WEB-BASED INTERACTIVE SHORT STORY

This project, through interactive media, aims to make the user learn and be aware of all the animal mistreatment in the meat and dairy industry. Two core scenes will be shown; the first will consist of regular meals in a daily scenario and the second one will portray the processes behind meat and dairy consumption.

For the first scenes, childish or simple illustrations will be used to show how banal the industry has become. However, the following scenes will be composed by more realistic imagery in order for the piece to have a greater impact on the audience. By juxtaposing illustrations of common foods and strong representations of the "behind the scenes" of the industry, this web-based interactive short story hopes to deeply impact the user in order for him/her to reconsider his/her decisions and habits.
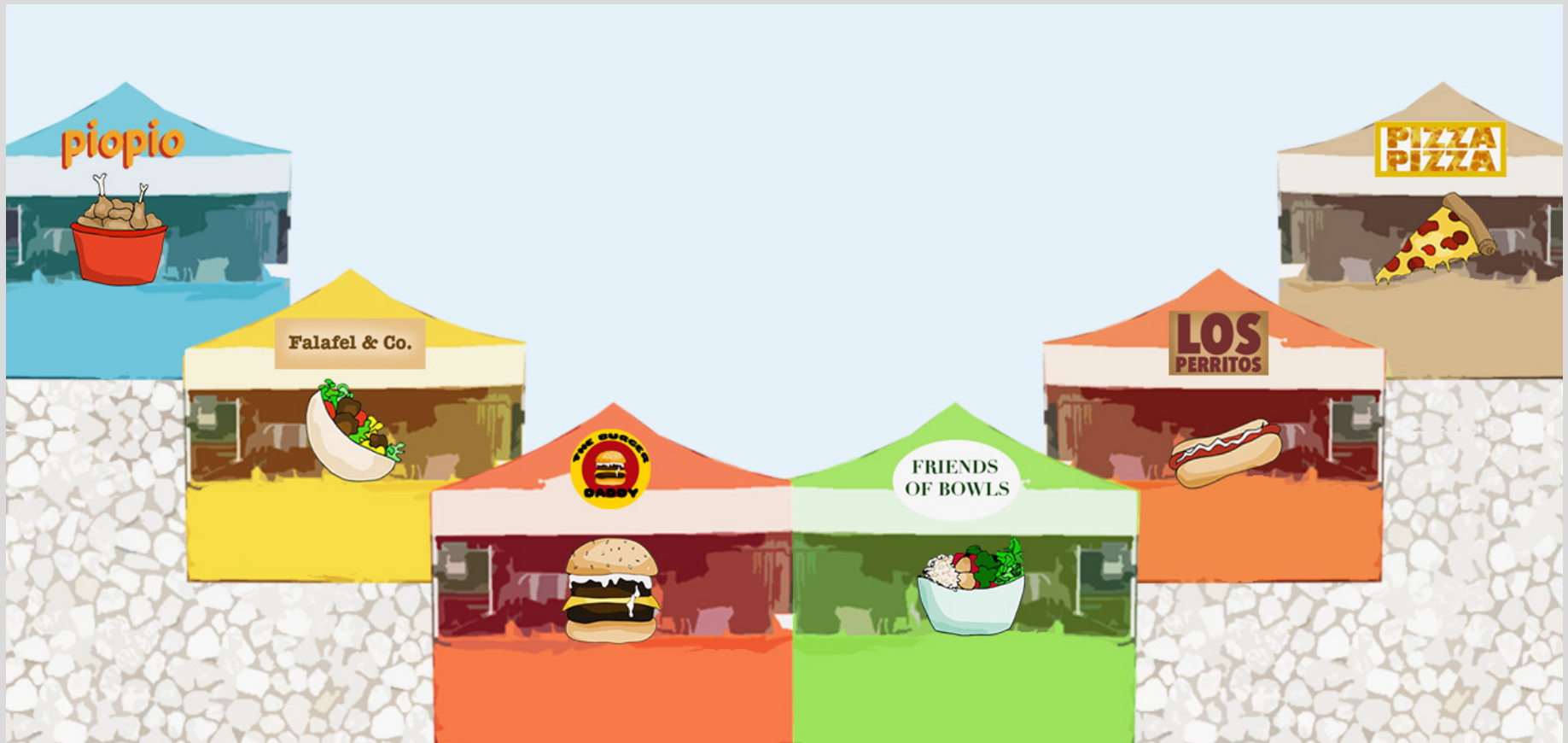
CHAPTER 1:
SUNNY DAY

Summer hot days in New York City come full, not only of lots of fun and excitement, but also of tourists on the most popular areas of the city. You are currently visiting NYC with some old friends or maybe tour family. After a few hours of walking and shopping around the Flatiron district, you start getting really hungry and thus decide it is lunch time. You realize a food fair that brings together many famous food vendors to the park, is still open and thus decide to go inside.

