Ayşe Ezgi Yıldız

VA 402 Graduation Project Proposal

Project Description:

This project aims to create a general knowledge about European countries by tracking body movement on the European map and matching spots with specific illustrations and sounds about country. It will allow people to learn the basic informations about European countries by interacting with the system.

Goals and Objectives:

Goals;

> Instilling awareness about different cultures and geographies
> Leading people to interact with the world

Objectives;

> Creating an environment that action takes place
> Using a motion tracking tool
> Drawing illustrations in order to give clear information about countries

Target Audience:

In my opinion, everyone who is willing to try this experience could be a target audience. However, children in primary school could be the main target audience in order to give a general idea about countries' geography, culture and language to avoid the common stereotypes.

Background Information:

Since I am in my graduation year, I was always in search of something creative to work on as my graduation project. The first time I think focusing on body and sound relation, I was visiting Casa da Musica and I was in Orange Room where I discovered a project allows people to move on lines which are representing the main spots of Porto and listen the sounds of Porto during different times of day. It was really nice that audience is able to listen a smooth symphony by walking, running, jumping or even dancing. At first, I thought to apply the same project for İstanbul sounds but since sounds are not really recorded on street, I gave up the idea and focus on movie music. I've always been a big fan of cinema, so for me listening soundtracks of movies when you are only moving was a fascinating idea. Still, it was really hard to focus on the genre, country, year etc. In addition, I could not find any beneficial part of it but fun. Then I started to think about combining movement with illustrations instead of sounds. Eventually, I came up with the idea of creating a big map that people can move on it and observe where they are, which city is the capital of that country, what is the shape of country and moreover. Basically, the idea of adding geography in my project happened as a result of several things. Firstly, I'm having erasmus for fall semester and I'm encountaring with many people in different countries and cultures. So it makes me more aware than I am before how many wrong and stereotypical idea we have about other people. After meeting a Portuguese girl who works on a book project, the project idea became more strenght. Lastly, a few days ago I saw a post on Facebook basically making fun of American people who can't manage to write European countries names in the right place on map. But to be honest, I am one of these ignorant people as well. So after embarrasing about the fact, I came up with this possible solution which at least gives people a common knowledge about the other lives.

Detailed Project Description:

The created environment will allow users to move on a layer which represents a territory (preferable Europe map) and allow to see illustrations giving informations about the spot they are on. In addition, I think to add a typical music belongs to country in order to generate a happier atmosphere. In my opinion, this project could be very beneficial for little children to improve their knowledge and increase their interest on the topic. In a way, it could be educative project.

Scope of the Project:

What could be covered;

Promotional elements such as poster, flyers or CDs including illustrations and music.

What could not be covered;

> 3D modelling or 3D animation
> Long texts about the project

Required Know-How and Resources:

I need to arrange body tracking and video playing simultaneously in Max/Msp

I need to create animations for countries in an animation software (probably I'm going to use After Effects)

I need the attendance of people, also a camera for track people in a wider view and also a system that they can watch videos.

Difficulties and Risks:

My main concern is to learn how to study with Max/Msp which looks easy to work but it needs to be very systematic to arrange all commands. For me, body tracking part is a little bit challenging. My another main concern to have smooth transition of sounds and illustrations when body changes its position. It could be hard to illustrate for all European countries, probably the better option is to choose some of them as samples. Last but not the least, body tracking could be problematic in case of more than one user want to use the environment.

Phases of the Project:

To get to know Max/Msp software
Illustrating and combine illustrations with the relevant music
Creating an environment that action takes place

Criteria of Success:

It will depend on the work that I'm going to do in the software as well as the environment that I'm going to create to appeal people to take part of it.

Bibliography and References:

http://www.youtube.com/watch?v=XWdmy7UXN-w

http://www.youtube.com/watch?v=UuZ1v5WO70Q

http://www.boredpanda.com/americans-place-european-countries-on-map/

http://www.behance.net/gallery/Keep-On-Tomorrow-Collaborative-Illustration-Project/12234263

http://europeisnotdead.com/video/images-of-europe/european-stereotypes/

http://www.boredpanda.com/mapping-stereotypes/

http://alphadesigner.com/mapping-stereotypes/