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Va 401-402 project proposal

Definition of the project:

This is an interactive video project that aims to introduce Sabanci University for the new comers.

Conceptual Description:

Imagine yourself as a new student in a new school. You do not know anything around yourself. You are just to be like a fish out of water. Everything is new to you so you are wondering to learn your new school. So overall concept of the project is giving the information from the view of a new student. When project starts student explore the university and get information with it. Video starts from main entrance and moves to departments step by step. User has interactive control over the video. Like when the video starts user can make certain selections inside the video. For instance when the video comes to a cross road, user can select his own way. He is free to go and explore any department inside the university. For example he direct the video inside the FASS building. When he is inside, he can stop the video and get information about the faculty from another application inside the video. Or the other way to get info, user can ask questions to students inside the video and get answers from them. Even he can speak with canteen's employers to learn what he can eat from there. So user can learn interactively about the Sabanci University.

Objectives and Goals

This project has two sides; one is New Student and the other one is SABANCI UNIVERSITY. So objectives and goals will be different for each other.

- This is a publicity campaign project for the university so the main goal is introduce the university in every aspect to the new coming students in the future.
- On the other hand, the second side of the project will cover the New Coming Students lack of information about the campus life, housing, student activities, dining, health and admission etc.
- Making this introduction campaign more interactive, user friendly and exciting is my other goals.

Target Audience

The new Sabanci University students and their families will be my target audience. I have to know their specialties and make my project suitable for their concerns. First of all they are new to everything at the school and want to know where they have to go. So the information about the buildings of the school comes to front. Best way that gives information about the places is map. So I keep this information under consideration while I am making the project.

in this web page there is a video about Sabancı University.

www.sabanciuniv.edu/tr/?genel_bilgi/tanitim/tanitim_kapak/tanitim_kapak.html

In this video classic way of introduction used so it is not different than the other ones. So this project will try to achieve these problems and make the university promotions more interactive and more giving the atmosphere of the university. These problems are also my challenges to achieved. I have to make this project more interactive and more interesting. I have to find a way to give the atmosphere when you are first come in to the university. Because my overall concept is that you are a student new in school and try to take information while you are looking around. When i finished the project i will have the ability that creating conceptual solutions to certain problem. This is the main gain of this project for me. On the other hand using the video technique and coding with flash will give me perfect experience for the future. I am interested in video techniques and how it is combined with computing and coding mediums so this project will give me new perspective on this side. By the way there are some similar projects like Nicholas Negropente's Surrogate Travel System, Aspen Movie Map. The Aspen Movie Map allowed the user to take a virtual tour—travel surrogate—through the city of Aspen Colorado. It is an early example of a hypermedia system.

Background information:

When I look over the Sabancı University's introduction cd-rom I was wondering about how to make it more user friendly and more attractive. And I think it might be quite useful to make it interactive. Because when you find yourself in a media and directly have the control over it you can take more information from it. So I came up with this idea. By the way this concept is fit on the Sabancı University's general interdisciplinary structure. Because in this project I will use two different media: video and Flash, Action Script coding language.

In this project Sabancı University's introduction problem, which I mention before, will be solved. Generally universities uses print media for their promotion. These kinds of materials could be boring and not reflect the universities general perspective. For example Sabancı University's interdisciplinary perspective cannot giving by the print media effectively. Sometimes universities use video project to get over these problems but again this projects cannot go further. These short videos again could not giving the main atmosphere of the universities. For example

Detailed Project Description

The main concept once again is that you are a new student at the university. So the main purpose of the student is taking information from the orientation day. So the video will give scenes from the orientation day. When you start the project you will face with the main interface, which leads you to inside the video. User can come to school with his own car or with shuttle. So at the beginning, he will be asked about whether he comes to school with shuttle or the car. Because the process of each one is different. If he chooses the shuttle, user starts from the main gate of the university with shuttle procedures in order to enter the university. Checking id, and paid the transportation fee etc. Than with direction of the other students he drops off at the first station. At this point he already get information about the shuttle system of the university. Because this day is orientation day a tutor will come and take the group of students with the user and starts the orientation. Tutor will give the information about university center, dormitory region, faculties, information center, sport center, and SGM (Sabanci Show Center) While at these steps user have the ability of interaction at certain points.

Scope Of the Project

In this project Sabanci Universities buildings and their information and also the philosophy of the teaching method, which determined as interdisciplinary will be covered. But students' daily life problems and their solutions will not cover by this project.

