DME Workshop Character Design Thought Process:

DME Intro:
https://slc.blog.ryerson.ca/sample-page/digital-media-experience-dme/
The DME supports teaching innovation and experiential learning while allowing students to get their hands on state-of-the-art and new technologies.

Come up with 5 unique characters each resemble the 5 streams DME is offering:

1) **Physical Computing**

Definition: approach to learning how humans communicate through computers that starts by considering how humans express themselves physically.The key purpose of physical computing is to build a communication between the analog world and a physical system using interactive softwares and hardwares.
Example: arduinos, VR, Interactive projection

2) **Programming**

Definition: a process that leads from an original formulation of a computing problem to executable computer programs. Instead of working with hardwares, programming involves analysis, developing understanding, generating algorithms, and verification of the algorithms.
examples: binary codes, all programming languages.
Front-end Back-end development: The programming Intro workshops at DME is divided into two streams, front-end and back-end. The front-end workshops teaches HTML, CSS and JS for making an interactive website. Instead of teaching back-end, DME teaches game software development using unity.

3) **Audio Video Design**

Audiovisual (definition): possessing both a sound and a visual component, such as slide-tape presentations,[1] films, television programs, church services and live theater productions.
The two streams for DME A/V workshops are photography and video editing. both hardware and software relevant to the AV design will be taught as well as the basic theory and concept.
examples: adobe suites, DSLR cameras, Lighting equipments.

4) **3D print /Design**

In other words additive manufacturing, is a process of making 3 dimensional objects by laying multiple layers of selected materials. The maker (3D printer) is a product of industrial robot. The techniques of 3D print vary by the cost, manufacture and procedure, but the general principles remains the same for all. starting from creating 3D models in a computer software, then sending the model to a 3D printer for physical construction, to smoothing the object with final touches.
The 3D Printer used by DME is a TAZ 5. Its printing process is extrusion based.

Another topic of the DME is about 3D design, it can be included as a pre-process for the 3D print.
examples: Maker-Bot, 3D softwares, Prototyping.

5) **Data Visualization**

the presentation of data in a pictorial or graphical format. It is viewed by many disciplines as a modern equivalent of visual communication and descriptive statistics. In definition, it means information that has been abstracted in some schematic form, including attributes or variables for the units of information. One popular data visualization form is infographics, and the platforms used nowdays to collect datas are big social media sites.
examples: APIs, Processing, D3.js

Style: Since DME is part of the SLC and is close to MDM, colour scheme and general style will be influenced by the two programs and infrastructure.

Concept:

1) **Physical Computing**:

colour: arduino colour. #00969d
Sketchy Robot made of hardware components. eg: servo, wheels, led, jumper wires, circuit board.
Can be a robot rolling on wheels, or a drone-like robot.
reference:
http://goo.gl/47nOk7

2) **Programming**:

colour: black/white, dull colours.
High-End Robot that looks more edgy and modern than physical computing.
a game-like character.
Use the first programmer (girl named Ada Lovelace as a reference)
a programmer! a hacker!
a character made of pixels, reference retro-style games.
reference: Github mascot, android mascot
goo.gl/GcXHWy

3) **AV Design:**

colour: bright. MDM like colours. multiple
All about visuals, colours, images, motions and pixels.
A camera-like character that has lens as eyes.
A more general looking character that does not only refer to audiovisual, but all other visual processing, graphic design and sound editing.

4) **3D design/ print**

colour: realistic, smooth and plastic texture.
A monster or abstract figure.
can have nozzle as a prop. having the materials coming out of the nozzle.
Have a 3D feeling.
reference:
http://goo.gl/R6BR6e

5) **Data Visualization**

colour: black sihouette with multiple right colours for charts and numbers.
A simple silhouette of a person that is usually used in data visualization for counting. the figure is mildly twisted to fit with other 4 characters.
reference:
http://goo.gl/PBA3Zh

more stuffs on the 5 streams:
https://goo.gl/wu6BSO

challenges:

- how to make all characters different and unique but still been able to have a universal style that represents DME.
- How to have complexity and simplicity in the design for various characters.

potential styles:

1) UI, flat, Colour blocks:

http://goo.gl/zBjB5p
pros: edgy, morden, clean, smooth
cons: no depth, angles or 3d visualization.

2) Sketches, outlines, hand-drawn styles.
http://goo.gl/JBY6VD
Pros: cute, relaxing, great personality
cons: not good for all characters, branding conflict with SLC.

3) 3D, shadow, depth, illustration style
http://goo.gl/FU5Bfk
pros: detailed, outstanding, eye-catchy.
cons: branding conflict, too illustrative? time-consuming.

4) Disney, Pixar style. Having the 5 categories each have a character that s similar to Disney movies Big hero six

http://goo.gl/tyxJdP
pros: unified, likable
cons: too much reference.not unique

Purpose/Future of the workshops

1) practical knowledge for cutting-edge digital media evolution
2) hands-on workshops on how to use DM technologies
3) Developing projects, innovations & business ideas.
4) An introductory programs to help students for DM course offered at Ryerson.
5) * What's the different intakes students can get: New Media student vs others.
6) * potential partnership: Basecamp, DMZ, Ryerson zones. the workshops can function as a skill bootcamp for people affiliated with the zones and organizations.

Design options:

1) Physical Computing

following are some design concepts for physical computing. the main idea is a robot. Some designs convey the look of sketchy, home-made robots, while some are more finished, high-end looking. The final look does not need to look like any of the following, but I want to get an idea of what style should I use since the style will be maintained united for all 5 characters. Even if you dont have any preference, I still want to know what you think, see if I am heading in the right direction. Once I have a concrete idea of what the robot should be like, I will start on the concept sketch for other characters. Thank you

Development

Requirements:

1) 6 characters 6 characteristics
2) reinforce SLC brand strategy
3) keywords: innovation, technology, creativity, design, engineering etc

Inspirations from Market Research:

1) Colour coding every character
2) Gender ratio 2:3 (2 girls vs 3 boys / 2 boys vs 3 girls)
3) Size, height difference (one really short/ tall/ slim/ big. small)
4) Different species (human, monsters, creatures, animals)
5) dark vs light colours

All Characters:
holistic representation of DME

Ryerson Library SLC colours

Market Research:

1) Beijing 2008 Olympic mascots

2) Inside Out

3) big hero six

4) Kung Fu Panda (the legendary 5)

5) My little pony

6) 2012 Vancouver winter Olympic mascots

7) Power Rangers

8) Sailor moon chibi (5 main)

9) Teenage Mutant ninja turtle

10) Rise of the guardians

11) Octonauts

12) Loco Loco