

# **Communications Lab**

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# 1. Introduction

The objective of this initiative was to establish a digital platform for featuring a meticulously crafted 90-second video, a key submission for the distinguished 30 Minute Film Festival (30MFF). The design and development of the website were grounded in a keen focus on augmenting the film's brand identity and crafting a narrative around its unique content. At the heart of the project was the video content itself, which served as the primary inspiration for our web narrative. To embody this concept, we embarked on the journey of designing and launching a website that would act as a stage for our short film.

In this comprehensive report, we aim to elucidate the multifaceted process that entailed the production of the video, the ideation and execution of the website, and the integration of interactive features. A significant focus will be laid on the design decisions that were undertaken, the step-by-step implementation of these choices, and the various challenges encountered during this process. Moreover, we will delve deeper into the specifics of the interactive component embedded in the website, providing insights into its selection and the underlying rationale for its integration. This will offer a profound understanding of how we endeavored to transform the user experience and bring our narrative to life.

# 2. Description

This website, dedicated to the 30 Minute Film Festival (30MFF), was conceived and brought to life by me, Gunjan, a student of the Communications Lab (IM-UH 1011) at New York University, Abu Dhabi. The challenge set before us was to conceptualize, film, and present a video with a coherent narrative and a resonating message – something more profound than a random assortment of scenes.

Inspired by this challenge, I crafted a unique narrative featuring soft toys as student surrogates within the university environment. This video embarks on an engaging visual odyssey, scrutinizing the reciprocal relationship between students and the green surroundings integral to the university campus. It paints a vivid picture of the paramount role green spaces play in cultivating a serene, positive, and conducive environment – subtly positioning nature as the unsung catalyst within the university's microcosm. The video weaves a captivating tale about life on a verdant campus, encapsulating the serene influence that nature wields over our lives. It unveils a unique standpoint, emphasizing that the greenery on campus is not merely an aesthetic

element but plays a pivotal role in mitigating stress levels among students. By nurturing mental well-being and subsequently amplifying academic performance, nature emerges as a key player in student life.

To house this enlightening film, I embarked on creating a website. Leveraging the power of HTML, CSS, and JavaScript, I sought to construct a platform that encapsulates the essence of our video effectively. This required me to ensure that the design, interface, and overall functionality of the site mirrored the story, message, and ambiance of our video, thereby providing a unified and enriching user experience.

## **3. Video Production**

### **3.1 Story**

The narrative of the video centers around four friends, each with their distinct academic journeys. Two of them find themselves confined to their rooms, struggling with their inability to concentrate on their studies. As their exams loom on the horizon, a palpable sense of stress permeates their lives. The four walls of their room, instead of offering an environment of focus, serve as a breeding ground for distraction. They often find themselves drawn to the television, succumbing to a cycle of distraction that invariably leads to subpar academic performance.

In contrast, the other two friends have chosen nature as their study sanctuary. Immersed in the soothing embrace of the outdoors, they are seemingly untouched by stress. Their academic results tell a compelling story – their marks reflect the effectiveness of their tranquil study setting.

Witnessing the contrasting experiences of their friends, the indoor study pair decide to venture out of their rooms and into the openness of nature. The foursome eventually unite in their newfound common study space amidst greenery. This shared academic journey in the lap of nature yields positive results for all - their grades improve significantly.

The video encapsulates a potent moral – nature serves as a powerful antidote to stress and a catalyst for happiness. Studying amidst greenery enhances focus and productivity, thereby significantly improving academic performance. It is a testament to the profound influence of our environment on our mental state and overall productivity.

### **3.2 Recording and Editing**

The filming process spanned a concise duration of approximately 15 minutes. The chosen locations were the lounge of the A2C building and a common space situated on the second floor of New York University, Abu Dhabi. We employed a variety of camera angles to capture the scenes, lending visual depth and dimension to the narrative.

Once the video was captured, the footage was transported into iMovie for a thorough editing process. A compilation of diverse short clips was merged into a cohesive single film, thereby creating a fluid and continuous storyline. Several transition effects were integrated into the video, coupled with textual overlays to enhance the narrative's impact. To further augment the emotive resonance of the video, I carefully curated and incorporated music that aligned with the evolving situations and emotions depicted.

The end product of this meticulously executed process is a visually captivating video that not only spotlights the breathtaking beauty of its settings but also effectively demonstrates the intricate technical expertise involved in the art of video creation.

## **4. Website Design and Interaction**

The journey of conceptualizing, designing, and implementing the website was an intricate process encompassing several critical stages. This involved the initial crafting of wireframes, strategizing and refining user interface (UI) and user experience (UX) elements, culminating in the actual coding and development of the final website.

