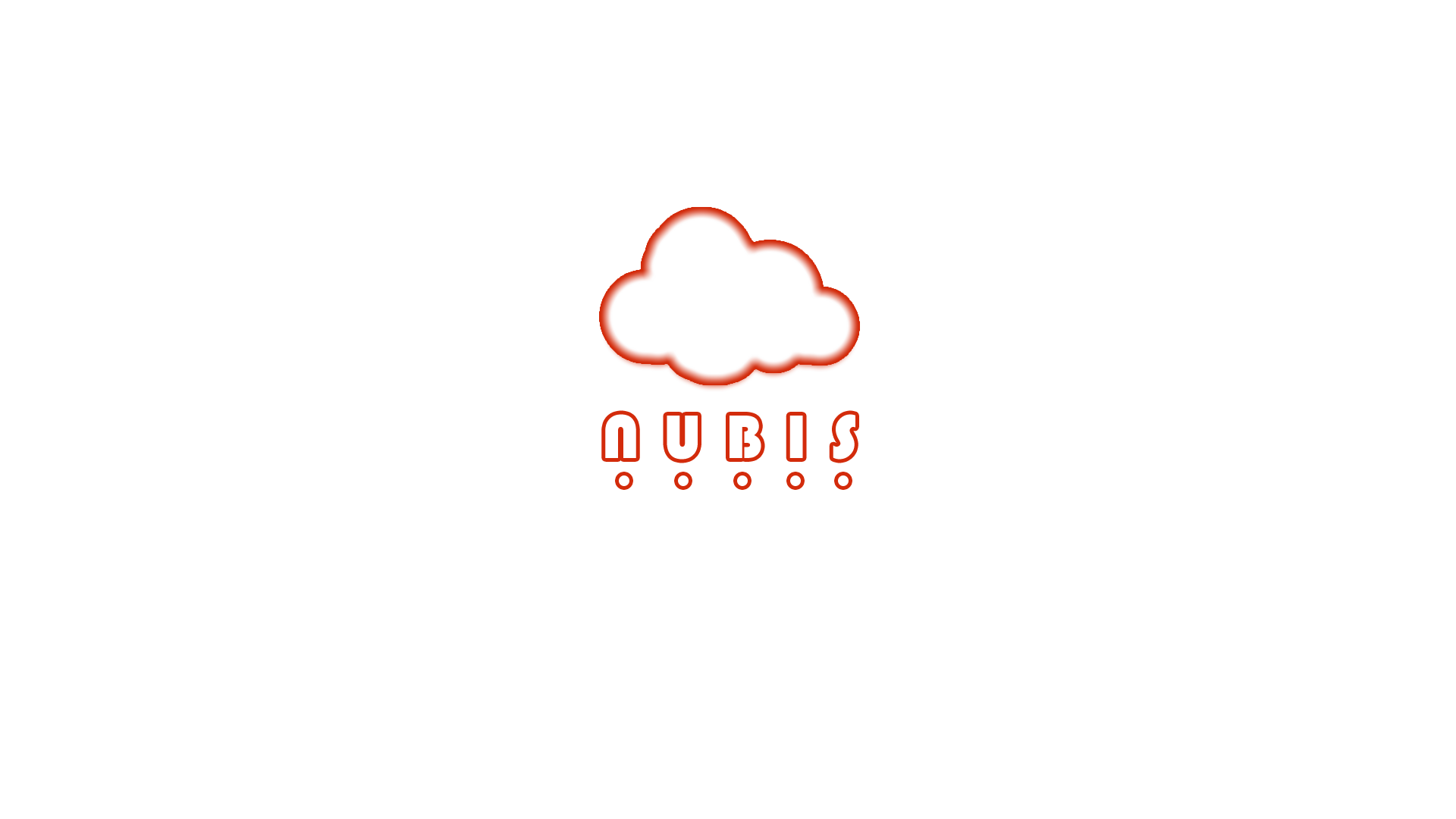
**DIGITAL MULTIMEDIA**

**PROJECT REPORT**

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| **PROJECT TEAM** | | |
| **Student No** | **First Name** | **Surname** |
| **17165695** | **Ross** | **Daly** |
| **17164974** | **Gavin** | **Hanna** |
| **17163153** | **Arkadiusz** | **Salek** |

CA3 –

**Nubis Tech presents Ember**



The overall concept of our project was to showcase a new phone line being developed, designed and marketed by a leading tech company. The company was Nubis Tech and the phone was the “Ember” model. We felt that the best way to present the product would be through a website promoting the new phone, a poster campaign detailing the phones features and a video/audio aspect that targets the main users of the product. To achieve these results, we availed of HTML,CSS, Javascript, Photoshop and Da Vinci.

