ART 340 – Design 3

Project 4 – Place

> In this glum desert, suddenly a specific photograph reaches me; it animates me, and I animate it. So that is how I must name the attraction which makes it exist: *animation.*
>
> This old photograph touches me: it is quite simply *there* that I should like to live…for me, photographs of landscape (urban or country) must be *habitable*, not visitable.
>
> *- Roland Barthes*

How can we represent a place in a way that really evokes the sense of being in that place? All modern media—photography, film, and now the Internet—seem to show us a place with perfect transparency, but what's lost in representation is the sense of being in that placee. Can we use motion graphics, or interactivity, to show not just what a place looks like, but what it's like to be there?

The goal of this project is to create a project that evokes or explains a place to the user/viewer. It can be interactive or not, as you prefer; it can use photographs or created artwork. The place itself should be a real place, if only because it is easier to get a handle on an existing place than on an imaginary one.

There are several ways of representing a place in time-based and interactive media, but they all are based in the same idea, which derives from film: we get to know a place by moving around in it, and by seeing how the people who live there use it. Some ways to approach this project are:

- **A series of images** moving us through the space, or showing us increasing detail. This series can be descriptive, showing us what's really there, or evocative, showing us something about the nature or the mood of the place.
- **A map** showing us the key to understanding this place. Keep in mind that maps always only show part of the place, according to what the mapmaker wants to get across. A map of population demographics is different from a highway map is different from a topographic map. This is also the strategy most likely to be interactive.
- **Following a character** through the space. This follows from our last project; from watching a character move we learn not just about the character, but about the environment the character's in.

So, for this final project, you can choose to build on photo sequencing from the second project; or on character animation from the third project; or try some interactivity in Flash. You can also combine these strategies in any way you want, or try something else entirely.

Some other technical considerations:

- You may use images created in Flash, or imported. You can use photos, but unlike with AfterEffects, photos should *not* be any bigger than they need to be for your movie.
- Don't let the final movie be any more than 1.5MB.
- The movie can be of any dimension. Flash default is 550x400, but you can change this is you want. If you do, have a good reason for doing so; for instance, you might want to make a space that is very long and narrow.
- You can use interactivity or not, as you prefer.
- You can use sound or not, as you prefer. Keep in mind that sound does a lot to anchor our sense of the place in which a movie is happening.
- Sign your work; include your name somewhere in the project.

Process critique: April 26
Final critique: **May 3**