

4.1 Portfolio Competency: Professional Spotlight

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Authored by: Edward Welborn



For this assignment we were tasked with picking two videos from our degree program, two videos from a degree program not our own, as well as one more video that we found intriguing, exciting and just wanted to share with our classmates and peers.

The first video I chose from my degree program was from YouTube(1),

<https://www.youtube.com/watch?v=jUSWmrNFGvU>.



This video was very interesting since it touched on a couple of my interest points in the mobile development world. I am extremely interested in the virtual reality, and augmented reality technology that is currently emerging on the mobile world, including gaming as well as business applications. The location based gaming industry has come a long way since this video was created in 2011, and I find it rather saddening that the creator of the game in the video, (Shadow Cities) has shut down the game as of 2013, and the company does not seem to be active, and has also closed its doors. But on this technology new games have emerged such as Pokémon Go, Jurassic World: Alive, Walking Dead: Our World, and several others. The popularity of this genre of location based, as well as augmented reality gaming are getting extremely popular in the world, and I see it booming in the years to come when wearable devices are more mainstream and easier to use.

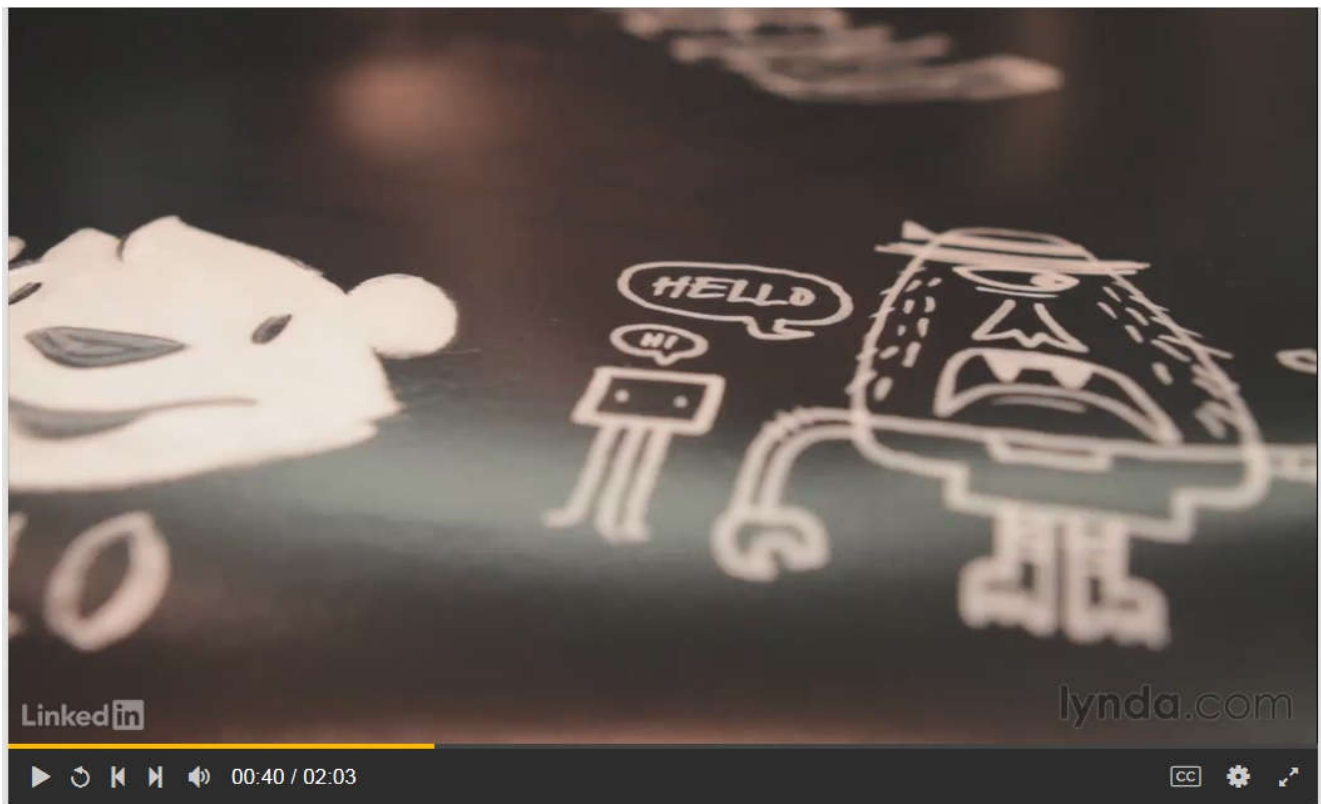
This video brought to light how their location based game(Shadow Cities), used the built in phone GPS to achieve player location, and used the phone's built in gyro so players could use hand motion, to cast the spell against other teams of users trying to capture a neighborhood they were travelling in. I tried looking up the game, because this type of game I am playing now with Walking Dead: Our world. However, everything I found mentioned the game was shut down a few years ago, and the gaming company's website domain is now for sale, meaning to me, that this company is no longer in business. So many companies have great ideas, great new ways of improving technologies, only to be lost in the already oversaturated gaming industry. To be successful you always have to reinvent

