NAONEXUS SOCIAL TEAM CREATIVE REPORT 2023

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Introduction

Welcome! The aim of this document is to illustrate the team's brand identity, brainstorming and sketching workflows both used for video and photo preproduction. Enjoy the read!

The brand identity

The team name "NaoNexus" comes from two different words: "Nao", the name of the robot we used, while "Nexus" means nexus in both latin and english.
On focus, the second word, points at how the team strives to be nexus of a bigger project, a middleman between the intricate and complicated world of software and technology, and a frictionless, easy and effortless end-goal user experience.

Meaning of the logo

"Nexus" is the pivot point of our idea, to be nexus of something. Hence, the base layer of the logo is NAO's head, to symbolize the mean through which we work. On top, the "N"s compose the initials of our name, layered one opposed to another, almost as if one completed the other, meaning that technology (NAO) will never live without its application (Nexus), and viceversa.


The chosen color scheme is a cyan-orange one, presenting two different shades of cyan, a light one and a dark (almost blue one), used respectively for the base layer of the logo and the first "N". The orange, close to coral color, is used as accent color and for the second "N" in the logo. This color was intentionally thought to symbolyze the message of complementariety not only with the layout of the letters, but also with the color scheme.
This color scheme, inspired by the "orange & teal vibe", is used in every graphic element and official, non-scientical documents. Further in the docuemnt, a color palette table and more in-depth information is provided.

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Brainstorming logo

A basic preliminary sketch of the NaoNexus logo:
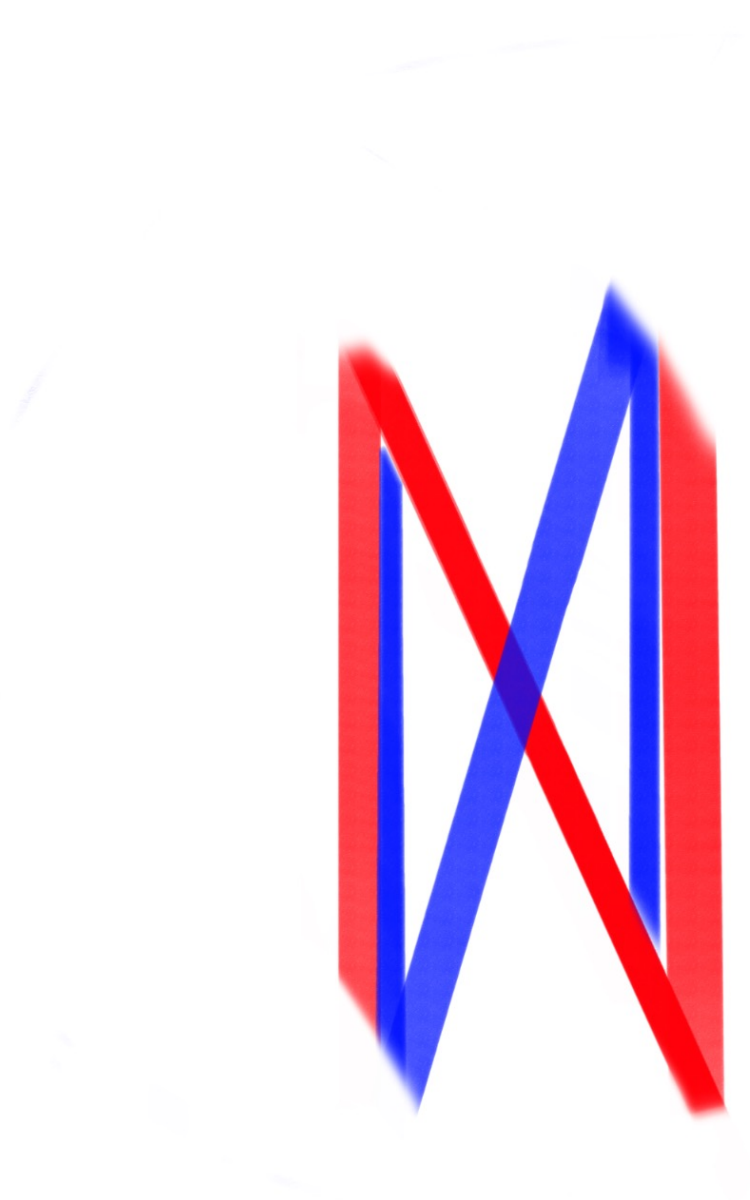
Types of multimedia content

