

# 1.2 GEO LOCATION - Time and Place.

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## Introduction

Even if you're not doing anything wrong, you are being watched and recorded. - Edward Snowden

During this project you will use a structured process to develop a geo location based product or experience. Moments in time and location can reveal many details about our lives. Our location can be used to deliver specific communications with us to enhance our lives, this can be via simply knowing you are in the UK and providing web site payments in sterling or it could be an augmented reality that informs you with real time information based on a very specific location on the planet. Location based learning is becoming a new feature of Education due to the proliferation of mobile devices. You will need to research in a broad manner to create a compelling and new geo location based experience.

## Task

In teams you will each create a Kickstarter project for a geo location product or experience. You will need to create an account and upload the project, it does not have to go live.

Your project does not have to be a game but must use location as the core driver for the project. Your Kickstarter project should be built using Kickstarter and although Kickstarter does state you do not have to create a video for a project for this brief you must.

Projects to look at should include;

I Love Bees / Alternate reality games

Fire Chat / Mesh Networks

Chromaroma / Mudlark - <http://wearemudlark.com/blog/>

GamAR / <http://gamar.com/>

## Kickstarter guides

<http://www.kickstarter.com>

<https://www.kickstarter.com/help/handbook>

<https://www.kickstarter.com/rules>

[https://www.kickstarter.com/help/handbook/your\\_story](https://www.kickstarter.com/help/handbook/your_story)

You will need to quickly research and more importantly investigate as many geo location possibilities as you can to understand what could make a great geo based product.

It is key that you use user feedback and rapid prototyping to iterate your idea. Feel free to dive into the technology we have within the mobile device lab, google glass and the onyx beacons. We will look at these products in the tutor groups. However this project is about creating a pitch for Kickstarter and so it is the idea and project that should hold up to scrutiny.

## Additional geo based projects to consider

Kennedy App

Capture the now with Kennedy

A new way to mark moments in time complete with surrounding context of the things happening around you.

## Now Next Later

Now Next Later is a subtle weather app for iOS

Instead of the expected weather icons, Now Next Later uses a cross based particle system to show current conditions including rain, wind speed, clouds and snow.

## Ingress

Ingress. The game.

It's happening all around you. They aren't coming. They're already here.

<http://www.openpaths.cc>

OpenPaths is a secure data locker for personal location information. Using our mobile apps you can track your location, visualise where you've been, and upload your data to the OpenPaths website.

## OpenStreetMap

OpenStreetMap (OSM) is a collaborative project to create a free editable map of the world.

## SCVNGR

SCVNGR was a social location-based gaming platform for mobile phones

## noTours

noTours is a project by the collective Escoitar.org that allows editing a place with sounds. This means that you can attach sounds to a territory and that later, when you go physically to that place, you can listen to them.

## Augmented Reality Games

Portal ARG / Star Trek ARG

## Foursquare / Swarm

Location based check ins and reviews.

# Key terms

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Location based gaming / Geolocation gaming / Geocaching

/ Geofence / iBeacon / Wi-Fi-based positioning / Global Positioning System (GPS) / Radio Frequency Identification (RFID)

Location / Near field communication (NFC) / Liminal Space / Desire Paths /

## Crit

On Monday the 2nd of March you will present your Kickstarter preview page for the interim Crit.

## Research

Your research should include: target audience and analysis.

First hand research should be undertaken.

## Some Starters:

- Psychogeographic links
- <http://bit.ly/1cAS1Ax> / <http://sensorymaps.com/>
- Desire Paths - <https://www.youtube.com/watch?v=SUxBM03qHSs&feature=youtu.be&t=4m17s>
- [https://www.flickr.com/groups/desire\\_paths/pool/](https://www.flickr.com/groups/desire_paths/pool/)
- A London Trilogy - <http://www.bfi.org.uk/blu-rays-dvds/london-trilogy>
  - <https://www.youtube.com/watch?v=Z2RBuOKb9zs&feature=youtu.be>
- The London Perambulator - <http://www.youtube.com/watch?v=TNGskCNrBHY&feature=youtu.be>

## Assessment evidence

- Crit Attendance (Monday 2nd March before next launch)
- All supporting work/ sketches/ notes/ photocopies sketchbooks this should be collated and bound.

## Learning Outcomes

Please refer to the module description on sussed for full details on this module.

## Aside

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## Assessment

Final summative assessment will take place on the 14th of May 2015.

## Tutors

Adam Procter, Andy Lapham, James Stallwood.

## Programme Administrator

Emma Cutler

## Health & Safety

<http://wsa.wikidot.com/healthandsafety/>

It is the duty of all students to work in a safe & healthy manner and to have a duty of care unto yourself and others. Please ensure that you are aware of the relevant health and safety requirements for all activities that you undertake during your study. In particular you must refer to Studio & Workshop codes of practice, attend all mandatory & relevant training and refer to the traffic light system for equipment use. Please check with your academic staff if you are required to complete a project proposal from and/or specific risk assessment.