yourself, push the envelope of technology, and even be willing to pioneer new ways of keeping the ever shrinking attention span of current gamers. Not meaning that in a derogatory manner, but people are a busy lot, so you have to create a game that is casual, will engage a user while he is at rest from driving, or at work, or perhaps sitting on his or her couch at home, that they will enjoy for a short period of time before they have to go back to their busy schedule.

The second video I chose to critique from my degree program in mobile development is from Lynda.com(2), <https://www.lynda.com/Creative-Inspirations-tutorials/helldesign-interactivedesignstudio/70550-2.html?srchtrk=index%3a1%0Alinktypeid%3a2%0Aq%3ahello+design%0Apage%3a1%0As%3arelevance%0Aa%3atrue%0Aproducttypeid%3a2>.

Introduction

From: Creative Inspirations: Hello Design, Interactive Design Studio

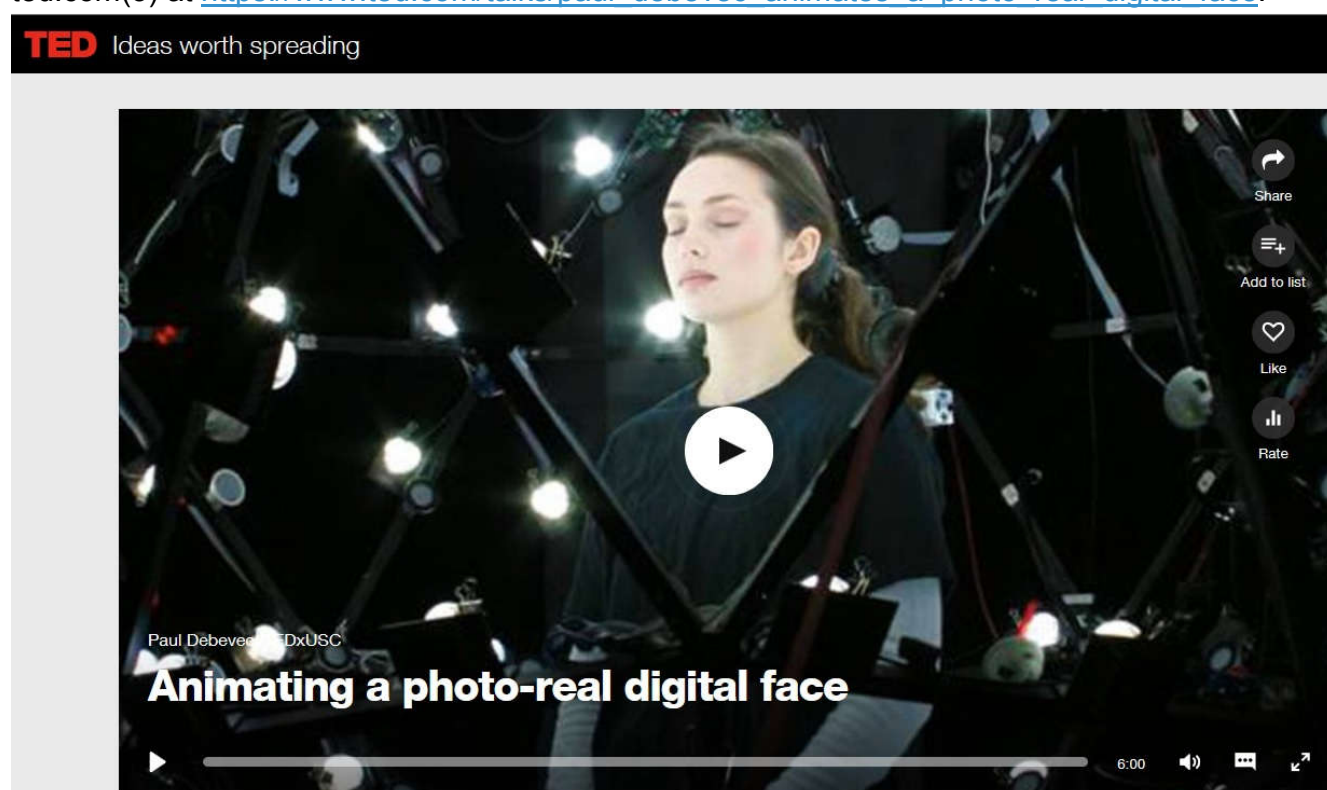


The title of this short video is: "Creative Inspirations: Hello Design, Interactive Design Studio". What I found very interesting about this video was the inspiration that the presenter, David Lai found exciting about his company of Hello Design. His enthusiasm for embracing change, in technology, interface design and the way that design work has become a living entity that is ever changing. I also liked what he said about building a strong foundation, and a strong base that they can evolve into something over time. This is how I feel at Full Sail University. By getting this strong foundation and strong base, I can strive to evolve myself, and any company I work for into something strong over time after I graduate. They want to find a common thread in everything

they do for a customer, and create a “simplicity out of chaos”. I love that saying, and will use it in quite a few things from now on.

Quite a few things about this video will stick with me for a while in my travels down the academic path. Mr. Lai’s enthusiasm for what he does, how he wants to tell the story of his client and their needs, in one statement, not chaos of different venues, such as twitter, or Facebook, or iTunes. This help build a brand and if you keep things consistent across different avenues of marketing and social media, it will embed itself into the minds of the consumer. If you have different things going on for different venues, the repetition will not stand out, and be lost in the noise.

This next video I pulled from the CA/GA/GRD/Web/MD/DAD section, it can be seen on ted.com(3) at https://www.ted.com/talks/paul_debevec_animates_a_photo_real_digital_face.