If last year we aimed for a quantum leap in post quality, lexical complexity and graphic continuity, this year the mission is to create a stable presence on social media, delivering the same, if not better quality of last year, but offering a wider range of content and more constant uploads and interactions, maximizing audience impression and viewer flows.
The types of content released this year are the following:

1. Traditional videos:
   1. Team presentation
   2. Project presentation
   3. Project proof of concept video
2. Instagram Reels and TikTok:
   1. Funny reels
   2. Green Nao format
3. Instagram Posts and Stories:
   1. "Reportage" style photos
   2. Team member biographies
   3. Informative and educational carousels

Diversification of audience flows

The types of mutlimedia content thought for this year were created especially to maximize audience flows, to allow more people to be interested in our content, hence bringing more views, impression and likes to our social threads. The content segmentation was the following:

1. Occasional viewers: funny, non-education and entartaining content
   Recurrent viewers: educational, high-quality and informative content

Through occasinal viewers we were able to build a strong, instantaneous impression, in order to promote our more educational content, like the GreenNao format, or educational carousels.
The result of this combination was an overall improved instagram impression, with more likes, more taps on our external links and more interaction with the overall community.
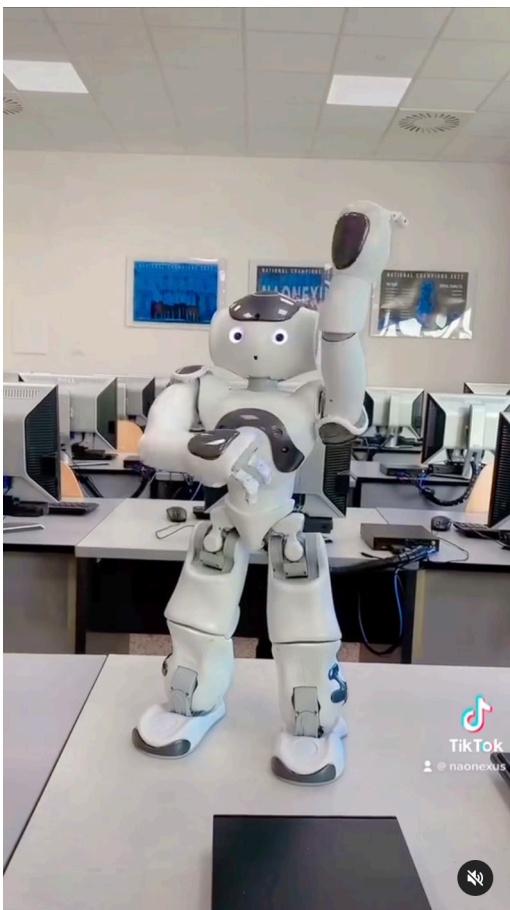
Short-term content
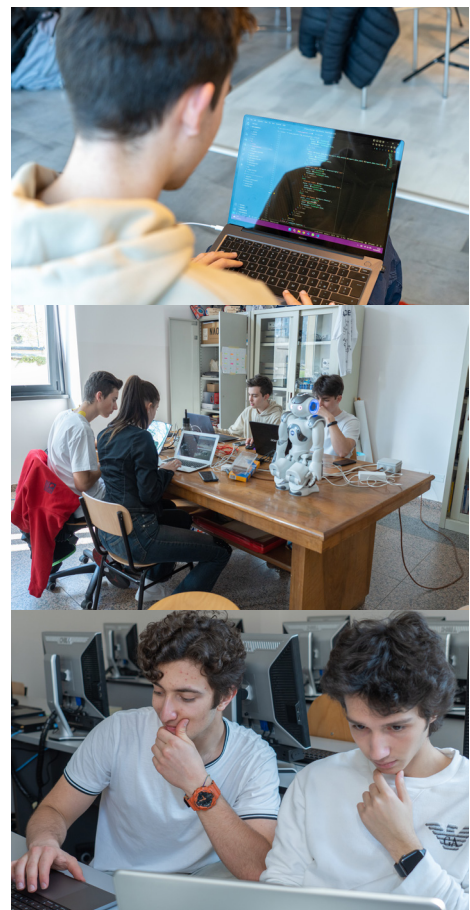
Short-term content formats were the following:

1. Instagram Reels and TikTok:
   1. Funny Reels
2. Instagram Posts and Stories:
   1. Foto in stile "reportage"

Funny reels were mainly thought following mainstream TikTok trends, like "proof that anything can be an album cover", or the Nicholas Cage and Pedro Pascal meme.

