

# **UD WALL 2014** Design Exploration

02.14.2014



FLIGHTPHASE  
16 3rd St  
Brooklyn, NY, 11231  
t. 718.560.3082  
[flightphase.com](http://flightphase.com)



## DIRECTION: UD STORY + USER CONTRIBUTED CONTENT

### OVERVIEW

This direction is focused on crafting the UD Stories prior to the installation. We develop the story structure, and design the interaction that lets the viewers activate and step through the stages of the story. The stories are based on research related to UD, and include a riddle sequence that resolves in a high-resolution image combined with a paragraph of text which gives the viewer a more in-depth information about the subject.

Most of the images that form the grid will be prepared prior to the project development. They will be supplemented by images contributed by the users. For user contribution we will rely on the existing social networks such as Twitter, Facebook and Tumblr. The users can contribute images that relate to the UD stories, or images and text which would be shown in idle mode that are examples of what they want to learn, solve or contribute to. The users would need to tag their photos with a hashtag #udstory. They can also tag the images with keywords which correspond to the specific UD Stories, for example to general concepts (such as 'innovation') or to specific details (such as 'material'). Those user images are integrated into the idle mode and into the story playback.

All the user images will be approved by a moderator. We will create an app for the moderator to approve and assign user contributions to specific UD stories or to Idle Mode. The app can be used on a computer or an iPad.



## THE GRID

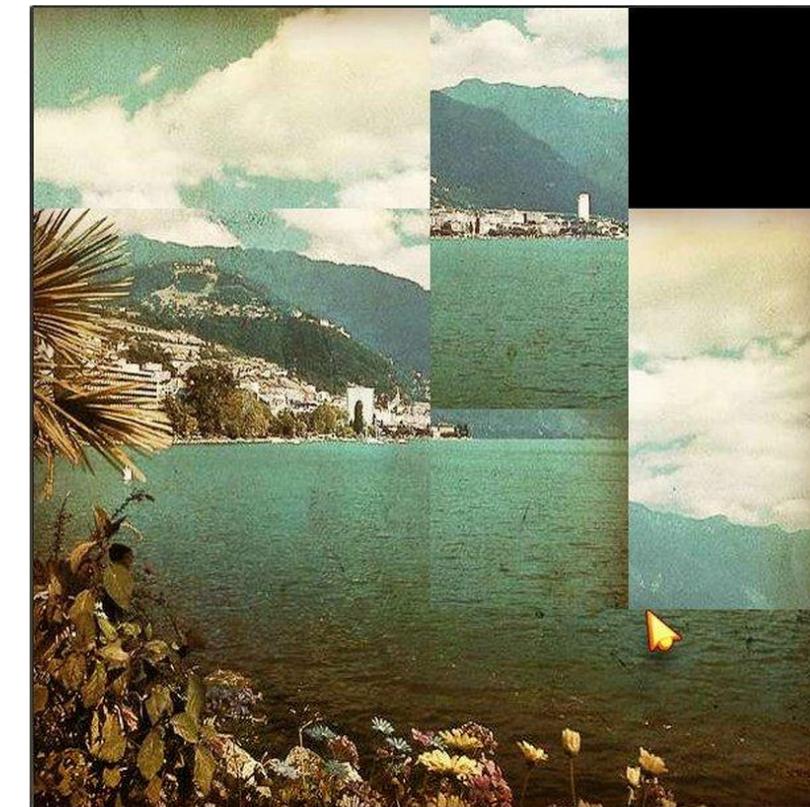
The grid will consist of 10x30 square photographs (each will be 14 1/2"). Every day the images will be randomly distributed, so their pattern will be changing daily. Some of the images will be user-generated, so the overall composition of the wall will change over time. Whenever a new user image is generated it will replace an older user image.





## ANIMATION

The animation is based on an analogy of slide puzzles: whenever a square moves, it pushes the entire row in front of it in the direction it is moving. In our design the movement of the squares is modified to be more dynamic: the squares are pushed and pulled resulting in a spring-like movement, dampedened by the distance from the source of the force. In this way every change activates the entire grid, and the viewer is naturally aware of where the change has happened. This strategy lets us manipulate the grid in an interesting way, allowing for a complex interaction and game dynamics.