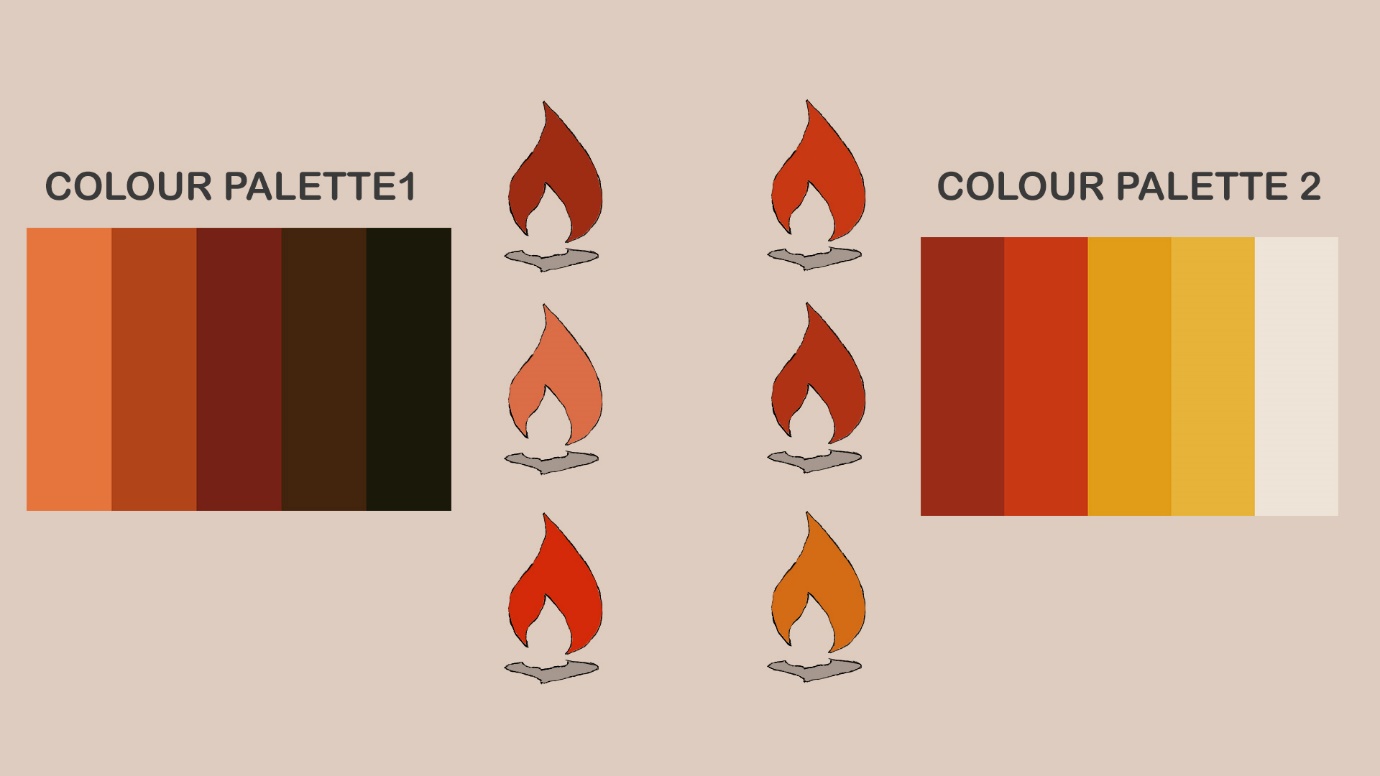
**1.TECHNICAL RAPORT.**

**Initial Concept Ideas:**

*Logo concepts and colours*

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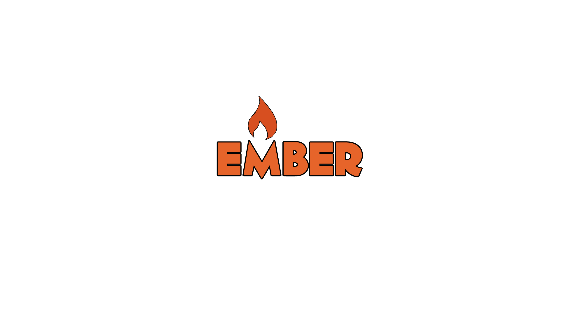
Colour palettes and sketches