"Reportage" style photos, for how elaborate and high-quality could have been, have been inserted in this category because they weren't of informative or educational value to the average user. Nonetheless, they were a very useful tool to inform our fanbase of our current achievements and overall progress.

TikTok: Wedsneday Dance

"Reportage" Photos

NAONEXUS WISHES YOU

HAPPY EASTER!

Happy Easter wish

Team coding dopo ore di lavoro

Team social che ha fatto solo un meme
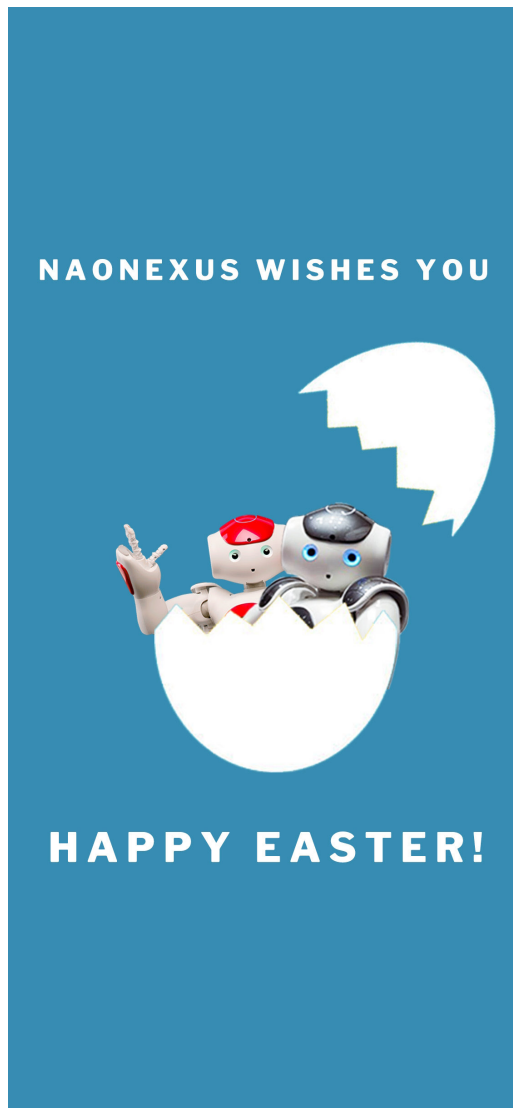
Nicholas Cage/Pedro Pascal Meme

Long-term content

Long-term content was the following:

1. Tradizionali videos:
    1. Team presentation
    2. Project presentation
    3. Project proof of concept
2. Instagram Reels and TikTok:
    1. Green Nao format
3. Instagram Posts and Stories:
    1. Team member biographies
    2. Informative and educational carousels

The first three videos made for the NaoChallenge, were helpful tools to easily explain in-depth concepts this year's project, present our team and supply a tangible proof of concept of the NAO robot in its practical work environment.

The GreenNao format, first thought by professor Bellorio, was helpful to offer to the people of Verona a fast and easy way of getting to know the local endeavours in the field of sustainability. This way, local businesses in this field could be promoted, other than our project.

This format allowed us to collaborate with many associations and private firms, such as Legambiente Verona, AGSM Aim Verona (Verona's energy management company) and VeronaNetwork (with whom we hosted a short interview in their Radio/YouTube series Obiettivo Sostenibilità)

Instagram bio posts introduced our team members to the public. Instagram casousels, in two different colour palettes, contributed to inform followers on which workflows we used to work more efficiently, in addition to the innovations that our project would include for this year.

