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VA 401 Project Proposal

Project Definition

 Everybody owes Matt is an interactive comic where user can change the flow of the story

Objectives & Goals

First goal comes with the story itself. When the word comicbook is heard, usually people have a stereotype in their minds. Traditional comicbooks is commonly about superheros which saves the environment they live in. But this story does not have that typical superhero. Our superhero works only in exchange of money and does not have any morals. So the hero basically can help the world or corrupt the world.The main idea is to criticise how people are polluting earth, abusing each other, fighting selfishly, causing corruption and always complain about it, but never really take action to fix the problems we have today. It asks the question what if there was a superhero like a reguler person. Would it be better for world or would it be worse? It criticizes the morals of people and the use of power of one on others. And tell that as a result the change people want to see in this world can only be achieved by themselves again.

Secondly this project changes the traditional comicbook concept known today because it's an digital comic application rather than a comicbook. This Project will be produced and used in digital platform which is today's most populer medium . So this medium brings a new feature to the users which they would be able to change the flow story. Also with this medium it would be easier to spread the work.

Target Audience/User

Basically all users but specificly educated computer users between 15 and 30 year olds.

Background Information

Before i came with the this project, i was thinking of a project where i would be able to create illustrations, animations, video, games, and maybe a little bit of music. I was trying to find a clever way to do all of them, then i thought of my comics and think to convert it to something interactive and digital. By combining both i created an interactive comic where i would be able get a platform to continue illustrating and drawing, and at the same time start to animate them and even use music.

The main challenge is to create a comic book. I have red comic books but i have never done a comic book before. Making a comic book is different than anything i did untill this time. It is unusual because it's a sequential frame by frame art and every frame should be created specifically in order to communicate correctly to the reader. The frame should contain the correct moment of that time interval. On the other hand, a story, a script is needed to create the comic book. And in this script characters contain noticable importance to be succesfull. So, another topic is creating a character.

Character design is one of the fundamental concepts for artist. When i take a look at animations, comics, games and cinema one of the crucial points of them is the characters they have created. Creating a succesfull character plays anextremely important role in the animation or game etc. For example lets take a look at the game called "Angry Birds", i think their success depends on the characters they designed. The concept of creating an angry bird is what makes it catchy. They are succesfull characters with draws our attention. To create a succesfull comicbook basically one need to have a good character design skills.

Lastly because I'm making an interactive comic, i'm using a new digital platform which i'm new to and i will be learning to use that medium too.

To sum up with creating an interactive comic I will be developing my character design skills, illustration skills, story/script writings skills and the medium i will be using for it.

There are interactive comics books around the web but most of the time, interactive comic books don't let user to interactively do anything. They just let the user fastforward or pause and things like that. For example here are some examples of a interactive comics;

Macbeth's interactive comic
http://www.classicalcomics.com/imacbeth

Interactive comic book named Dead on Arrival;
http://www.dead-on-arrival.co.uk/

Twisted Sofia;
http://www.twistedsofia.com/

This is a different one compared to others. This is an interactive tale;
http://hotel.submarinechannel.com/splash.html

Journey to the Under World;
http://www.mscmalaysia.my/codenavia/portals/msc/images/swf/Journey_to_the_Under_World.swf

Most of the comic companies like Marvel and DC Comics started to do motion comics. Motion comics are animated versions of the comic books with sound. Becuase the media is changing comic publishing companies have started to create different style of comics. Here are some examples;

Batman motion comic;
http://www.youtube.com/watch?v=A5omuIw6qiA&feature=related

Watchmen motion comic;
http://www.youtube.com/watch?v=sUHARIh_RY8

Infamous motion comic;
http://www.youtube.com/watch?feature=player_embedded&v=2cb3ZkKQ0Xc

Some TV series have motion comics;
http://www.bleedingcool.com/2011/06/26/dexter-the-motion-comic/

Detailed Project Description

This project will create an entertaining and dynamic environment for a user by giving the user multiple choices through ot the story to control and handle events and change the flow of the story. It's a multi branched story within the one main story. When compared to normal comicbooks the story is not linear, it is changable and this way user will decide the fate of the hero.

Everybody owes Matt is about superhero who uses his abilities and skills in exchange of money like a proffession. He is a superhero who doesn't get any feeling of necessity to save the world every second and try to turn it to a beter place. He thinks and acts like a businessman. He makes himself

available to earn a lot of great money. At some point our hero finds himself under the pressure of the society, the world want him to act as a typical superhero and save the world. At this moment he decides to teach people that they don't need a hero to turn world in a better place. He asks himself the question should i be a superhero and save the world or should i continue as usual to make my statement clear to everyone out there in the world? This is point where the user gets chance fort he first time to change the flow of the story. As the user chooses one of the paths; good or evil, then the rest of the story continues on that way and new choices will appear as the user continues and decides the way the story continues. There 2 alternative endings in the story. If the user chooses good side at the beginning the story ends as our hero cursing and wishing he choosed the evil side at the beginning and become rich, comfortable and don't give a shit about a thing because the world is still the same place, he keeps rescuing and helping but nothing is changing and he is not getting anything. The second ending is available when the user chooses evil side and continue doing business with his abilities, become very rich and powerfull but at the end he sees himself as a con man becuase he abused his powers, caused corruptions. It ends as he is wishing he had choosen the good side and help the world.

The story takes place in today's world and time. Scientific, technologic, knowledge is merely the same but the character's names, region's names and etc. may differ from time to time.

Our main character's name is Matt who is fair haired, tall and has blue eyes. His super powers are invisibility, excessive speed, flying and extreme strenght. Compared to his super powers he has a really normal body, it is merely muscled but has highly build muscles. He does not have morals of a typical superheroes, he sees the world as a place of corruption and uses it for his benefits. He is providing his superhero abilities as a service in exchange of money.

Scope Of The Project

First of all this is a comic application so it has illustrations of the story itself and a message to convey to it's users. The Project will be an application and it will provide different choices through out the story to the user. Because it is in produced in digital platform, it will have a non linear story flow and also different motion and sound effects.

Required Know-How and Resources

Tools for illustrations
Digitalization process of illustrations
Using Adobe Flash
Resources on comics

Difficulties & Risks

This is the first time i'm creating a comic, it is challenging to write a script, complete the illustrations and turn them into an interactive application. Everything is kind of new so basically i can fail at any point but the most crucial thing is completing the comic untill the end of the semester and ending up with a working application.

Phases of the Project

- Writing the script
- Character design and the setting
- Choosing the style of the illustrations
- Completing illustrations

- Creating the interface of the application
- Finalizing the application
- Testing application
- Uploading to the website

Criteria of Success

First criteria of success is finishing the comic. By finishing the comic also writing a script and illustrating will be finished. Second criteria is turning these in to a interactive comic application where the comic will be in control of the user. The success of second criteria is if the application works and user is entertained while reading the comic.

Project Schedule
See next page

Bibliography and References

Steve McCloud's Making Comics and Understanding Comic
Will Eisner's Theory of Comic & Sequental Art
Alan Moore – Writing For Comics
http://en.wikipedia.org/wiki/Comic_book
http://en.wikipedia.org/wiki/Motion_comic

WBS

PERT Chart

GANT Chart

Task	Ekim				Kasım				Aralık				Ocak				Şubat				Mart				Nisan				Mayıs				Haziran			
	41	42	43	44	45	46	47	48	49	50	51	52	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Research / Learning	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█												
Script									█	█	█	█	█	█	█	█	█	█	█	█																
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Sound Design																											█	█	█	█						
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