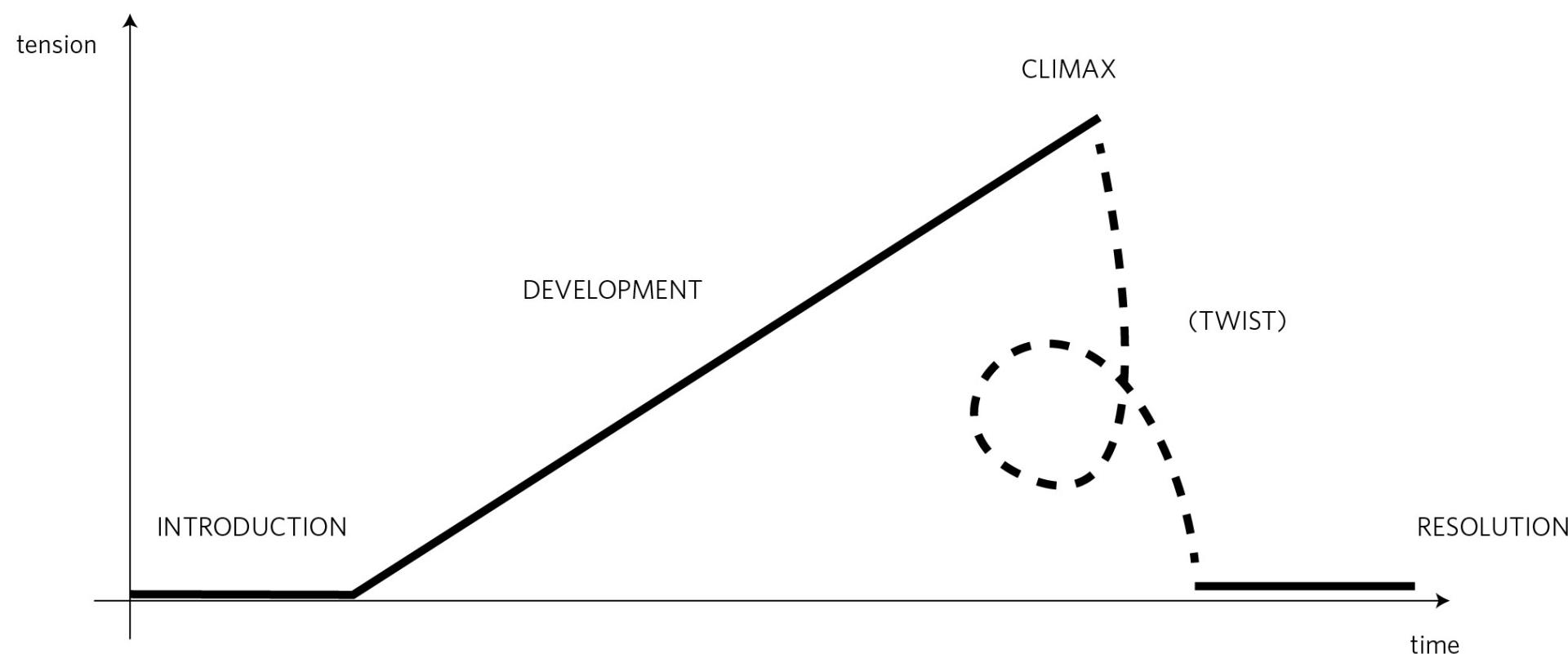




## UD STORY STRUCTURE

Each UD Story is composed of the following 4 stages which correspond to elements of a simplified narrative arc:

1. Introduction
2. Development
3. Climax (maximum suspense)
4. Resolution | Conclusion



Our narrative structure is loosely based on the traditional western Freytag's Pyramid, but it also borrows from an Asian alternative, Kishōtenketsu, whose distinguishing characteristic is a surprise brought on by a twist. The twist is the information that seems disconnected from the introduction and development of the story until the conclusion, at which point the viewer makes connections between them, often reinterpreting the earlier part of the story.



## THE RIDDLE

The UD Story takes the form of a Riddle: the viewer is presented with a sequence of words, and as it unfolds, he or she is intuitively guessing what should be the next step. The logic of the sequence suggests a specific progression.

