

BERRY STUDIO

Institute of Digital Futures Presentation

Content

Who are we?

Page 03

What happened?

Page 05

What we did about it?

Page 09

Who are we?

Berry Studio Team

Berry Studio Team



Fabrizio Popescu

3D Environment Modeler



Sebastian Negus

Business and Marketing



Andrei Alexa

UX/UI and Branding



Ciprian Ghenceanu

Full-stack Programmer

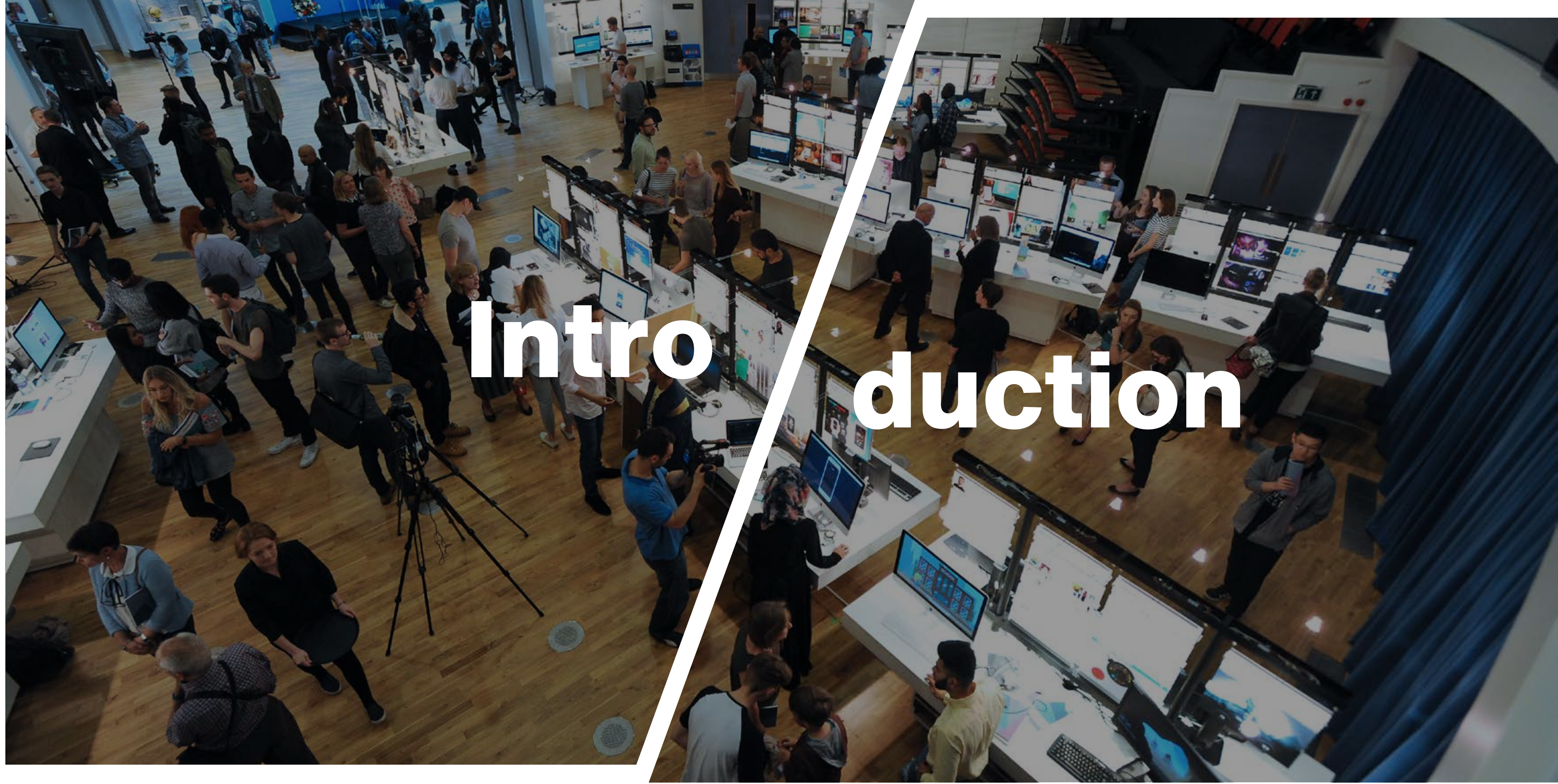


Alin Raducanu

Motion Graphics

What happened?

Introduction – Summary of the problem – Areas of improvement



Summary of the problem

Major interruption in students' learning; disruption in internal assessments and cancellation of public events or replacement by inferior alternatives. Indirectly, this outlines the slow response to emerging technologies from universities.

Key Insights

- Anxiousness about social distancing.
- Travelling difficulties for international prospective students.
- VR – a field not being explored by universities.



Areas of improvement

- Nearly half (37.4%) of adults in Great Britain said that the Covid-19 pandemic has affected their well-being.
- Almost half (49.6%) of people reported high anxiety and average anxiety scores were 5.2 out of 10, a marked increase from 3.0 in the last quarter of 2019.
- According to the latest Opinions and Lifestyle Survey (OPN), nearly half of all working adults (49%) had worked from home between 11 and 14 June 2020.
- There are less than 20 universities across the UK that offer a BSc or MSc course on VR. Out of these universities, only 6 are in London.
- The low median cost for a person to travel to London for a week is £376 excluding plane tickets.



What we did about it?

