digital Media offers

Target Audience (English isn't their First Language)

- Use Visuals
- Use a piece of software which can translate
- Interact through coding (language within itself)
- Speak slowly and clearly (*The Newman Group*, n.d.)
- Try not to shout, be patient (*The Newman Group*, n.d.)
- Don't use idioms/slang (*The Newman Group*, n.d.)
- Rephrase what you have previously said to reinforce the point you're trying to make (*The Newman Group*, n.d.)
- Utilise body language (*The Newman Group*, n.d.)
- Ask and make sure they know what they're doing (*The Newman Group*, n.d.)
- Use Google Translate (May be condescending)

Target Audience (The Disabled - Hearing/Lack of Mobility)

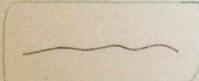
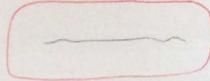
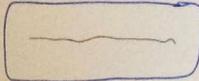
- Make the activities so that as little movement is needed as possible
- Use words instead of sound
- Have signs on tables as well as explaining what to do
- Go to the person rather than waiting for them to come over to you (mobility)
- Create activities specifically targeted at the disabled (may feel singled out)
- For people with hearing difficulties face them directly (*UCSF Medical Center, n.d.*)
- Talk to people with hearing difficulties in the same room (*UCSF Medical Center, n.d.*)
- Speak clearly and slowly for people with hearing problems (*UCSF Medical Center, n.d.*)
- Look at the visitor to see if they look confused (*UCSF Medical Center, n.d.*)

Sketches/Concepts

Kahoot! Idea

KAHOOT!

What Device is used for VR?



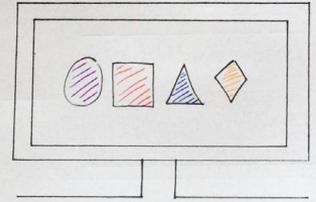
Teaches the user about digital media (devices, technology, etc.)

Illustrator/Photoshop, etc. Idea

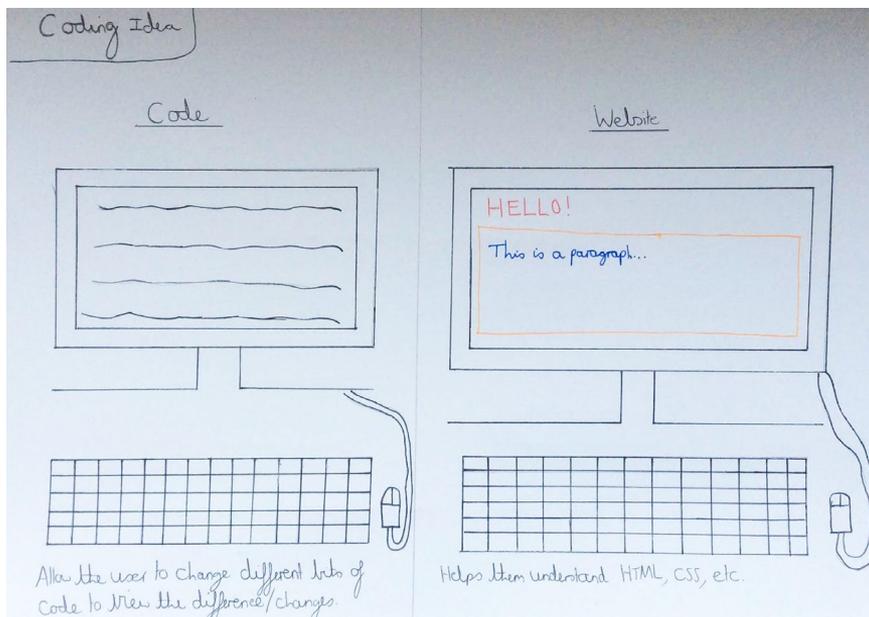
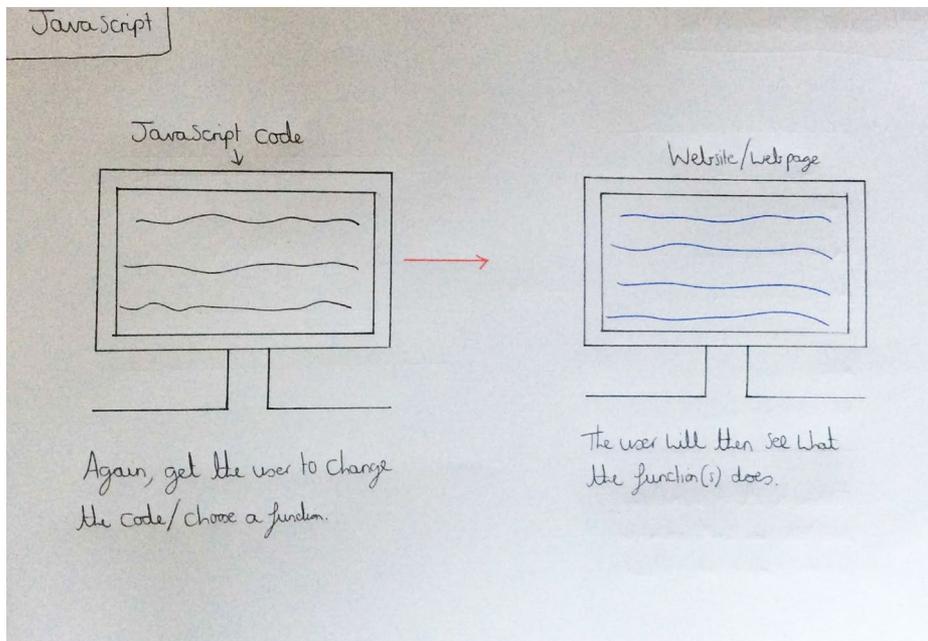
Instructions

