Changing Minds

Interactive Environment and Experience

Media Production (UFCFKL-30-2)
Final Submission:
Blackboard. May 2nd|14:00 2023

This assignment is 70% of the total module mark

Module: Media Production (UFCFKL-30-2)

Autumn Term: 3rd October 2022 – 27th January 2023
Spring Term: 29th January 2023 – 8th May 2023
Weighting: Module Total: 70%
Contact Time: 3 hrs per week
Coursework preparation: 4 hrs per week |
Reading and learning course material: 3 hrs per week
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Assignment Overview

Following the concept development and animated visualisation you created for the first assignment you will be creating an interactive experience along with associated files and documentation. Part of this production will explore user input and real-time interaction and rendering, opening up the possibility of being able to produce work that is non-linear and reactive to a user's inputs.

This is an individual assignment:

Based on the research you have completed into your subject area last term, reflect on what you have learnt and develop your thinking and research to design and create a 3D interactive experience that explores similar themes.

Initially you will work in Maya to develop 3D assets for this interactive experience.

Utilising your 3D assets and research you will create a 3D virtual and navigable environment that may also have other interactions embedded into it.

Your interactive experience must be developed from your research undertaken in the last assignment.

For this assignment you will be using the Unity3D game engine / platform. Unity runs on Windows, Mac and Linux but be sure to have the version installed we are using for the assignment.

Deliverables - May 2nd 2023 2pm Blackboard submission

The following is a list of the deliverables that must be submitted in order to fulfil the requirements of the brief. Each student will individually submit and be assessed on:

- **Interactive experience research documentation** – A .pdf file containing your documentation, which should include:
  - Ideation work
  - Pre-production work
  - References

- **3D Assets** – .fbx files of your 3D asset(s) Also submit .jpg and HD .mp4 render(s) of your 3D asset(s). (.mb / Maya files will not be accepted).

- **Video of Interactive Experience** – A 1-2min video HD .mp4 file documenting your interactive experience.

- **Executable of your exported Unity project** – A MacOs or Windows executable file
- **Unity project files** – Unity project files hosted on GitHub.
- **Evaluation** - A .pdf file evaluating your project, which should include:
    - References
    - Inventory of Unity (and other found) assets used
    - Inventory of assets that you created
    - 500 words Evaluation / reflection

Submission

May 2nd 2023 2pm Blackboard and GitHub submission

Detailed assignment process

3D pre-production

Based on the research you have completed into your subject area, reflect on what you have learnt. Design an interactive experience to creatively communicate your response to your topic. Document your intentions for your assets and interactive environment, both aesthetically and technically, in the form of pre-production materials such as concept art, asset designs, storyboards, moodboards etc.

3D asset production

The main 3D asset in your interactive experience must be created yourself in Maya. You will model and texture a large scale asset for use in your interactive experience. You will need to account for the fact that this asset is to be used in a real-time environment and show consideration of that in the mesh structure and texturing choices.

Interactive experience

In Unity you will import your finished 3D asset and then create a 3D environment for the user to explore. You will create interactive elements to engage the user and provoke thought about your chosen subject area.

Audio

You will need to create and use audio as part of your interactive experience. This may be in the form of sound effects, dialogue and/or musical accompaniment. Audio will need to be created to a high quality and professional standard.

Once your experience is finished, you will record screen footage of the application in action for submission.

Copyright

For all assets which are not created yourself you must check that you have the appropriate permission. For example, any audio that you include in your productions must either have permission to use or be copyright free audio. Include reference to any 3rd party assets in your documentation.

You must also include in your documentation an inventory of all Unity assets used in your interactive experience.

Evaluation

To accompany your submission, you should write a short evaluation document discussing your assignment (500 words maximum). Discuss your thoughts on your final products and your implementation, any known issues with your work or any ideas you have of how you could improve it. Remember to be reflective and evaluative about the processes you followed and your final output.

Include references to any 3rd party assets used in this document.

Stretch goals

You are able to get higher marks by extending the brief and including additional features. However, **only attempt stretch goals once you have completed the essential tasks above to a good standard!**

Ideas include, but are not limited to:

- You can explore Unity further to create a more complicated environment. For example, additional interactivity, animation or scripting.
- You can model more objects and populate your scene with further assets you have modelled and textured yourself.
- You can create your own sound effects and create more detailed audio for your interactive application.
- You can edit your final footage to create a demo reel for your interactive application and add additional audio, post production, edit work to your final footage.

If you are thinking of moving on to work on stretch goals please discuss with your tutor first.

Assessment Criteria / Marking Guidance

Submissions will receive an overall mark out of 100 based on the following criteria:

