Media/Content Creation Plan

Penelope LTD

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Contents

1 Birds known on campus

1.1 On-campus guide

Figure 1: Current campus bird guide

1.2 Collection goal

The current easily accessible guide for the birds on campus is a sign showing the known birds to be found by the lake. This is constituted by 24 different bird species 11 of which have distinctly different male and female counterparts.

Known birds with sex differences indicated (bold) are:

- Kingfisher
- Canada Goose
- Heron
- **Gadwall**
- **Pintail**
- Ruddy Shelduck
- **Shoveler**
- **Blackheaded Gull**
- **Goosander**
- Mute Swan
- Moorhen
- Greylag Goose

- Great Crested Grebe

- **Cayuga**

- Black Swan

- Coot

- **Poochard**

- **Mallard**

- Herring Gull

- **Widgeon**

- **Lesser Snow Goose**

- **Tufted Duck**

- Barnacle Goose

- Northern Shulduck

A selection of birds will be made to provide sample data for a mock presentation for our app.

2 Collection Methods

2.1 Forms of media

For each entry the aim is to create:

- Profile picture: This is a drawn image which acts as a caricature of the bird enabling the user to clearly see distinctive features without the distraction of a background as well as highlighting certain aspects of the bird.

- Real life image: A still photo showing the bird in the context of the real world

- Video: A short video showing the bird in its habitat.

- Sound recording: A short snippet of audio of the bird's calling sound.

2.2 Equipment

Both members of the design team have a DSLR camera which is adequate for taking high quality still images with optical zoom functionality which will assist in not getting too close to the subject matter whilst maintaining fidelity. In the company's possession is also a 4k handheld gimbal video camera which can be used to obtain steady videos easily. Audio equipment may need to be borrowed from the music technology department such as directional microphones so that high quality audio can be obtained.

2.3 Formatting

File format is to be discussed with the software team as they will be responsible for the implementation. The still images in our current design are present with a circular border cropping out most of the background however landscape shots are preferable with most of the frame containing the subject. Current UI designs show landscape videos. Audio captured should be short and only contain the desired bird call. Background noise and distortion should be avoided or processed.

3 Collection Table

Bird	Still images	Video	Audio
American Pekin	✓	✓	✓
Barnacle Goose	✓	✓	✓
Canada Goose	✓	✓	
Cayuga	✓	✓	
Greylag Goose	✓	✓	✓
Mallard (Male)	✓	✓	
Mallard (Female)	✓	✓	
Moorhen	✓	✓	✓
Snow Goose (White)	✓	✓	✓
Snow Goose (Blue)	✓	✓	✓
Mute Swan (Juvenile)	✓	✓	