VA401

Project Proposal

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Project Name Suggestions

Influenced
I-nfluence

Project Definition

An interactive installation project, consisting of an animation and a sculpture, that will refer to the social arrangements that determine the actions of the individuals in that structure.

Objectives & Goals

The goal is to analyze the way society's norms and ethics shape the behavior and morality of individuals within the scial system. Mainly it is about how a person's understanding of "the acceptable behavior" is shaped through social interactions.

The objective is to execute the project with various social groups and classes and overall come to a realization of how the sum of their cultures and backgrounds define the rules for appropriate and inappropriate values, beliefs, attitudes and behaviors for an individual. While learning the behavioral norms of a specific group of people, we will see how these affect them on the decision making process while an ethical dilemma should occur.

Target Audience/User

Project can be executed with various classes of people. Age limit starts with teenagers, I choose this age because I believe this is when people start to form their own ideologies.

Background Information

I'm very passionate about character design and illustrations. I wanted to create a project that will include a flash animation with a character I created and also enable people to interact to the story and be a part of it. I thought it would be interesting to see how people would generate the character's individuality collaboratively; and how the outcome would change each time with different groups.

With this project,

1. In the short-run we will be able to see the attributes of the society we live in, that being the behaviors or actions the majority believe within our society to be acceptable and vice versa.

2. In the long run, if the project could take place in different cultures, social groups or social classes, we will be able to compare the datas that are collected and analyze the similarities and differences of their own understanding of norms and morality.

In the end, understanding and knowing the generalized information on specific groups and classes would help a person to know the way to behave in those societies.

My biggest challenge is that without acquirin information about a large range of groups, the outcome would not be totally satisfying. But nevertheless we will be able to see how our region's norms are structured, having the fact that there are a lot of mixed classes, groups and cultures live here.

My other challenges lie within the technical side. I will have to learn how to work with a pressure sensor, and I will have to master flash for the animation. Also I will have to learn coding to be able to get feedbacks from people, which is vital for my character's behavioral growth and for me to make a chart of the outcomes. Last but not least, I will have to learn how to make a sculpture out of a mold.

Working on this project I will learn the basic mechanism of a sensor, which will enable me to do more projects on my own with different kinds of sensors. Also having the experience of doing a comprehensive animation, and learning of the necessary techniques to do one, I am going to be more sufficient in the area that I want to work on in the future. Learning to make a sculpture will supplement to my previous statement too.

Detailed Project Description

Project will consist of a screen playing an animation of the character that I've designed on the wall, and the face of him as a sculpture in front of the screen. The material for the sculpture will be rubber. There will be pressure sensors inside the rubber sculpture, on specific points of the face.

The animation is about a creature who has just landed on earth and doesn't know how to act in a social structure. We will see him in a regular environment, doing everyday activities. Some of his actions will be considered as "appropriate", some of them will be considered as "wrong" and some will be ethical dilemmas. But these ethical dilemmas will be the ones that are most likely occur in a regular day. An example would be: While walking you notice a man drop 50ytl on the floor. In the first scenario our character takes it and walks away, in the second one he runs after the guy and gives the money back to him. The decision will rest in the viewer's hands.

If you consider the action of the character is wrong, you simply punish him by hitting him. If it's right you praise him by petting him. But there is a catch, if you don't notice an action that has a pre-defined value, program will accept it as if you gave it a positive response. For example if the character burps after drinking something and you simply don't give any reaction to it, the program will take it as a positive feedback. With the pressure sensor, I'm going to write a program for the project that will collect the count of negative and positive responses for each action. Every action will have it's own scale for negative and positive feedbacks. If an action has more positive responses than negative, the character will do that action more. If negative responses are greater for the action, the character will do that less. When the negative scale hits zero, character will completely stop doing the action.

Required Know-How and Resources

I need to master Adobe Flash CS5 and I need to learn how to write codes for a pressure sensor and for the feedback chart that is going to be made during the procedure. For these I will have to learn the programs Arduino and Processing. Also I need to teach myself how to make a sculpture of the head.

I could get help from my assistants and maybe another CS student while learning about coding. For that and all other things I will use tutorials online.

About hardware, I will need my computer and later on a projection or a LED tv for screening the animation.

Difficulties & Risks

There are a lot of things to do and learn while doing the project. The animation on it's own will be a very intense assignment. I will need to think of and combine a lot of everyday behaviors. Also, the system that I'm going to create for the positive and negative feedbacks will be a massive challenge. If I don't form it well, the whole meaning of my project will be at risk.

Phases of the Project

1. Design the character
2. Decide on and list the actions he's going to perform and create a storyboard.
3. Start to learn the needed softwares while drawing the illustrations.
4. Make the animation on Flash.
5. Make the sculpture of the character's head.
6. Get the needed materials for the pressure sensor and apply it.
7. Write the needed codes to connect the sculpture with the animation.
8 .Write the needed code for the feedbacks and the chart.
9. Place it in a common area where anyone could participate.

Criteria of Success

I would be able to finish all the illustrations and start combining them on flash this term.
For this to be a successful project, firstly I need to make the animation and the sculpture visually very appealing and entertaining. And in the end, if I was able to do all of the codings right, if my character actually stopped doing some actions and continued doing others (meaning, if my character actually learned something from the collaborative response of the people participated) I will accept the project as a success.

Bibliography and References

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