The solution to the Riddle is a twist: UD story that provides an unexpected connection between the Riddle Sequence and UD. This connection requires an imaginative leap that is not only a satisfying resolution to the riddle, but is also suggestive of innovation, creativity and thinking outside of the box.

To illustrate this here are a few examples of such riddles.

WORD      SENTENCE      CHAPTER \_\_\_\_\_

The expected answer here might be BOOK, but instead we could talk about the UD Roesch Library offering digital resources and links to more than 4,000 universities in the world.

AMBLE      WALK      JOG \_\_\_\_\_

Here, instead of RUN, our solution could be a story about Dayton Flyers, the UD basketball team.

ROCKET      PLANE      TRAIN \_\_\_\_\_

Here, instead of CAR, the solution might be the story about the Air Vehicle, a conceptual design from University of Dayton Research Institute.

**THE RIDDLE**

A slightly different take at the riddles is a sequence of words that belong to the same logical category (but don't necessarily follow a progression). In these examples the twist solution word is the same as the expected one, but refers to a new contemporary meaning of it (in the first example PRINT refers to the invention of 3d printing, not type).

INTERNET      TV      RADIO      \_\_\_\_\_

Here we could talk about 3d PRINTing at UD.

CLEVER      SHARP      BRIGHT      \_\_\_\_\_

Here we could talk about SMART technology developed at UD.

MOVE      SWAY      SHAKE      \_\_\_\_\_

UD has a ROCK climbing wall.

SMALL      SMALLER      SMALLEST      \_\_\_\_\_

UD Summer NANotechnology Institute.



## STORY ELEMENTS

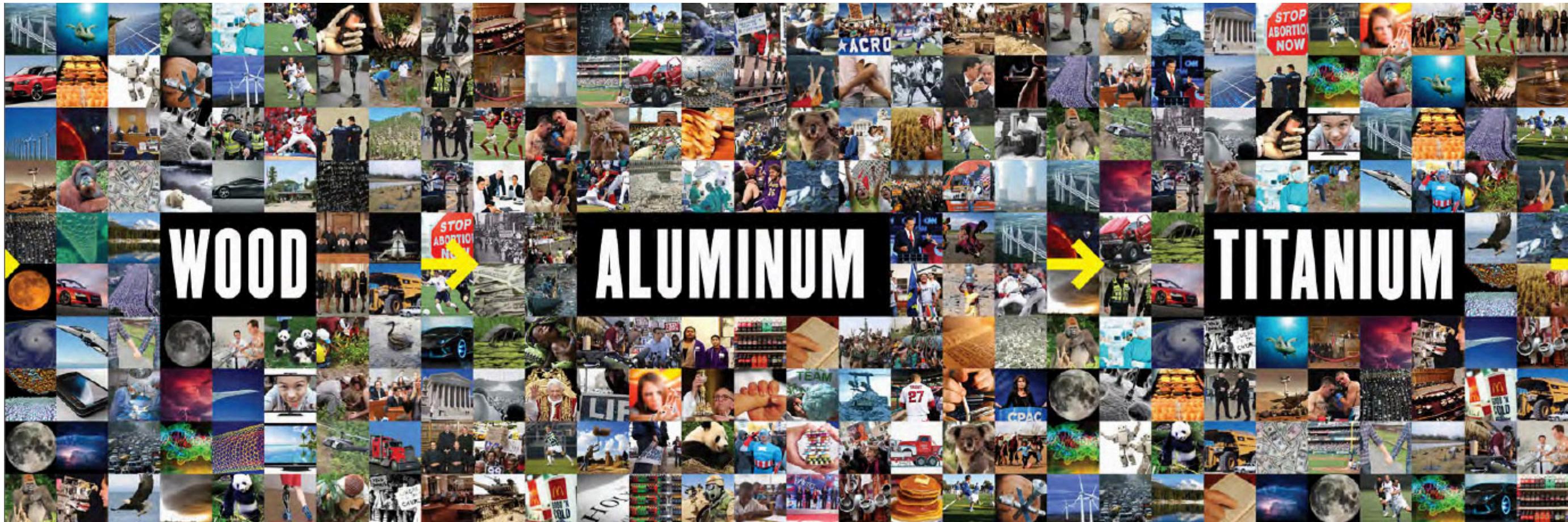


### 1. Introduction

The first word in the riddle sequence.