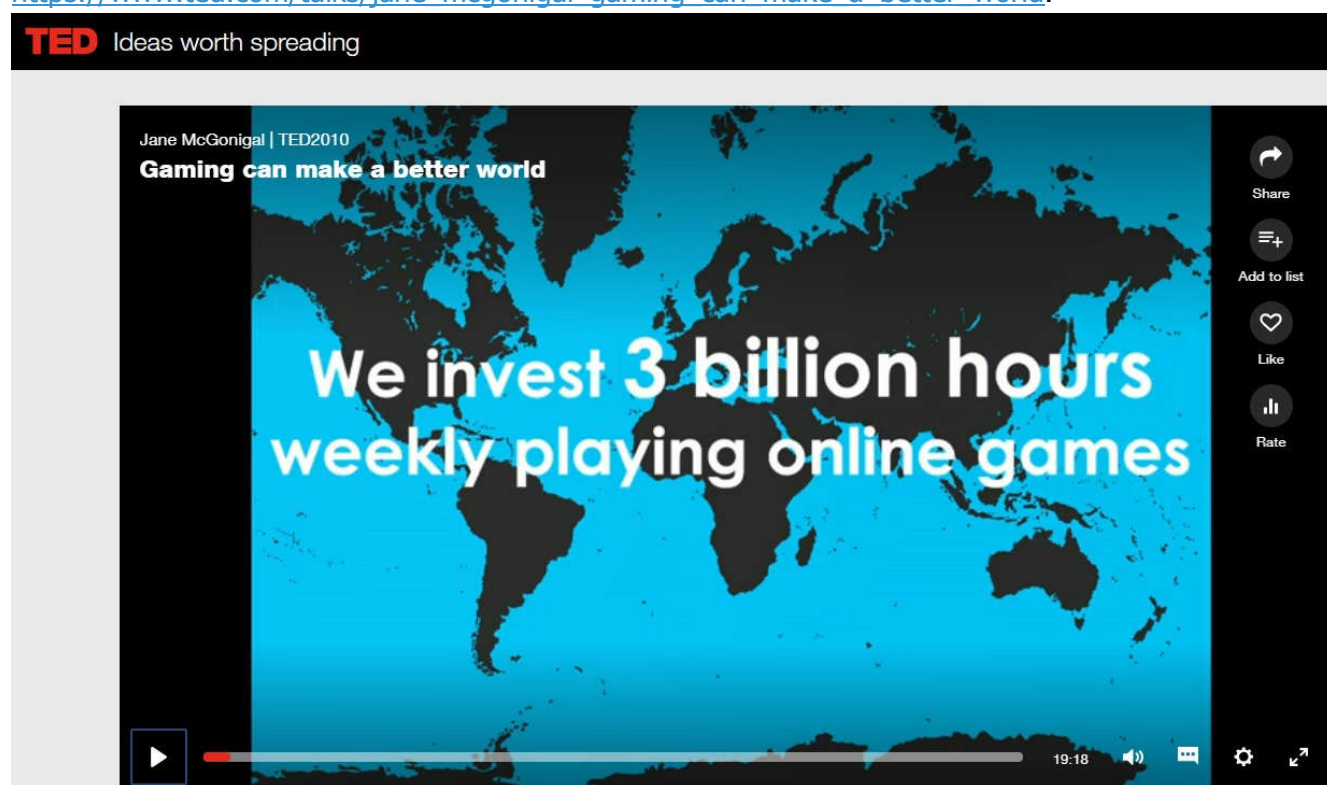


This talk was very interesting to see the new ways they were going to be animating faces for business applications as well as video games in the future. So far, human faces in video games have been, well more believable and takes away from the game in my humble opinion. Using this new technology they might be able to get photo realism from a computer generated actor. The presenter (Paul Debevec) shows us the latest technologies coming out now, that will be revolutionary in quite a few industries, such as game design, movies, television, and any other genre that could use humans in so many aspects. This could be used for dangerous stunts that might cause bodily harm to a human, but a computer generated actor could feel no pain, or death, since of course it is computer generated. This new technology would be outstanding in helping maintain that the actor on the screen is not generated but could be the real actor performing the stunt. Until now, you could always tell when the actor or something on the screen was computer generated. With this technology the

computer generated would look more real, and therefore suspend disbelief, creating a more entertaining movie, or game.

Looking at this new technology, which Paul calls "Light Stage 5", which is a sphere of 156 white led surrounding the actor, so they can take a complete rendering of the actors face, and facial movements in certain dynamics. They shoot all kinds of photos in about 3 seconds, rendering them in different lighting, stripping out the glare from the lights on the face, and make a perfect computer generated picture of the actor. This the company will create the actor, his or her facial movements, and make the face more believable in any situation.

A very interesting video I just recently watched on the list is from ted.com(4), https://www.ted.com/talks/jane_mcgonigal_gaming_can_make_a_better_world.