Criterion	< 40	40-50	50-60	60-70	70+
Research Documentation 8%					
Research and pre-production methods, examples and related literature	Documentation is not submitted or of a poor quality. Details or documents are missing so it is difficult to understand the intention of the production. Documentation lacks in research into relevant examples. Student does not show understanding of the processes followed and/or critical reflection.	Documentation is present but limited, further detail is needed. A general intention for the final outputs is shown, but there are significant areas missing or lacking. Further work needs to be completed. Basic research into relevant examples has been completed. There is little to no critical reflection.	Documentation is of a reasonable standard. It conveys the intentions for the final outputs. However, detail is lacking in some areas. Research has been completed into some relevant examples. Critical reflection about design choices or processes followed is present but could go further.	Documentation is of a good quality. It conveys the intentions for the final outputs clearly, with only small areas for improvement. Research into relevant examples has been completed well. The evaluation critically analyses design choices and processes followed.	Documentation is excellent and detailed. It is clear and easy to understand. It conveys the intention for the final assets clearly and in detail. Detailed and thorough research into relevant examples has been completed. The evaluation critically analyses design choices and processes followed with interesting insights.
Evaluation 7%					
Reflection, examples and references	Evaluation is not submitted or of a poor quality. Details or documents are missing. Little or no reflection. Documentation lacks in research into relevant examples. Student does not show understanding of the processes followed.	Evaluation is present but limited, further detail is needed. A general reflection on the final outputs is present, but there are significant areas missing. Basic research into relevant examples has been completed. There is little to no critical reflection.	Evaluation is of a reasonable standard. It conveys clear reflection about the final outputs. However, detail is lacking in some areas, Research has been completed into some relevant examples. Critical reflection about design choices or processes followed is present but could go further.	Evaluation is of a good quality. It conveys insightful reflections about the final outputs clearly, with only small areas for improvement. Research into relevant examples has been completed well. The evaluation critically analyses design choices and processes followed.	Evaluation is excellent and detailed. It is clear and easy to understand. Insightful and detailed reflections. Detailed and thorough research into relevant examples. The evaluation critically analyses design choices and processes followed.

3D Assets / models 20% **(each criterion has equal weighting)**					
Technical production	Very limited or no 3D assets have been created. Student does not show understanding of the appropriate methods or tools for 3D content generation.	3D assets have been created but are of a basic standard. Student shows some understanding of the appropriate methods or tools for 3D content generation, but more work is needed.	3D assets have been created and are of a reasonable standard. Student shows some understanding of the appropriate methods or tools for 3D content generation, but work could be more detailed.	3D assets have been created to a good standard. Student shows understanding of the appropriate methods or tools for 3D content generation.	3D assets have been created to a high standard. Student shows in depth understanding of the appropriate methods or tools for 3D content generation. Output is of a high quality.
Creative and innovative approach	Extremely poor quality, really lacking in ideas about the theme and subject. No real imaginative approach at all.	Poor quality, lacking in ideas about the theme and subject. Lacking in imagination confused or basic approach to the 3D environment / object.	Quite derivative approach to the theme and subject. Lacking in imagination but some clarity in the approach to the 3D environment / object	Engaging approach to the theme and subject. Showing creativity or innovation to a good level with a clear approach to the 3D environment / object	Highly creative / innovative approach to the theme and subject. Sophisticated approach to the 3D environment / object
Interactive Application 65% **(each criterion has equal weighting)** Separate criteria for environment, and interaction					
Realisation and production of environment	Very basic environment and experience does not communicate clearly and/or understanding of the software is not demonstrated.	Unsophisticated environment. Not much attention to detail. Use of the required software is basic	The environment competently put together with some use of features such as skybox, fog, lighting The student shows understanding of the software required.	The environment is well put together with good use of extra features that embody the idea. The student shows good understanding of the software required.	The environment is sophisticated and substantially enriches the experience. The student shows excellent understanding of the software with sophisticated implementation

Realisation and production of interaction	Minimal interaction and/or understanding of the software is barely demonstrated.	The interaction only includes basic first / second person controllers. Use of the required software is basic	The interaction adds to the experience but could be hugely improved. Competent understanding of the software.	The interaction is well put together and supports and extends the idea of the project Good understanding of the software.	The interaction is sophisticated and substantially enriches the experience. Excellent understanding of the software with sophisticated implementation
Creative and innovative approach	Extremely poor quality, really lacking in ideas about the theme and subject. No real imaginative approach at all.	Poor quality, lacking in ideas about the theme and subject. The output may lack in creative thinking. Lacking in imagination confused or basic approach to the interactive environment.	Quite derivative approach to the theme and subject. The output may lack in creative thinking. Lacking in imagination but some clarity in the approach to the interactive environment.	Engaging approach to the theme and subject. Showing creativity or innovation to a good level with a clear approach to the interactive environment.	Highly creative / innovative approach to the theme and subject. Sophisticated approach to the interactive environment producing a thought provoking experience.

Feedback

Verbal feedback will be available in the workshop sessions and you are encouraged to seek this from your tutors throughout your process. You should also seek (and reflect on in your design journal) feedback from target communities and peers during the process.

Submission Details

Ensure that you test the digital production components of your submission.

Submission format guides:

All deliverables must be submitted to Blackboard.

Research Documentation: A **PDF** with illustrations where appropriate.

Visualisation: An **mp4 file**

3D Assets: An .mb file with jpgs and .mp4 renders

Study Support:

The following links provide detailed information on study skill provision and UWE academic policy. In submitting your final submission for examination you agree that you have read the following guides linked to below:

- Digital Media BSc Learning Policy:
- UWE Study skills: http://goo.gl/NalwD5
- UWE Word count policy: http://goo.gl/Qe8kbg
- UWE Referencing policy (UWE Harvard): http://goo.gl/lu3S3L
- UWE Plagiarism policy: http://goo.gl/vAHWOp
- UWE Academic appeal process: http://goo.gl/Tf1nv3

Plagiarism Advice:

The usual university strictures about plagiarism apply to this assignment. It is good practice in academic writing to reference correctly the work of others that you may draw upon for your own. Please help us to clearly distinguish your original efforts by so doing.

If you use code from other sites, the sources must be referenced in your Bibliography. If you use any other site(s) as a source of ideas for your site, you must reference the source. If you copy code and/or ideas from another student's work, or even if you are helped by another student, you must reference/acknowledge the source.

- UWE Plagiarism policy: http://goo.gl/vAHWOp