Enter New York's
GREATEST
food fair

CHAPTER 2: LUNCH TIME

Since you will be in NYC only for a couple of days, you off course want to get the best out of the city when it comes to food. With more than 20 different vendors and many good looking options, you are not sure about what to eat. You can walk around the food fair one more time to check again the options before deciding on your meal.

CHAPTER 3:
THE HORROR

You start to explore and examine the food fair in depth. For some strange reason, every time you approach a vendor and consider a meal, the previous process behind the creation of the meal comes to your mind. You never noticed how horrible and sad was the life of you burger, or even worse, you actually thought it didn't have a life at all. I mean, is it possible for a burger to have had a life before you? Well, yes, it is. And, what about that hot dog? pepperoni pizza? lobster roll? quinoa bowl? falafel platter? Oh wait, those last two seemed right...
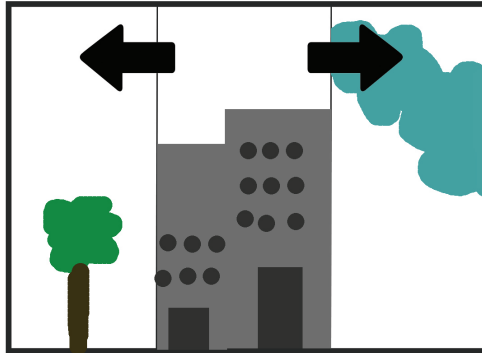
CHAPTER 4: DECISIONS...

Now that you have learned about where your food options come from, everything is on your hands. if you want to be part of the industry at least learn about it before, EAT RESPONSIBLY.
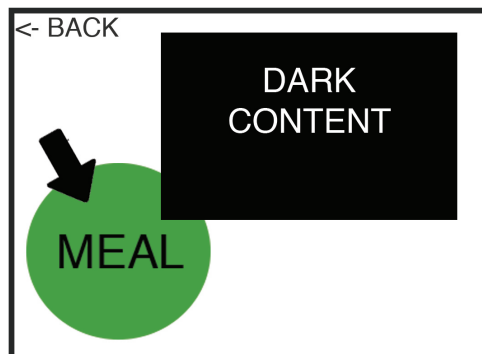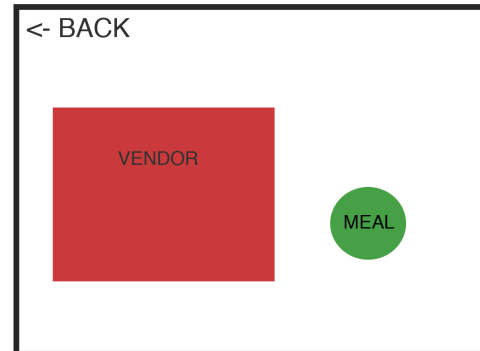
INTERACTIVITY

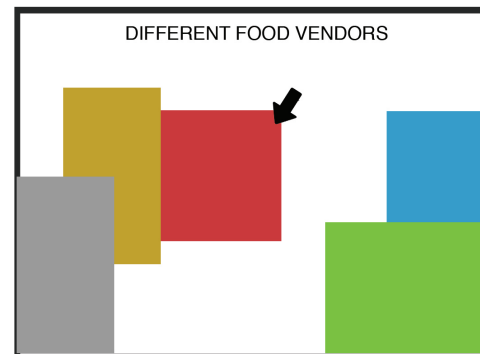The user moves the cursor from left to right and the view moves as well (panoramic view?).

The user can click on M Sq Eats. Once it is clicked, the user goes inside and see the different vendors.

DIFFERENT FOOD VENDORS

<- BACK

VENDOR

MEAL

The user can click on any of the vendors and once one is clicked, the vendor and its the meal for sale appears on the screen. In order to see different meals, the user can always go back to the food fair by clicking the "BACK" button.

<- BACK

DARK CONTENT

MEAL

While the mouse is pressed on the meal, images of the food process appear. The user can keep it pressed or always go back.

DIFFERENT FOOD VENDORS

After seeing the options, the user can double click on the vendor to choose his/her meal.

DIFFICULTIES

By thinking about how to create this web-based interactive story, I realized I might have some difficulties with the project. First of all, when creating the code, I think it will be a little hard to indicate exactly the areas in where the food images are located; this will have to be really accurate in order for the user to click on a specific food and go to the next window. Also, since I will have some dark and crude content, I am scared that the user might get scared/disturbed and therefore stop playing/interacting with the story.

FINAL GOALS

My goal for this project is not only to have a succeful interactive story but also to be able to persuade the user about a topic I personally find really disquieting. My main goal is to inform people about all this animal exploitation so they can be aware of what they are actually consuming and the cruel industry they are supporting.
By including illustrations of common foods and strong representations of the meat and dairy industry, I really hope this project will deeply impact the user in order for him/her to reconsider his/her decisions and habits.

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