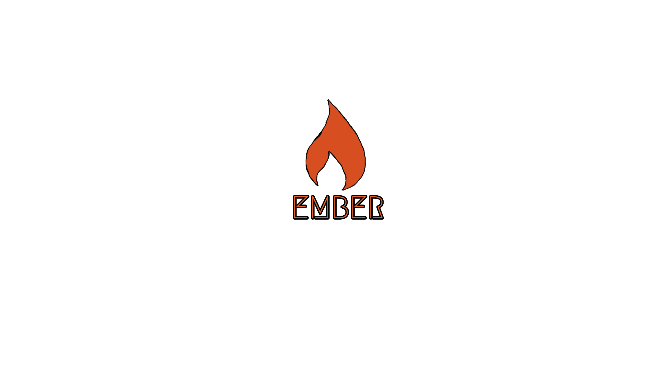


The initial concept idea and names was one of our main stumbling blocks. It took us about a week to come up with the idea of a tech company promoting their new phone model. From there, we set out about another week of throwing around project names and themes. We settled on Nubis. The name is derived from Latin, meaning ‘sky’, ‘billowing’ and is related to another Latin word – ‘Nubecula’ meaning ‘Cloud’. We felt that ‘Nubis’ had more of a ring to it and would better suit our design goals. The logo of a simple cloud with the word ‘Nubis’ underneath, we thought, looked right and got across the idea of a tech company without it being “too obvious”.

The phone name and colour theme was the next area of focus. The unique selling point of our phone being the best camera on the market and being a durable and water-proof phone, meant we had to convey that through our product name. The word ‘Ember’ came up almost instantly. The name captured the sense of durability, efficiency as well conjuring up ‘adventure’ and ‘strength’. It also gave us the chance to utilise interesting colours and logo designs. The rich and burning shades of orange, yellow and red initially came to mind and would play a major part in our colour theme of both the ‘Ember’ logo and any further images and posters.

*Some Logo Concepts*







For the product posters we wanted two different designs. One would showcase all the features of the phone, whilst the other poster would specifically target the water-capabilities of the product. The same colour theme would persist throughout both posters however, as this would tie them together, highlighting the fact that they are part of the same media campaign.

For poster one, a bright shade of orange mixed with yellow led to a tan background that became a good base for the poster. The phone model would sit in the middle of the image, allowing the product to become centre stage. A small glow was placed in the centre of the image, behind the phone to lift it from the tan background. Small shards of light were also placed, radiating around and away form the phone, to further enhance the lift. Simple squared boxes highlighted in white were placed around the text in the design. This gave the text an interesting element, as otherwise the lettering would’ve been flat and hard to read.

*Poster 1*

Poster two would be solely focused on the water aspect of the phone. However, as the phone was called ‘Ember’ we still had to somehow incorporate those rich, burning, strong colours of orange, yellow and red, while also including imagery of water, which is normally associated with light, soft and clean colours. It was decided the colours of dark orange would be laced through the water, making it look like the nearby glow of burning ember or fire was close to the water. We felt it made for an effective collaboration of two contrasting images.

*Poster 2*

All images including logos, posters and colour palettes designed through Adobe Photoshop.

**Initial Website Concept:**

Initial inspiration for the website design came from the iPhone X website.   
We decided to go for an interesting initial hero section of the website, in an effort to immediately catch the viewer’s attention, while giving them a sense of the “Ember” visual brand.  
We achieved a “floating ember” effect using particle.js, a physics-based particle effects generator which uses HTML5 Canvas. The floating effects, which are interactive, are overlaid on top of an image of sparks and ember, give life/movement to the image.

We wanted the website to continue in “sections” that were one full viewing window in height, responsive to the total viewing height of any browser via the “100vh” CSS value.

We felt that a minimalist approach to design worked well for our brand, with few words conveying a lot of information, using CSS3 animations to give life and provide visual aid and stimulation while browsing. We added small downward facing chevrons to the bottom of each section to encourage the user to click and be brought fully to the next section of the website.