- _____
- _____
- _____
- _____
- _____
- _____

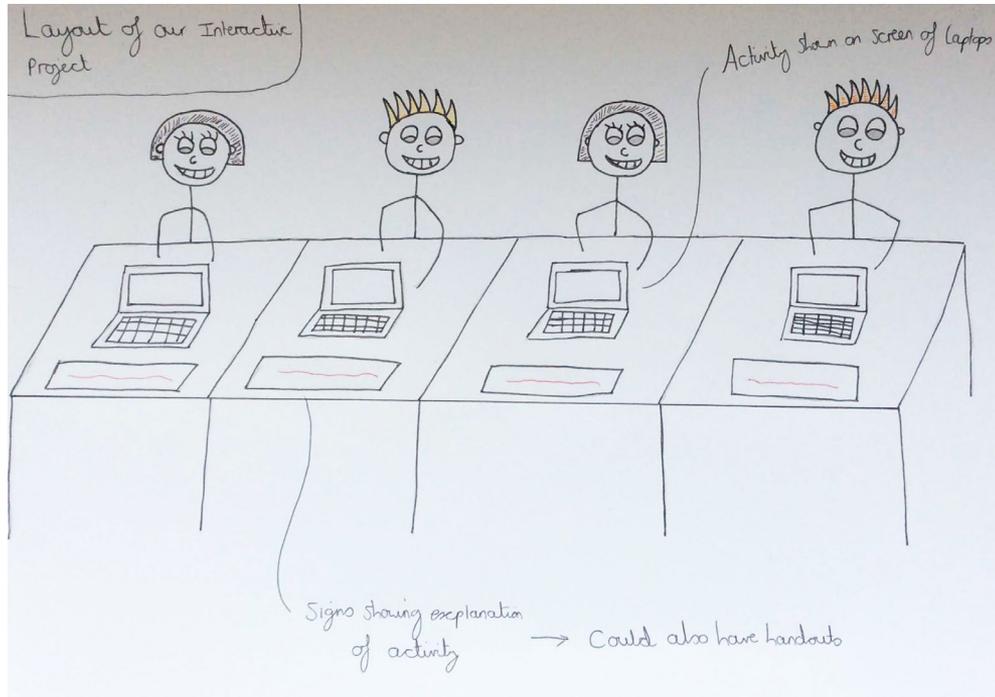
Follow a set of instructions
which tell you how to make an
image (except tools + software)



Sketches/Concepts Continued...



Sketches/Concepts Continued...



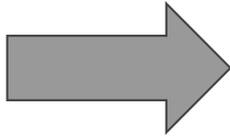
How we could lay ourselves out

Sketches/Concepts Continued...

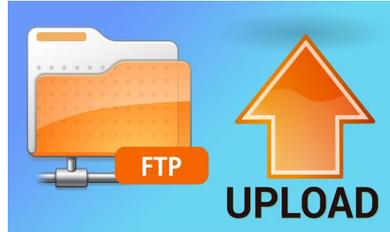
“Pick a card”



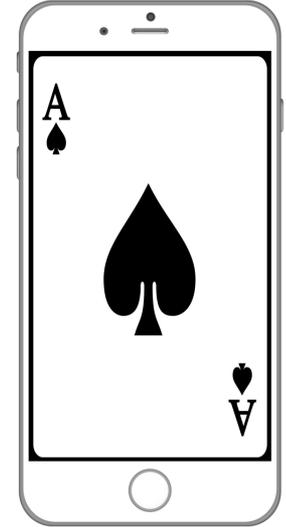
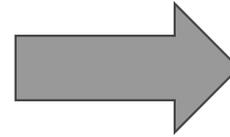
Do trick & identify their card



Upload their card to site



“Go to Transmedia.space , is that your card?”