GreenNao Format Thumbnail
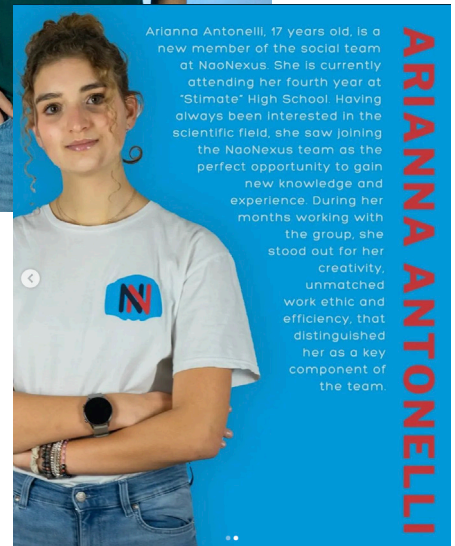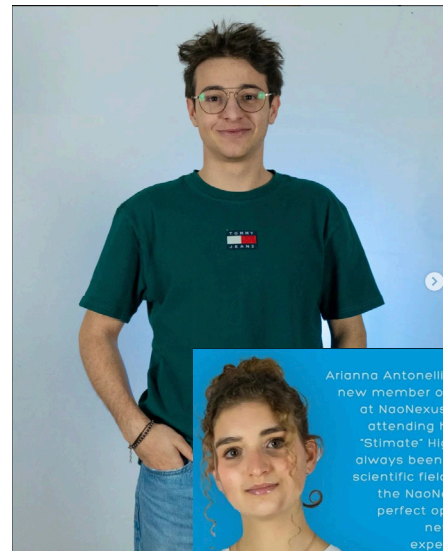
Team Biographies

Dark Carousel

Light Carousel

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Workflow

Prior to the production of content, time tables and calendars were written to have a clear image of the editorial plan for each social media thread. The whole process was documented on Notion. Following this step, depending on the type of content chosen to produce, the following workflows were used:

1. Instagram and TikTok:
    1. Sketching/Preliminary drawrings of posts
    2. Production of a template post on Photoshop or Illustrator
    3. Customization of the template with captions and specific assets

2. YouTube:
    1. Brainstorming phase
    2. Writing the structure of the video
    3. Complete pre-production with writing of a production book (you can find the full file on our GitHub)
    4. Shooting of the video
    5. Reshoot, if necessary
    6. Editing and revisions with the team

3. Short-term content:
    1. Shooting
    2. Editing
    3. Direct upload and post

NYU	TISCH SCHOOL OF THE ARTS

Shot List

You can download the production book by clicking here!

LOCATION 1:	Studio Registrazione
LOCATION 2:	Aula 4SA - settaggio studio
LOCATION 3:	

SCENE 1: Eli in studio frustrata

#	SHOT	DESCRIPTION
1	Wide	Portone della scuola
2	Medium - Close-up	Insegna stimate
3	Wide	Alberi piazza cittadella
4	Wide	Alberi giardini don
5	Wide	Fiorellino/Cazzata natuale
6	wide	Aula Info
7	Wide	Corridoio
8	Wide	Porta studio rec
9	CU	Ruben di profilo, sfuoco su monitor/elisa
10	CU	CU Elisa che fa voiceover
11	CU	Ruben risponde, fai quello che vuoi
12	CU	Eli risponde e guarda in cam
13	CU	STACCO BLACK

SCENE 2: MONTAGGIO

#	SHOT	DESCRIPTION
14	Montage	Montage clip varie lavoro
15	Medium	Eli presenta il team

SCENE 3: INTERVISTE

#	SHOT	DESCRIPTION
13	Montaggio inteviste	Interviste varie

Example of a Shot List in a Production Book

Color palette table

In this section the color palette hex codes are fully listed and catalogged depending on the use. Note that these colours have been consistantly used for official non-scientific documents, for our website, Instagram posts and graphic elements.

Logo Cyan	Logo Blue	Logo Red
#368db3	#1a2b50	#d9413d

Light Carousel Cyan	Light Carousel Blue	Light Carousel Red
#3399cc	#000033	#d9413d

Dark Carousel Cyan	Dark Carousel Blue	Dark Carousel Red
#d3eff8	#03181e	#d9413d

Document Cyan
C=100 M=0 Y=0 K=0

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Used fonts

Fonts used for the website:
1. **Libre Franklin Extra-Bold**
2. Montserrat Regular
3. **Barlow Bold**

Font used for the "NaoNexus" type:
1. **Arial Rounded MT Bold**

NAONEXUS

Fonts used for Instagram posts and carousels:
1. **Libre Franklin Extra-Bold**
2. Hero
3. **DIN Condensed**

Fonts used for GreenNao:
1. **210 Supersize**

Font used for merchandising:
1. **Arial Rounded MT Bold**