

Script

As my business is a travel company, it was key to highlight the main methods of transport the service provides, a customer is informed of this with the little 'about us' section in the overlay before getting to the main content.

The main feature of the piece is the main interactive experience of rotating the camera around the planet, this is the foundation of the website and is where the most attention was given. The interaction involves clicking and dragging the mouse to orbit the planet and after every full rotation the background scene changes with a new song to accompany it, setting the mood for the new time of day. Other interactions involve clicking on the vehicles above the planet, these all produce a sound corresponding to the mode of transport.

The key aspect to my website was the design to be targeted towards young travellers looking for cheap and accessible transport. Having an interactive model would appeal towards this audience who have grown up in a world surrounded by ever advancing technology.

A lot of my work found inspiration from a variety of sources, a main one being Joshuas World, this website was key behind the idea of adventuring a location on a still axis as well as the low poly artistic choice my website achieves. Joshuas World allows you to explore while learning new pieces of information behind every turn, while my prototype isn't as complex it derives its main conceptual idea from their work.

getrepeat.io was another major influence on my work as it gave inspiration towards my 'floating' models on the scene and while I couldn't achieve the hover and rotate effect on my models like their website achieved, I have implemented it in other locations. An example of this is my overlay screen where the interaction for the prototype starts early with the information box tilting in response to the user's mouse.

Another few key sources came from YouTube, I was keen for the idea of a loading screen, however, to get it working as well as finding a design I liked was challenging but I soon found one by Wael Yasmina which fit the cartoonish design of my low poly website.

The base of my work is lightly guided by the week five workshop which taught me how to incorporate a raycast into my work, this aided in my ability to get the sound to play on the vehicles when engaged.

Overall, my work achieves its base goal of providing an interesting experience for a user with multiple instances of interaction, the models are consistent with their look as well as the layout of the code being easy to read. The colour scheme makes the song choice appropriate rather than random, in addition to this, having the website show off both day and night helps the user understand that our services are available any time.

As Ernest Edmonds says in his paper about the art of interaction, "In interactive digital art, the artist is concerned with how the artwork behaves, how the audience interacts with it and, ultimately, in participant experience and their degree of engagement". While this website truly engages an audience towards interacting with the models and the scene, helped with the comic feel of the low poly models chosen to appeal towards the younger target audience

However, the site has glaring shortcomings starting from the overlay of the site which looks rather scruffy and basic. The work could do with a more professional touch which would happen further down the line as it is currently a prototype.

Such improvements to the work would be the polishing of the cameras rotation and the background colour changing in response as it sometimes doesn't require a full 360-degree rotation to trigger a change. The background of each scene could also do with a makeover helping the user to truly grasp the concept of day and night. The day cycle could have clouds floating across while the night cycle could have stars floating around the planet.

Furthermore, the vehicle models are stationary and can therefore be perceived as a bit lacking in engagement, the improvement towards this would be implementing the original idea of having the models tilt in response to the mouse getting close to their proximity.

in addition to this, more camera interactivity such as a zoom would allow the company to share more intricate details, as seen on Joshuas world, later in production the company could perhaps add an interaction of the vehicles moving around the globe or users setting a start and end destination for the vehicles to navigate around the planet.

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Model references –

This work is based on "40ft Tugboat" (<https://sketchfab.com/3d-models/40ft-tugboat-0555e3e0c1be4080a2ba6731b801f8da>) by Potater_King (https://sketchfab.com/Potater_King) licensed under CC-BY-4.0 (<http://creativecommons.org/licenses/by/4.0/>)

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