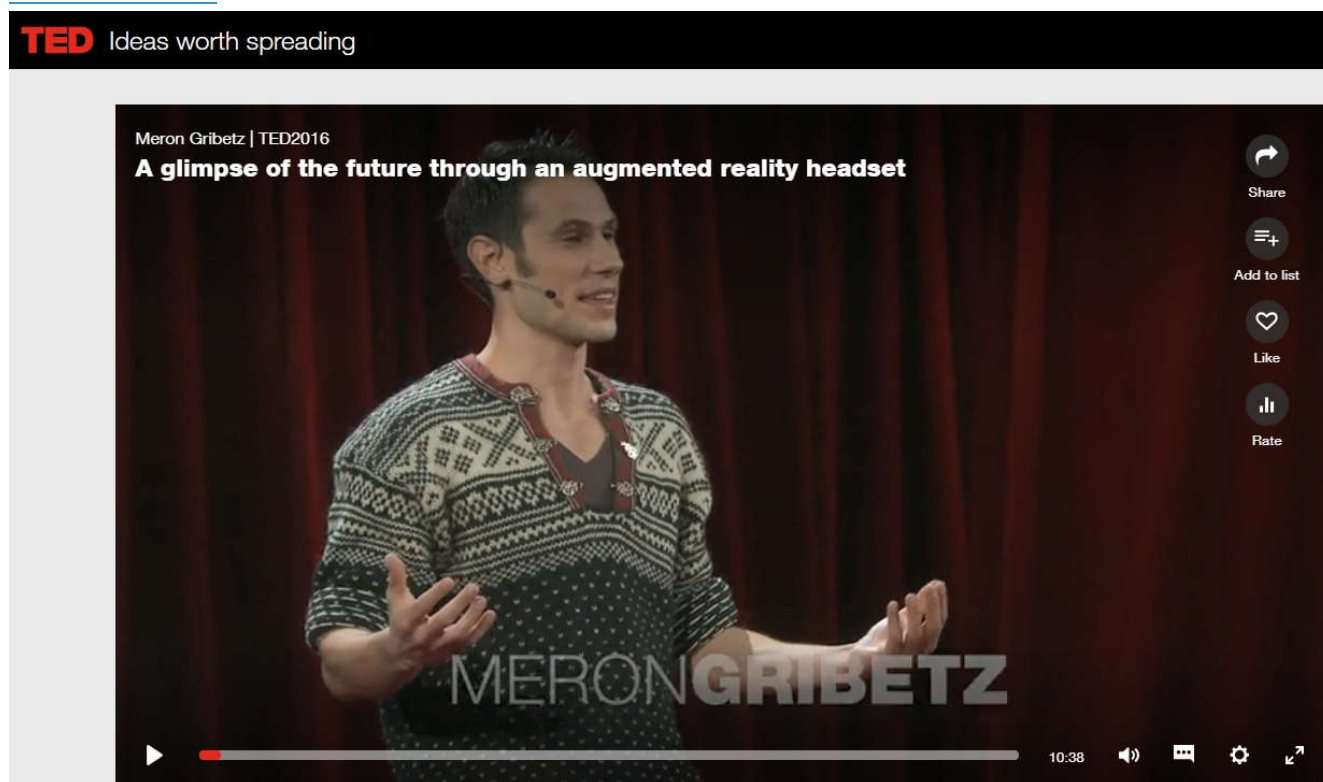


In this very interesting video, Jane McGonigal, makes note that people should play more video games, and that will make the world a much better place. Ms. McGonigal mentions in this video that we invest a total of 3 billion hours a week playing video games, however, she calculates that 21 billion hours of game playing should be done across the world, so it could help solve the world's most pressing problems. Hunger, poverty, obesity, and playing games are a crucial part of the world's survivability. She goes on mentioning that more people need to feel the "Epic Win". This concept is very intriguing as an epic win denotes solving a major problem in a game. If you take that feeling into the real world, more people would feel happier, want to tackle more problems outside of the game world, which would make the world a better and happier place.

I found the ideas in this video extremely wonderful, because she is correct, in games you find a way to get past a challenge, and always something important that needs to be done. You have many

people in games that can help you out to complete this goal, which makes the game much more enjoyable. In real life outside the game you don't have that, so you have the depression, the unfulfilled dreams and tasks. I believe if we took these ideals outside of the game that the world would indeed be a better place, because people are being social, and helping people and attitudes of people.

For the video that was not on the list, I chose a category near and dear to my heart and is of a massive interest to me. We go back to ted.com for this lovely video from Meron Gribetz(5), https://www.ted.com/talks/meron_gribetz_a_glimpse_of_the_future_through_an_augmented_reality_headset#t-4714



One reason why I chose this video I already mentioned, I am extremely interested in augmented and virtual reality, but also this video explains that in the future we can use neuroscience to enact the augmented reality by using the brain to drive the operating system, than using a computer interface. The social aspects of this will be immense, when you go to dinner or a movie, or just sitting at home, everyone is on their mobile devices. Not talking, not being social, and I think this has negatively impacted the world, without human social interaction people have created a bubble around themselves. Outside this bubble, people just don't care. They walk around with headphones in their ears, not listening to the world or people around them. They pay less attention to people, and more attention to their electronic device, closing out everything but what they are focused on at the time. When your attention is not focused on loved ones, or people talking to you, it leads to negative feelings, loneliness, depression, lack of connection, and lack of caring. People are social creatures, and to be happier, engaged, they need this social experience that more and more people are just not doing. This augmented reality has quite a few implications that might help with the social aspects of

life. People could interact with each other in games, and social applications. For instance, someone take a snapchat images, they can 'project' this to where everyone they invite can see the image, comment on it, laugh about it, or whatever their heart's desire, and still be social with their mobile device and not ignore people around them.

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