

IM3080 Design and Innovation Project (AY2021 Semester 1)

Individual Report

Name: Zhou Wanxuan

Group No: 1

Project Title: IDea – Design Together

Contributions to the Project

1. Design Sub-group Leader

a. Design of logo, color scheme and font use

Draw out logos and color schemes for group members to choose.
Decide on font use and overall design.

b. Monitor design

Decide on workload allocation and make sure design team's designs are consistent, giving feedback. Also drawing additional images for use as profile picture.

2. Avatar

a. Avatar design

Design of avatar based on logo and theme colors. Drawing of the avatar and separating layers to adjust in animation. Naming the avatar Dea, based on our application name "IDea".



Figure 1: Avatar Design and Drawing

b. Avatar animation

Frame by frame animation of 12 actions. Frame number for each action vary from 5 to 15, with 21 layers to adjust for each frame. Ensure that

every action's animation can be played smoothly at 12 frames per second. Use photoshop script to turn animations to separate sprite sheets. Communicate with tech group to ensure they know the use for each sprite. Find appropriate sound effects free of copyright to use for specific action.

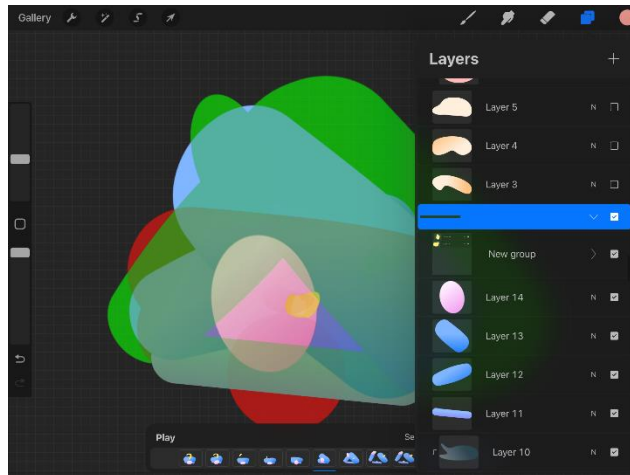


Figure 2: Avatar Movement Design and Animations



Figure 3: Avatar help function pack

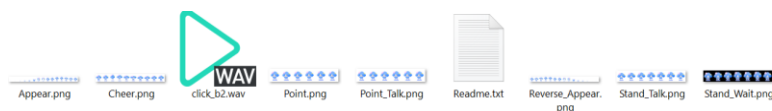


Figure 4: Avatar Tutorial Function Pack

c. Avatar dialogues and functions

Decide on functions of the avatar and make 15 dialogue bubbles to use in the functions.

Help Function: to help users whenever they meet a problem and select a solution from a given list, if solution is not present, they can give feedbacks.

Tutorial Function: to let users understand how to use the functions in a short and enjoyable way.

Welcome Function: welcomes users back and tell them where to find their works and start new works.



Figure 5: Dialogue Pack

3. Video

a. Scene design

Decide on the scenes to film and check all clips from filming team.

b. Noise reduction and sound design

As the audio were recorded by phone, large amount of noise is recorded. In addition, there were car horns from the traffic road beside the recording place. Used ambience sampling to remove background noise and clear off particular frequencies at the point of car horn. Find and add in music and sound effects for the video.



Figure 6: Audio files

c. Video Editing

Clip selecting and audio adjusting to sync with videos. Add in avatar on green screen and subtitles. Use adobe after effects to design logo animation. Edit video to add in fake camera movements and visual effects.

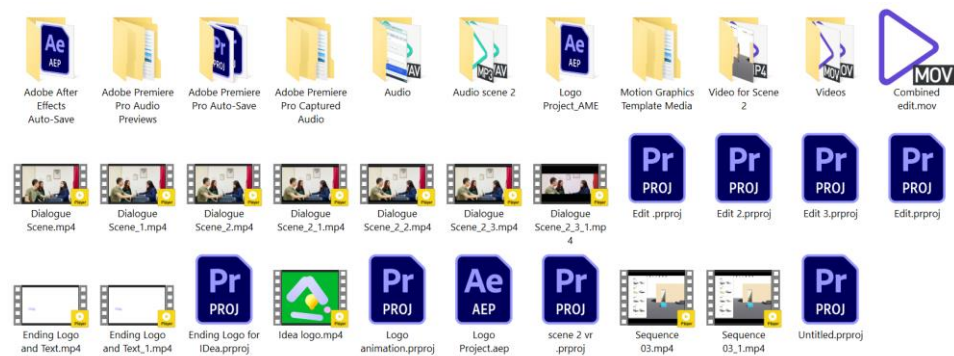


Figure 7: Video edits

4. Final Presentation Slides

Design slides, edit slides and control slides in presentation.

Reflection on Learning Outcome Attainment

Point 1: Modern Tool Usage

Through this project, I have touched on many modern applications and learnt how to use them. They include affinity designer which are used on iPad, drawing with apple pencil reduces lagging experienced with tablet connecting to computer. Using photoshop script to create sprites, premiere pro to edit videos, audition to change pitch of ai voice of avatar, pro tools to reduce noise, after effects to animate, and media encoder to export. I did not know how to export transparent gif on after effects, hence I went a long way of adding green screen below the composition I created. After this project, I found how to export with the alpha channel and RGB channels.

Point 2: Communication

I find that communication is very important and difficult at times. When I try to say out my idea, I always need to prepare visuals to let other members understand what is in my mind. When I did not prepare the visuals, they might interpret my idea very differently and that has caused some miscommunication.