## STORY ELEMENTS



## 2. Development

The second and the third words in the riddle sequence. The viewer starts understanding the pattern and guessing what the next word might be.



## STORY ELEMENTS



### 3. Climax

A blank slot appears, asking the viewer explicitly to solve the riddle -- to make a guess at what completes the sequence.



## STORY ELEMENTS



LOREM IPSUM DOLOR SIT AMET, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

## 4. Resolution

The text and imagery that are the 'twist' solution to the riddle appear.



## INTERACTION

### 1. Introduction (a)

a. When a person enters the interaction area, they activate the first element of the UD Story: The first word appears in front of the viewer. The tiles are pushed away from the center in the direction the viewer is moving: if the viewer moves towards the wall, the tiles are pushed up. If the viewer moves in from the left, the tiles are pushed to the right.

If the viewer is on the right side of the wall, the word will initially open directly in front of the viewer and then reposition to the left side of the wall.



[ref movies: 01\_appearUp.mov, 05\_words\_moveLeft.mov, 05\_2moveLeft.mov and 05\_3moveLeft.mov]



## INTERACTION

### 1. Introduction (b)

b. If the viewer shifts to the left or to the right the tiles of the grid will be pushed in that direction. A bigger movement will result in a stronger push which might reveal some tiles of the next word in the riddle. This teaser encourages the viewer to move, and suggests there is more content to uncover.



[ref movie: 02\_shiftSide.mov]



## INTERACTION

### 2. Development

Standing in one place and moving lets the viewer slowly uncover the second and third words, tile by tile.

More movement will result in revealing the words all at once: it can be other viewers who step into the interaction area, or our original viewer who steps to the left or right. The tiles open in the direction of the movement, so the tiles are pushed up if the viewer moves towards the wall, or to the left or right if the viewer moves to that side.



[ref movies: 03\_appearUp2.mov and 04\_appearSide.mov]



## INTERACTION

### 3. Climax

The blank slot appears at the end of the sequence of words. The entire sequence moves over to the left. The images around the blank start being replaced by user contributes images (which were tagged with the same keywords as this particular UD Story) giving the viewer hints to the solution.



