Multimedia Major Project Brainstorming

|  |  |
| --- | --- |
| Medium | Theme/Idea |
| Application | Evolution of 3D (Vision) Technologies |
| Magazine | Photography |
| Website | Product/Business Marketing   * The Mill Whole Foods * Marketing/Photography Business |
| Other Print |  |
| Combination of Application and Print Elements |  |
| Product/Business Marketing |  |

# The One Thing That Could Make Me Do a Video;

**https://www.youtube.com/watch?v=ymYDfx2hwJ0**

# ~~Idea 1~~

## ~~Evolution of 3D Vision Technologies Magazine~~ *~~{and accompanied Application}~~*

~~The Evolution of 3D Vision Technologies throughout time, exploring red/blue,~~ ~~?~~~~polarized~~~~?~~ ~~and augmented 3D technologies, with articles on each, demonstrations created within the magazine and in an accompanied application. Brought on by interest in the way visuals are perceived.~~

### ~~Skills;~~

* ~~Research~~
* ~~Text Editing and Article Creation~~
* ~~Learning and use of ‘Red/Blue’ 3D~~
* ~~Learning and use of ‘Polarised (Cinema-style)’ 3D~~
* ~~Learning and use of ‘Augmented Reality’ 3D~~
* ~~Print Design~~
* ~~Elements of Design~~
* ~~Application Design~~
* ~~Coding~~
* ~~Photography~~
* ~~Photo Editing~~

# ~~Idea 2~~

## ~~Theoretical Product/Business Creation and Marketing~~

~~The creation of a theoretical business and product (yet to be decided), and the design of a full marketing/promotion suite for said business, such as Business Cards, Business Logo, Product Mock-ups, Packaging Mock-ups, Social media campaigns etc. This is brought on by the extreme relevance to the real-world and industry content within the Multimedia film.~~

### ~~Skills;~~

* ~~Research~~
* ~~Print Design~~
* ~~Elements of Design~~
* ~~Logo Design~~
* ~~Business Concept Creation~~
* ~~Packaging design~~
* ~~Photography~~
* ~~Photo Editing~~
* ~~Mock-up/ Real world Design~~

# ~~Idea 3;~~

## ~~Magazine;~~

~~Print media is one of my favourite facets of design, as I have done multiple independent projects previously in print media. The publication of a magazine allows for a tangible outcome that looks extremely professional and allows for the use of many universal skills.~~

* ~~Logo Design~~
* ~~Vector Graphic Creation and Manipulation~~

# Idea 4;

## Website;

A Website allows for the execution of 90% of the skills used to create a print media project such as a magazine, with added skills such as basic coding, animation, video embedding, and external linking among many others.

### Pages;

|  |  |
| --- | --- |
| The Mill Wholefoods and Cafe | Multimedia Marketing and Design Company |
| Home Page | Home Page |
| About Page | About Page |
| Café | Commission Application Page |
| Wholefoods eStore | Contact Page |
| Health Food Information Page | Previous Clients Page |
| Contact Page | Gallery |
|  |  |

# ~~Idea 5;~~

## ~~Application;~~

~~I am very interested in doing an application, however, the program that I have access to and am interested in using, Adobe XD, has a strong favour of ease of use, and therefore supports a “drag and drop” style of creation, which will greatly limit my skills used within the project and interest, such as coding and other heavy technical skills.~~

<http://twentytwentytwo.co.uk/>

<http://www.11coffee.co.uk/>