Required know-how and resources

In order to make this project, action script coding language and combination with video files technique must be known. On the other hand video shooting is very important key point for this project. I will determine whether it will be first person angle or general area angle. Video editing works will be other elements for the project. So Adobe Premier and After Effect programs must be known too.

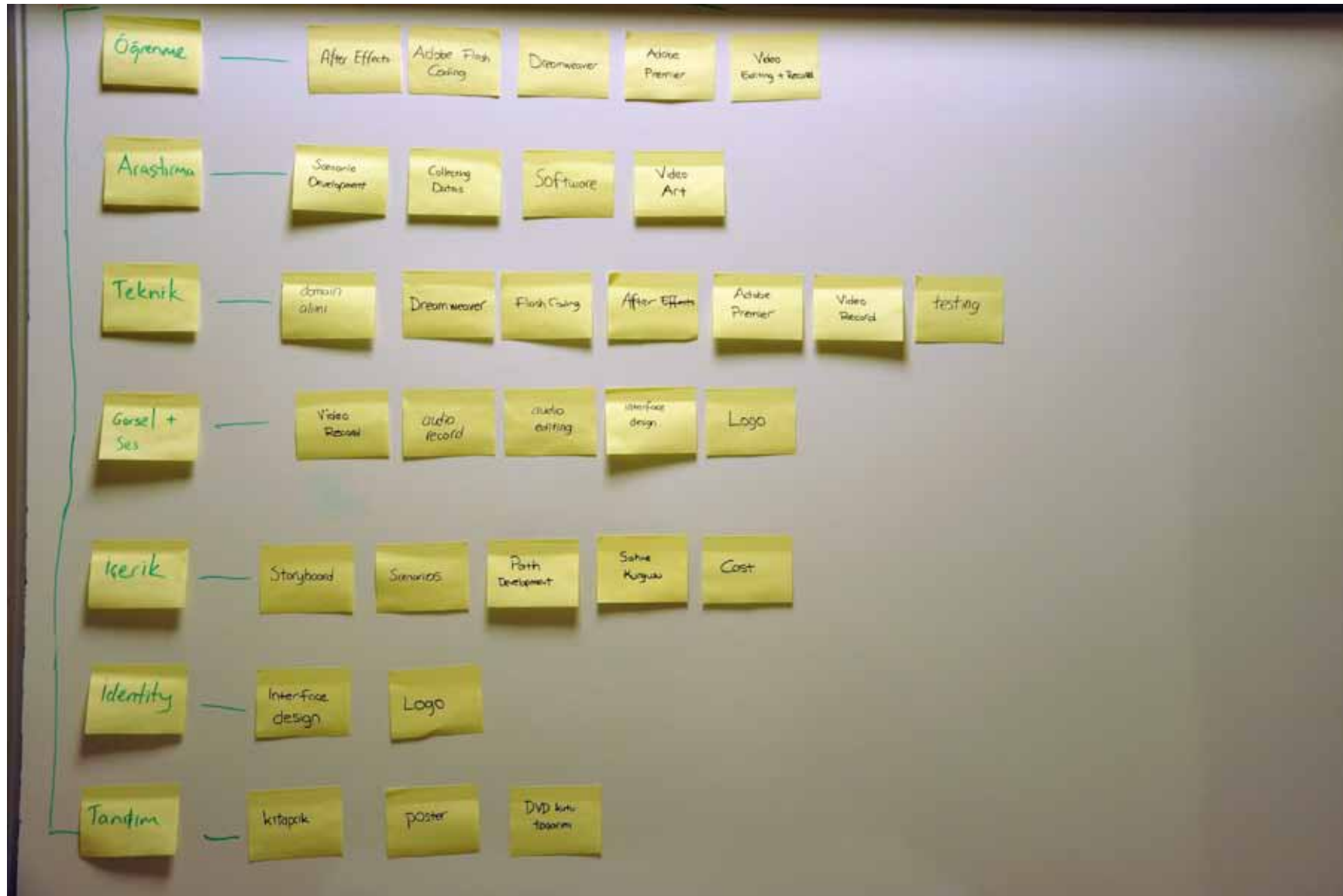
Difficulties and Risks

Learning action script coding language is my main difficulty. I have never used this language system before. Meanwhile the other programs are Adobe premiere, and After Affects for video editing are the other ones, which I should learn in order to make the project. Add to these ones, the other difficulty is making the project more exiting than the other introduction materials. To achieve this I choose the use video techniques but at last I am going to shoot some university building so far and they are not quiet exiting by themselves. So I have to shoot the videos with very creative scenarios in order to make them exiting.

Work Breakdown Structure



Pert Chart



Gantt Chart