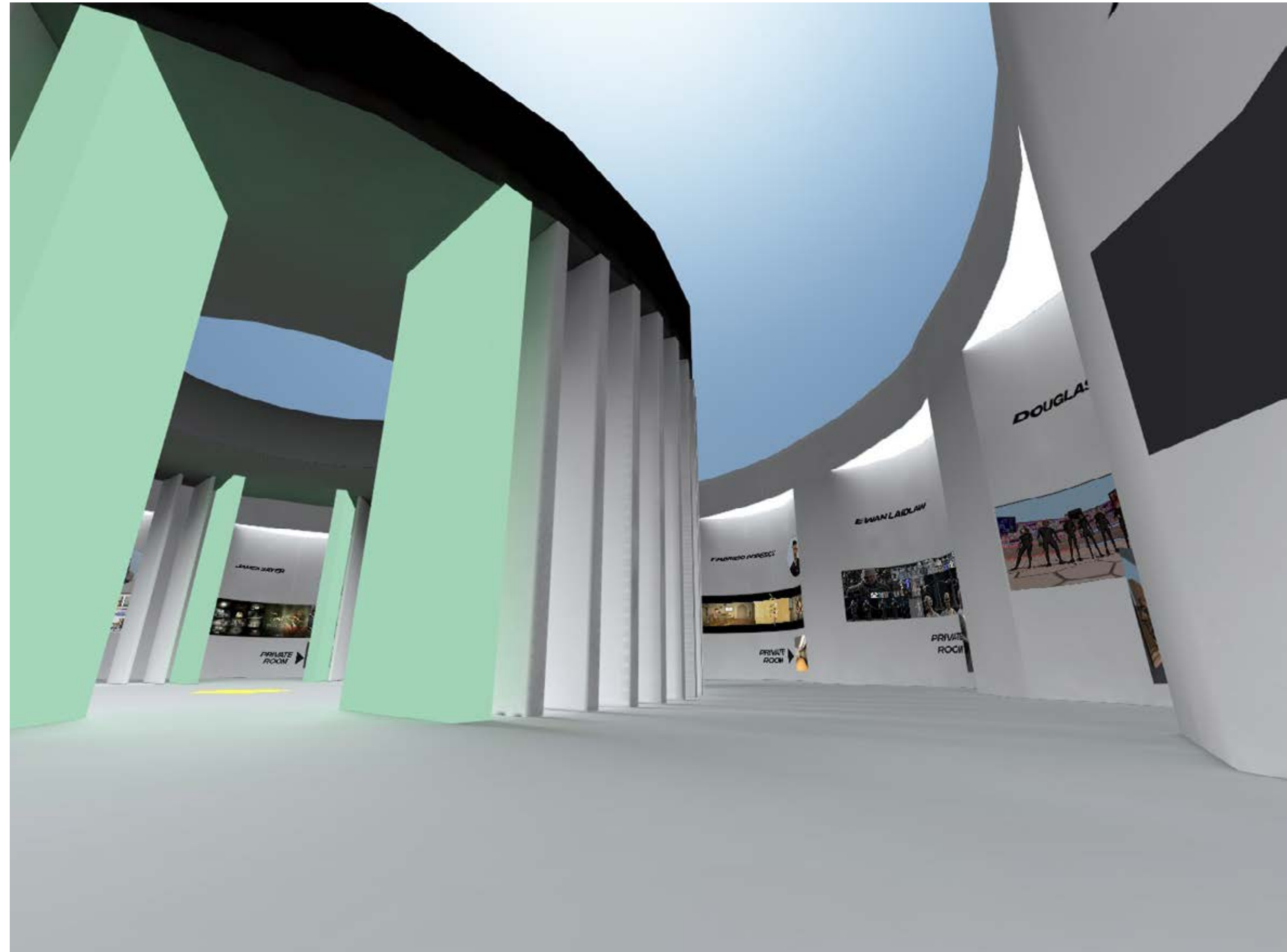
FutureProof – Feedback received – Virtual Event Pipeline Structure

FutureProof

FutureProof 2020 Statistics: 25+ students, 30+ industry people and the possibility of seeing the workdays after.

The FutureProof virtual show was an idea that started as a response to the Coronavirus pandemic and the lockdown which followed. With the physical show cancelled we started looking into digital options that we could use.

That's when we found "Hubs", a social VR platform that runs right in the browser.



Feedback received

Mr Rakesh Mohun
Digital Studio Manager

What they have achieved in such short notice is remarkable. This may well be the way forward when it comes to exhibitions and open days. Our students can deliver more complex projects that both DM and the Uni can benefit from.

Mr Frederick Weimer
Lecturer (Education) in Digital Media

Our students are amazing and provide a resource that we should really consider moving forward and potentially investing in somehow.

Mr Alan Mannion
Lecturer in Digital Media

This is an excellent initiative with potential that the University could use more widely. It shows also that our students are innovators and have the potential for Digital Media to play a greater role in the University's future.

*Could you imagine the marketing blurb:
"Digital Media graduates help pioneer
Virtual Plan for Brunel University and
the wider community."*

Virtual Event Pipeline Structure

Preproduction

Project Brief

- Event type
- Objectives
- Key features
- Target audience
- Attendance expectations
- Requirements from users
- Brand awareness
- Assets Resources

Concept Design

- Moodboard

- Blueprints

- 3D Layout

Marketing strategy

- Planning
- Concepts

Production

Assets

- Collect any required assets from marketing or colleges

3D Environment

- Creating the 3D environment in C4D or Blender

- Texturing in Photoshop and Illustrator
- Exporting to Spoke to customize VR room features
- Publish to Hubs

Branding assets

Marketing assets

Postproduction

User testing

Last adjustments

Thank you

Contact us at berrystudioLtd@gmail.com