Earbuds Promotional Page

Integrated Project (MMED-3039, MMED-3040, MMED-1058)

This is a Partner-based assignment - Each team member must submit their own deliverable. Partners can decide amongst themselves which deliverables to use in the end project.

Project Overview:

This assignment encourages students to explore and research innovative concepts for a new pair of earbuds and their charging case. Students will then use Cinema 4D to model, texture, light, and animate their designs. These assets will be utilized as resources on a promotional website.

The project also includes the creation of various assets, such as multiple colour variations of the earbuds, an X-ray view showcasing the internal components, promotional images and animations.

Additionally, the 3D model will be exported as an augmented reality (AR) object on the promotional site, featuring interactive informational hot spots or an animated exploded view.

Refer to the following sites for inspiration:

https://www.samsung.com/ca/audio-sound/galaxy-buds/galaxy-buds2-olive-sm-r177nzgaxac/

https://www.sony.ca/en/headphones/products/wf-1000xm4

https://www.apple.com/ca/airpods-pro/

Assignment Description:

MMED-1058 (Motion Design 2)

1. Research and Concept Development: Each student will research current trends, user preferences, and technological advancements related to earbuds. Based on their research, they will sketch and develop their unique concept for a new pair of earbuds and their charging case, considering aesthetics, functionality, and user experience.
2. Modelling: Using Cinema 4D, students will transform their sketches into detailed 3D models, accurately capturing the shape, form, and features of the earbuds and charging case. Attention should be given to realistic proportions and fine details.
3. Texturing: Students will apply textures and materials to the 3D models, ensuring the visual appearance aligns with their design concept. Multiple colour variations should be considered to showcase different options.
4. Lighting: Lighting setups will be created to enhance the presentation of the earbuds and charging case, emphasizing their design elements and features effectively.
5. Animation: Students will animate the earbuds and charging case, showcasing their functionality and unique aspects. This may include opening/closing mechanisms, unfolding, or highlighting specific features.
6. Promotional Resources: Students will create compelling promotional images or animations that effectively communicate the key features and benefits of their earbuds and charging case designs. Different angles and perspectives should be explored to capture attention.
7. Augmented Reality (AR) Object: The 3D models of the earbuds and charging case will be exported as AR objects for the promotional website. The AR experience will include interactive informational hot spots or an animated exploded view, providing users with engaging and educational content.

MMED-3039 (Authoring 3)

Submission 1

1. Take the exported AR object and code created in MMED-1058, and integrate it into the promo site.
2. Use a combination of CSS3, Javascript and the GreenSock library to animate the hotspots and display information.
3. Use an array or object or combination of both to store and retrieve the data for the hotspots - you must include an image of some kind.

Submission 2

4. Implement your own version of an X-ray slider/Image revealer. We will cover this in class, but I want you to make your own adjustments and enhancements.
5. Implement your own version of a Vertical Scrolling Animation using the exported image sequence from MMED-1058.
6. Make use of ScrollTrigger to create scroll-driven animations

Use modern tools and techniques to generate the required assets. Use SASS components for your CSS and wrap your JS in an Immediately-invoked Function Expression.

You need to consider how the graphics and interactivity will evolve as a responsive page. Think about how your content might appear or change at various sizes. Use media queries, etc to control the visual flow.

Create a repository on Github including a detailed Readme file. Put the appropriate information in the Readme file. Push the finished files to your repo, CONTINUOUSLY merge everything to master as you and submit the repo link to the FOL dropbox.

Remember that only the master branch will be graded, so merge everything to that branch before the project deadline.

Use best practices as outlined in both your first and second year classes: semantic tagging, mobile-first design, document outline, a detailed Readme, build files etc

MMED-3040 (Web Development 2)

You must create a responsive Web page that can display the content of the project (static images and text, video, AR objects) at all relevant sizes. Use best practices with CSS, CSS Grid. The HTML page will be due at the first project submission date (see below), and as such it will use placeholder content for the assets that are under development. Suitable grid layouts will be reviewed in class for use in this project.

Rubric:

MMED-3039 (Authoring 2)

Submission 1 - Value 15%

3 / AR object integration.
3 / Animated hotspots that display information.
3 / Info and image retrieved from object or array.
2 / Coding best practices (SASS, IIFE)
2 / Github workflow
2 / Contextual Considerations (Mobile vs. Tablet vs. Desktop)

Submission 2 - Value 15%

3 / Xray Slider/Image revealer.
3 / Vertical Scrolling Animation
3 / Scroll-driven animations
2 / Coding best practices (SASS, IIFE)
2 / Github workflow
2 / Contextual Considerations (Mobile vs. Tablet vs. Desktop)

MMED-1058 (Motion 2)

Submission 1

Research and Concept Development Document:10%
- Inspiration images
- Sketches

Document must be submitted as a pdf

Submission 2

- Zipped Cinema 4d file of the model with asset folder 20%
- AR Object with hotspots exported from Model Viewer 10%
- 1 X-Ray view 20%
- A minimum of 6 promotional images 10%

Submission 3

- A minimum of 1 promotional animation: 30%

MMED-3040 (Web Development 2)

Submission 1 - Value 15%

6 / Single Web page showing valid HTML and best practices in CSS/SASS and CSS Grid.
6 / Appropriate responsive design that accommodates all project assets.
3 / Placeholder content that accurately reflects final assets.

Grading

Grades will be based on the rubric provided for each class, and students will receive constructive feedback through the assignment.

Late submissions will have 30% deducted from the final grade.

Submission Requirements

MMED-1058

Students must submit their Cinema 4D project files, rendered images and animations, promotional resources, and the exported AR object file. All files should be named appropriately, organized and submitted to the designated Dropbox folder.

Due Date:

Submission 1- Sunday, September 17th, 5:00 PM
Submission 2- Sunday, October 15, 2023 11:59 PM
Submission 3- Friday, November 10th 11:59 PM
Naming Convention: e.g. LastName_FirstInitial_Earbud_Sub1
Late submissions will be subject to a penalty of -30%

MMED-3039

- Github repo: readme.md file, master branch, design branch and development branch
- Correct structure for a web project (css, js, sass, images etc and index.html)
- Name the dev branches appropriately per feature IE des.yourinitials.artwork, dev.yourinitials.script
- Submit the repo link via FOL dropbox

ONLY THE MASTER BRANCH WILL BE GRADED

Due Dates:

Submission 1 - Week 8, first .5hr of class time.
Submission 2 - Nov 12, 2023 11:59 PM

MMED-3040

- A mobile-first, responsive, single-page scrolling HTML page with placeholder content, identifying the final content to be displayed for each placeholder item. Use appropriate images and text where possible.

Due Date:

Submission 1- TBD (Refer to dropbox)
Submission 2 (Completed Site with Authoring Specs) - Nov 12, 2023 11:59 PM