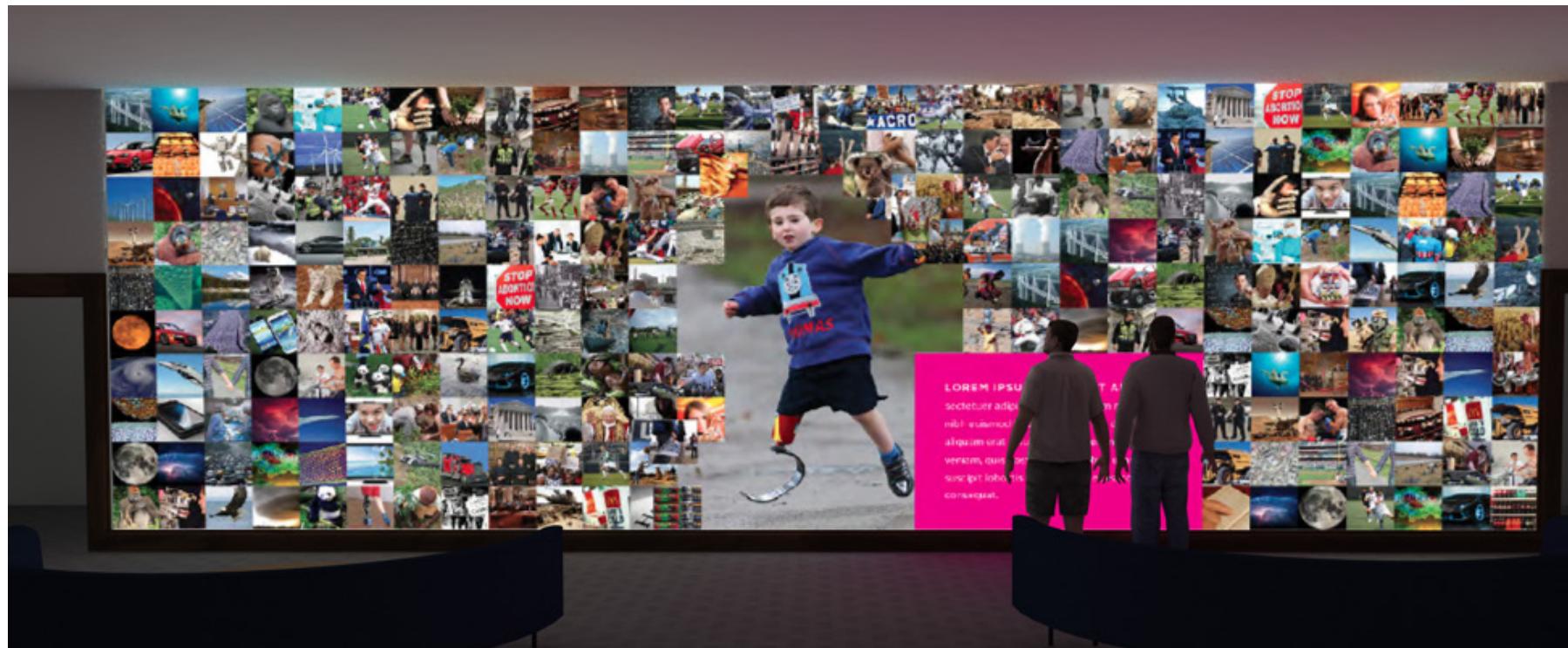


## INTERACTION

### 4. Resolution

After a pause on the blank, the solution to the puzzle starts being revealed: individual tiles of a larger image appear and start to replace the blank. They rearrange themselves to form a complete picture. The files of the color field and text open in front of it.

The user images are still surrounding this story, showing how it relates to what students do and think. Since the user images will be changing over the course of time, the stories will be given new dimension every time they're played.



The final elements stay on the screen until the viewers leave or it times out. In case it times out while the viewers are still in the interaction area, the app will go into Idle Mode until one of the viewers moves. Once she moves, she will activate a new story: the first word of a new sequence will appear in front of her.



## INTERACTION

### Consistent movement

The movement of the tiles will be consistent with the movement of the viewer: a movement to the right will 'push' the tiles to the right. Sometimes however, we might have to move the riddle words to the left regardless of the direction of the movement of the viewer. In that case we will still move the tiles corresponding to the viewer movement: to the right. The riddle words would be pushed left as the tiles are bouncing back.

The two reference movies show viewer movement to the left. In the first case it moves the riddle words to the left, and in the second case to the right.

[ref movies: 05\_words\_moveLeft.mp4 and 06\_words\_moveRight.mp4]

