

MOΛΩN ΛABE

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TECHNICAL DOCUMENTATION



Height - 495 pt; Width -
473 pt; 307KB;



Height - 495 pt; Width -
316 pt; 31KB;

VIDEO DOCUMENTATION

Title

Viking biking

Theme

The beauty and the challenges when you're on the bike

The logline

Steve is a tourist from XX country. He is passionate traveler and Copenhagen is his next destination. He wants to rent a bike to see the city, but meantime Steve faces quite a lot of challenges...

TREATMENT

Scene nr 1: Steve is a charming world traveller and he is looking for his new destination. He takes his globe and points onto it. Denmark. The screen gets black - viewer can hear only sounds from the airport. Plane lands in Copenhagen

Scene nr 2: Steve arrives to the city, camera is from behind. Steve walks in the street and finds a lot of different bike rentals. Steve rents a bike. Once Steve is ready to take a ride, there is a close shot of his face from the first time

Scene nr 3: Steve starts and the narrator talks while tourist bikes the city. Camera is in front of the biker

Scene nr 4: Bike accident. Steve falls down and lies on the ground for a while, some stranger passes by and gives him some money because he thinks it's bigger. Steve looks up and after few thoughts puts the money into his pocket

Scene nr 5: Steve gets back on the bike and drives with a smile in his face.

STORYBOARD

Short motion picture

Shot 1	Shot 2	Shot 3
Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____	Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____	Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____
Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____	Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____	Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____

Shot 6	Shot 7	Shot 8
Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____	Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____	Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____
Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____	Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____	Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____

THINK ABOUT THE DIFFERENCES

Shot: 6A Framing:



Duration: _____ Shot size: _____

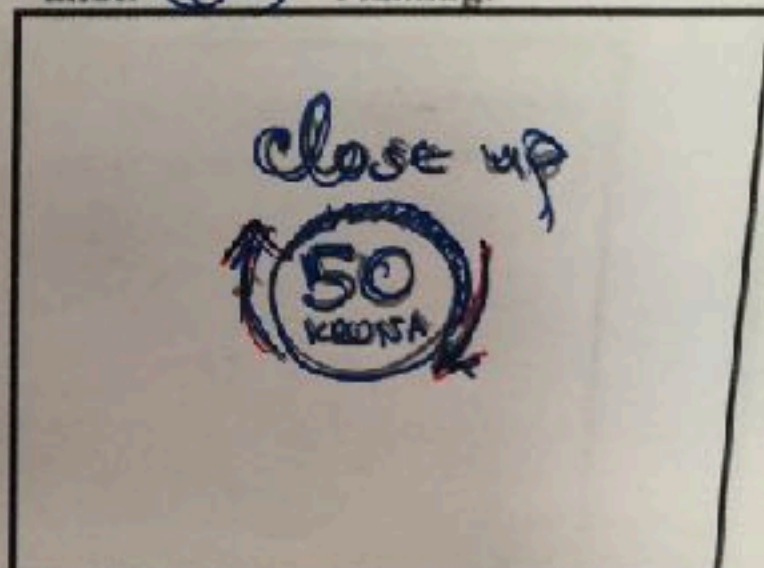
Angle: _____ Transition: _____

Audio 1: _____

Audio 2: _____

Shot: _____ Framing: _____

Shot: 6B Framing:



Shot: 13 Framing:



Duration: _____ Shot size: _____
Angle: _____ Transition: _____

Audio 1: _____
Audio 2: _____

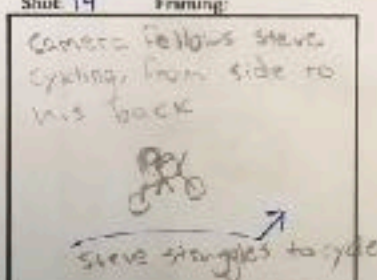
Shot: _____ Framing: _____



Duration: _____ Shot size: _____
Angle: _____ Transition: _____

Audio 1: _____
Audio 2: _____

Shot: 14 Framing:



Duration: _____ Shot size: _____
Angle: _____ Transition: _____

Audio 1: _____
Audio 2: _____

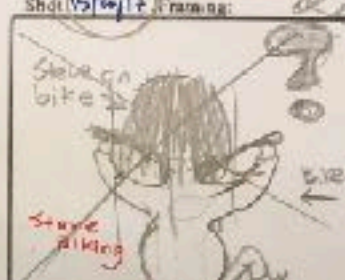
Shot: _____ Framing: _____



Duration: _____ Shot size: _____
Angle: _____ Transition: _____

Audio 1: _____
Audio 2: _____

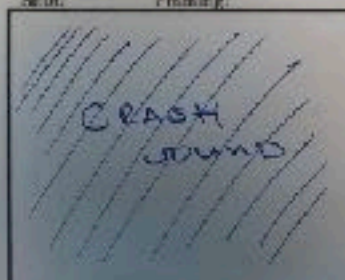
Shot: 15/16/17 Framing:



Duration: _____ Shot size: _____
Angle: _____ Transition: _____

Audio 1: _____
Audio 2: _____

Shot: _____ Framing: _____



Duration: _____ Shot size: _____
Angle: _____ Transition: _____

Audio 1: _____
Audio 2: _____



MOODBOARD



DESIGN PRINCIPLES APPLIED

COMPOSITION:

WE WANTED OUR WEBSITE TO LOOK AS CLEAN AS POSSIBLE, WE DIDN'T ADD A LOT OF FEATURES, SO I THINK OUR WEBSITE LOOKS SIMPLE YET MODERN

CONTRAST:

WE ARE USING BLACK BACKGROUND, SO COLOR WHITE WORKS AS A GREAT CONTRAST. WE ARE USING SOME BRIGHT GREEN, SO IT BASICALLY POPS OUT OF THE SCREEN

TO SUM IT UP: AS A TEAM WE HAD SOME IDEAS HOW WE WANT OUR WEBSITE TO LOOK LIKE, WE ASKED FOR FEEDBACK AND TRIED TO IMPLEMENT CHANGES WHICH COULD BE RELEVANT FOR THE USER

USABILITY TEST RESULTS

BASED ON THE FEEDBACK THAT WE RECEIVED AFTER CREATING THE 5 MIN TEST WE CAN SAY THAT:

- THE THEME OF THE WEBSITE IS EASILY RECOGNIZABLE BY EVERYBODY
- THE NAVIGATION MENU AND THE BUTTONS WERE ALSO VISIBLE AND RECOGNIZED BY EVERYBODY

WHEN IT COMES TO OVERALL DESIGN/LAYOUT THERE WERE TWO PROMINENT GROUPS:

- PEOPLE THAT FOUND THE DESIGN A BIT TOO DARK AND NOT CONNECTED WITH CYCLING
- PEOPLE THAT FOUND THE DESIGN A INTERESTING AND DIFFERENT

THE CHANGES THAT WE CAN MAKE ARE:

- PUT A BIT OF CONTRAST SO WE CAN MAKE THE WEBSITE A BIT BRIGHTER
- USE THE POWER OF TYPOGRAPHY IN ORDER TO BRING MORE ATTENTION TO THE HEADING
- USE MORE DESIGN ELEMENTS