### **4.1 Wireframe**

The wireframing process began as a hand-drawn blueprint on paper, initially encompassing four distinct pages: home, about me, projects, and contact. However, due to time constraints, the final website iteration saw a slight alteration with the exclusion of the 'about me' page, resulting in a more streamlined three-page design. Link to the Wireframe: [Link](#)

### **4.2 Design and Interactivity of Website**

Designing and infusing interactivity into the website was a process of gradual learning and implementation. It began with me immersing myself in instructional videos on YouTube, learning how to incorporate various elements into the website. The HTML and CSS documentation served as a substantial guiding resource throughout this phase.

The first step involved setting a background image for the webpage that deeply resonated with the video's theme. Following this, a logo that echoed the video's narrative was introduced, significantly enhancing the site's visual appeal.

Next, a navigation bar was developed to facilitate user navigation between the various sections of the website. To inject an additional layer of interest and relevance, a link to an article closely related to the video's content was integrated.

The second page was dedicated to housing the video itself and a comprehensive description accompanying it. Plans to incorporate 'share', 'save for later', and 'download' buttons were initially conceived, but due to time constraints and the complexity of JavaScript involved, these features couldn't be implemented.

The final page was designed as a personal corner, offering insights about me. This section was enlivened by including my social media handles and a contact form, allowing users to connect with me directly. Despite the time constraints, the process was a substantial learning experience that led to the creation of an engaging, user-friendly website.

## 5. Challenges and Solutions

### **Challenges Encountered:**

**Time Constraints:** The project's overarching challenge was the limited time frame. This constraint significantly impacted various facets of the project, including decision-making, design conceptualization, coding, and rigorous testing. The time crunch also necessitated the exclusion of the 'about me' page and certain interactive elements such as 'share', 'save to watch later', and 'download' buttons from the final design.

**Technical Proficiency:** The project's complexity required a certain level of expertise in HTML, CSS, and JavaScript. Some tasks, particularly advanced features like the video interaction buttons, proved to be more intricate and challenging than others. Additionally, adapting the website to function optimally on smaller screens was a challenge that, due to time constraints and the learning curve involved, was unfortunately unable to be tackled.

**Balancing Design Aesthetics and Functionality:** It was a considerable challenge to strike the right balance between the website's aesthetics and its functionality. The objective was to ensure the website was visually appealing while simultaneously user-friendly and intuitive.

**Navigation Issues:** The website was designed for smooth navigation, with scrolling transitions to the Home, Projects, and Contact sections on the first page. However, as more code was integrated, these transitions ceased to function correctly. Despite multiple attempts to resolve the

issue, including researching solutions and watching tutorial videos, the problem remained unsolved.

### **Solutions Implemented:**

**Strategic Planning and Prioritization:** Effective planning and prioritization emerged as essential strategies to navigate the time constraints. These ensured the most vital aspects of the website were addressed and completed within the allotted time frame.

**Self-Learning and Resource Utilization:** To overcome technical challenges, extensive self-learning was undertaken, greatly facilitated by online resources like YouTube tutorials and HTML/CSS documentation. These resources proved invaluable in learning new skills and troubleshooting problems.

**Feedback Incorporation and Testing:** To address design-related challenges, the website underwent multiple rounds of testing for user-friendliness and visual appeal. Feedback was actively sought and incorporated into the design, enhancing the website's effectiveness and user engagement.

## **6. Reflection**

Looking back at the journey of this project, it's evident that it has been a significant learning experience - an amalgamation of technical skills, creative thinking, and time management.

Starting with the initial conceptualization of the video, it was intriguing to explore the impact of a green campus on student productivity and stress levels. This concept not only resonated with personal experiences but also highlighted an often overlooked aspect of university life. Filming and editing the video was an adventure in itself, providing me with hands-on experience with various aspects of film production.

The website creation was another critical component of this project. Although I was initially daunted by the prospect of coding and designing a website from scratch, with each obstacle overcome, I found my confidence growing. The process of learning HTML, CSS, and JavaScript, albeit challenging at times, was incredibly rewarding. It was satisfying to see the different elements come together to create a cohesive, functional, and aesthetically pleasing website.

Nevertheless, the project wasn't without its share of challenges. Time constraints proved to be a continuous hurdle, impacting various aspects of the project. Furthermore, the technical complexity of certain tasks, particularly the creation of advanced features and the unresolved navigation issue, served as a stark reminder of the steep learning curve associated with website development.

However, each challenge presented an opportunity for growth. The necessity of strategic planning and prioritization became increasingly apparent, which has provided valuable skills that I can apply in future projects. Similarly, the process of self-learning and problem-solving has enhanced my troubleshooting capabilities and reinforced the importance of resilience and persistence.

In conclusion, this project served as a potent reminder that learning is a journey filled with successes, failures, and plenty of growth opportunities. It underscored the importance of stepping out of my comfort zone, tackling challenges head-on, and continuously learning and adapting. I look forward to applying these lessons to future projects and continuing on this path of learning and growth.

## 7. References

How can I get the scrollbar position with JavaScript?

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