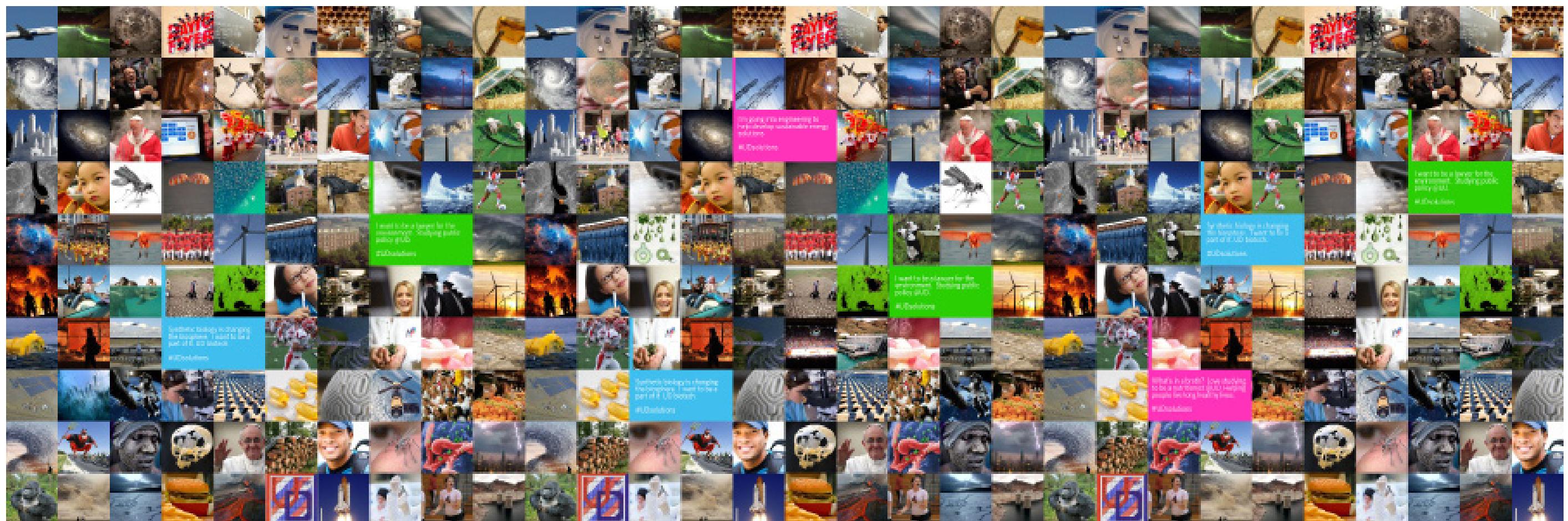


## IDLE MODE

In the idle mode, a kind of tile slide puzzle is played out, with one yellow tile serving as the empty field. Rows and columns shift around as the yellow square travels around the screen.

In addition every time there's a new user image contributed, it will be inserted into the grid. The images can be accompanied by short text which will appear on a block of color tiles.

The idle mode is a chance to showcase user images that don't directly relate to any of the UD Stories. They would reflect the dynamic and changes at UD, for example feature events such as homecoming, sports events, year-end exams, as well as seasonal changes related to the weather or holidays.





## IDLE MODE

Users can submit short text with their image. After they are approved by the moderator, the text will appear with the image, on two color tiles underneath it. Each text will also contain a tag which viewers can use to submit images and text themselves. We will create several examples at the beginning of the installation to illustrate and encourage students to submit their own.





## USER CONTRIBUTION

The users can directly contribute to the grid by tagging their images #UDSTORY on Facebook, Twitter or Instagram. They can contribute images that:

(a) are related directly to the UD Stories (by tagging them with the story's hashtag, which can be found at the end of each story). These images will be displayed in the Climax stage of the story, surrounding the 'blank'. In addition the users can use other tags to describe how the image relates to the UD story. Those will serve as a guide for the moderator to know which story to assign the image to. For example the tags might have to do with the story's subject, theme, area of research, location, etc. The tissue regeneration story might be tagged with 'materials', 'research', 'innovation', 'bio-technology', 'synthetic tissue', 'prosthetics'.