“WOW AMAZING!”

How Will Our Ideas Enable the Audiences to Engage with Digital Media

- Our ideas showcase a variety of different aspects
- Aspects such as coding enables the audiences to gain an insight into the sorts of things we learn about
- They will entice the audiences to learn more about the types of things Digital Media involves

How Our Target Audience will Interact with Our Activity(s)/What we will Need from the User

- Our target audience will interact with our activity(s) through various devices
- For the coding activity, they will use one of our laptops/desktop computers
- On some activities there may be pieces of paper with instructions which they will interact with to understand what they are doing
- From the user we will need full concentration and signs that they are intrigued/interested in what we are offering
- The user will need to be able to understand what it is we want them to do

Research in Relation to Similar Interactive Activities/Exhibits

```
<!DOCTYPE html>
<html>
<head>
<title>Page Title</title>
</head>
<body>

<h1>This is a Heading</h1>
<p>This is a paragraph.</p>

</body>
</html>
```

This is a Heading

This is a paragraph.

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TUTORIALS ▾ REFERENCES ▾ EXAMPLES ▾

HTML and CSS

- Learn HTML
- Learn CSS
- Learn W3.CSS
- Learn Colors
- Learn Bootstrap
- Learn Icons
- Learn Graphics
- Learn How To

JavaScript

- Learn JavaScript
- Learn W3.JS
- Learn jQuery
- Learn jQueryMobile
- Learn AppML
- Learn AngularJS
- Learn JSON
- Learn AJAX

Server Side

HTML

The language for building web pages

LEARN HTML

HTML REFERENCE

HTML Example:

```
<!DOCTYPE html>
<html>
<title>HTML Tutorial</title>
<body>

<h1>This is a heading</h1>
<p>This is a paragraph.</p>

</body>
</html>
```

Try it Yourself »

CSS Example:

Outline of the Technology we will Possibly Use (Easy, Safe, Interesting Whilst being Easy to Maintain and Secure?)

- Coding Activity -> Sublime Text 2, HTML and CSS, a laptop, some type of browser and a WiFi connection
- Quiz -> 'Kahoot!', laptop, users require phone with WiFi connection
- Card Trick -> Pack of cards, laptop with FileZilla, registered domain, user requires phone with a WiFi connection

Research in Relation to the Technology being Used

For the Coding Activity:

- A text editor or coding program is needed (e.g. Sublime Text) (Shannon, 2012)
- An Internet browser e.g. Chrome, IE, Edge (Shannon, 2012)
- Sublime Text is “intuitive to start using” (Rossi, 2015)
- Microsoft Edge is “super-quick” (Cox, 2017)

Research in Relation to the Technology being Used

For the Card Trick:

- FileZilla required to quickly transfer files onto the server
- A digital deck of cards required to be uploaded when needed
- Visitors will need to use their phone with an Internet connection (University WiFi may be available)
- Learn some interesting card tricks online

Challenges We'll Face and Actions Our Project will Deliver

A few challenges which we'll face as a team include meet-ups – this is because there are team members who have to commute. However, to resolve this we will plan on dates to meet up and make sure everyone is available to meet that day.

Another challenge we could face, is if one of our interactive plans don't go as smoothly as we would like, as we have a tight time-schedule to change anything majorly.

Another would be to keep the audience entertained throughout the whole demonstration - some people may not enjoy the development side entirely. (Our charming personalities should be able to make sure this doesn't happen).

Our USP(s)/Commercial Aspect

- Engaging & interesting for the audience
- Very interactive to get them more involved
- Entertains as well as educates
- Allows them to better understand technology in a simple way

Our Key Targets for the Next few Weeks (with Gantt Chart?)

- Prepare the code for the activity and test
- Setup a 'Kahoot!' quiz based on the coding activity
- Learn card tricks, download digital pack
- Setup a domain and test uploading cards
- Run through activities and ensure they'll run smoothly
- Set organisation for everything to be completed as we are on a tight time schedule

Bibliography

Cox, A. (2017) The best web browser 2017. Bath. Future Publishing Limited. Available at: <http://www.techradar.com/news/software/applications/best-browser-which-should-you-be-using-932466>. [Last Accessed 18th March 2017].

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UCSF Medical Center (n.d.) Communicating with People with Hearing Loss. Available at: https://www.ucsfhealth.org/education/communicating_with_people_with_hearing_loss/. [Last Accessed 18th March 2017].



Thank you for Listening
Any Questions?