Very early on we had decided to make sure the website was fully mobile responsive, as recent consumer reports have shown webpage visits from mobile devices being as high as 51.2% of all page views.

Colour concepts ranged from sharply contrasting, to mostly warm and fiery. In the end for the website, decided to use a two-tone background colour for each major section of the website, starting of light and warm and become deeper and warmer as the sections of the page passed.

**Technologies used:**

* HTML5
* JavaScript, including some modern es6 features
* JQuery
* VSCode
* FontAwesome Web Icons
* Materialize.css for the mobile navigation menu
* SASS(SCSS), including transition and keyframe animations

**Video**

**Video was aimed at young active people.**

**Technologies used:**

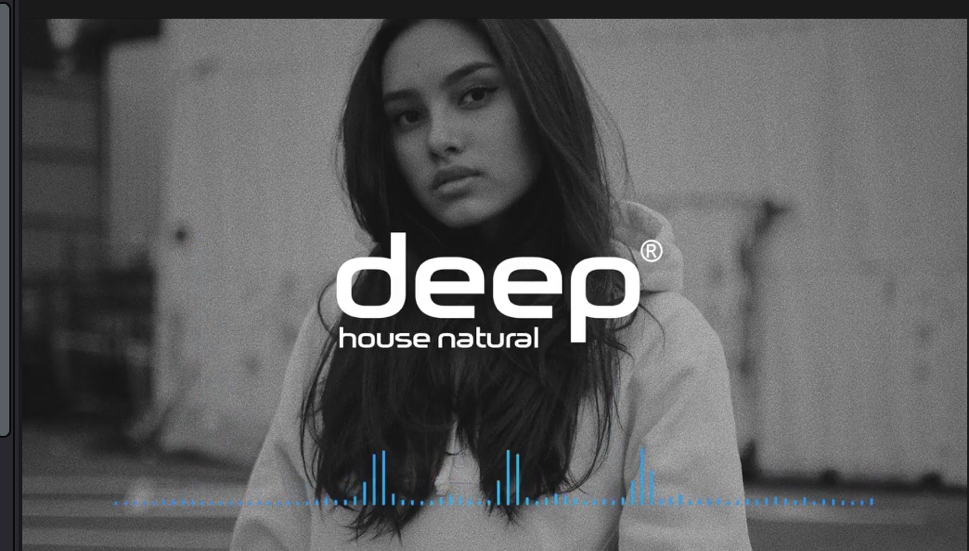
**DaVinci Resolve 15 -** the world’s first solution that combines professional offline and online editing, color correction, audio post production and now visual effects all in one software tool! Unlimited creative flexibility because DaVinci Resolve 15 makes it easy for individual artists to explore different toolsets. It also lets you collaborate and bring people with different creative talents together. With a single click, you can instantly move between editing, color, effects, and audio. Plus, you never have to export or translate files between separate software tools because, with DaVinci Resolve 15, everything is in the same software application! DaVinci Resolve 15 is the only post production software designed for true collaboration. Multiple editors, assistants, colorists, VFX artists and sound designers can all work on the same project at the same time! DaVinci Resolve 15 is the standard for high end post production and is used for finishing more Hollywood feature films, episodic television programing and TV commercials than any other software.

Mp4:





Mp3:



Logo:



Main page:



Filters used:

Logo page and main page - We used dynamic zoom ease out effects.

Text - blur dissolve.

**2. PROJECT TEAM.**

The tasks were broken up as follows:

**Video Editing/Sound Editing** – Arkadiusz Salek

**Website/WebTricks** – Gavin Hanna

**Imagery/Design Work** – Ross Daly  
  
We felt as a team we worked effectively and efficiently. We stayed on track and had the bulk of the project completed and reviewed with a few days to spare before the project submission date. We communicated through slack and felt this was a good means to collaborate.

**3. CONCLUSION.**

In conclusion, we felt as a group that our initial ideas and goals were met. We wanted to conceptualise a company that felt like a real company, promoting a real product. On reflection, we think we achieved this. We set targets for ourselves, like dates on certain deliverables, and because we met them, we never felt like the project was overwhelming for us. It easily could’ve been, had we not set out initially, in a focused and efficient manner.

**4. REFERENCES.**

iPhone X website

* (<https://www.apple.com/ie/iphone-x/>)

Mobile Internet usage worldwide

* (<https://www.statista.com/topics/779/mobile-internet/)>