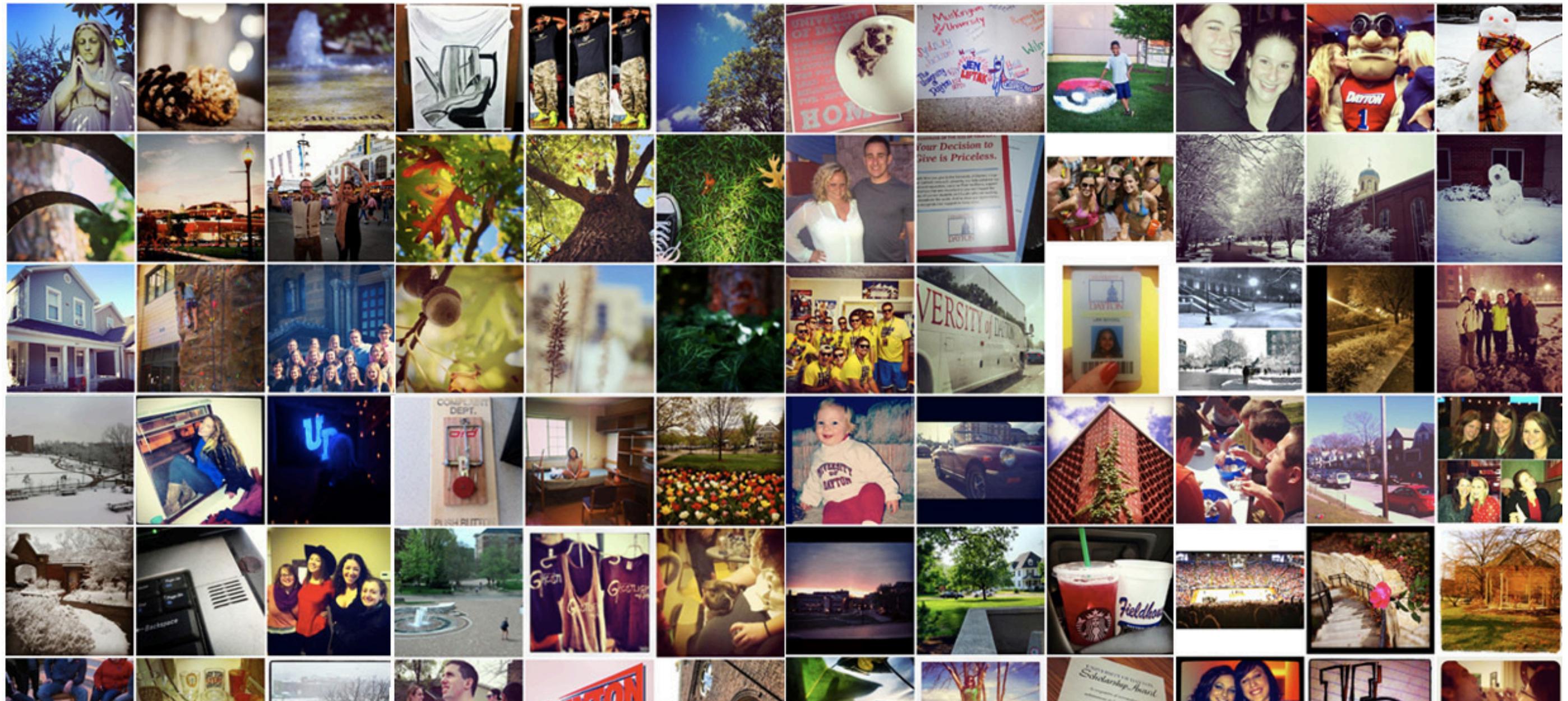
(b) are examples of what the students want to learn, solve or contribute to themselves. These images can be accompanied by a short text, and will be displayed in Idle Mode.

We will also draw from images already posted online and tagged #UNIVERSITYOFDAYTON and any other UD-specific content.

All the images contributed by the users will be collected in the moderator's app. The moderator can approve them, and assign them to a particular story or to Idle Mode.



Photos from University Of Dayton's Facebook page



examples of images tagged with #UNIVERSITYOFDAYTON on Instagram



## **ADDITIONAL OPTIONS**

### **1. SOUND DESIGN**

Physical interfaces have the inherent sound accompaniment as their physical parts move around. These sound effects provide the feedback for the viewer of what is happening, and provides an almost musical underscorring of the user actions.  
We think sound effects would enhance this installation as well, make it more tangible and immersive for the viewers.

### **2. MOBILE DEVICE APP**

The wall image can be easily translated into a game on a mobile device. In this case users would use finger gestures to swipe and reveal the next steps of the story.  
Alternatively this app could focus primarily on featuring just the user contributed content.



## STORY BUILDING BLOCKS

### 1. The Solution

Interesting bit of information about UD, contained in a paragraph of text, and accompanied by several hi-res images that illustrate it. Each paragraph of text end with the #UDSTORY hashtag and a hashtag specific to this particular story.

### 2. The Riddle

The sequence of 3 words that leads up to the solution, and suggests a logical progression of some sort, cleverly but not obviously related to the UD information. The words should not be longer than 6 tiles.

### 3. The keywords / tags

Keywords that will be used to relate user contributions to the UD Story.

### 4. Image tiles

300 curated image tiles.

### 5. User-generated content examples

Examples of the user-generated images with the short text for the idle mode. Examples of user-generated images for the UD stories.

# Thank You!



FLIGHTPHASE  
16 3rd St  
Brooklyn, NY, 11231  
t. 718.560.3082  
[flightphase.com](http://flightphase.com)