

Natasha Dewitz

Creative Computing – Justin Bakse

Introduction

I want to create an interactive narrative about a woman living in New York City trying to get home from a party. I am motivated by personal experiences and other New Yorker's who have experienced long and stressful journeys to get home from a party or event late at night. I want to recreate all the real obstacles that I, and other people in this situation face. The tone of the story will be stress-inducing and slightly scary but funny, just like the real experience. If the audience is from or has spent a weekend in New York they will understand the stressful situation and find the story to be a satire on the city's flaws but also make them possibly reminisce on the fun nights they had at the same time. For the audience not from New York, they will either still feel connected because of similar experiences in other cities, or find it humorous because of all the stereotypes of New York and how true many of them are. I want the audience to think about the ups and downs of living in a large city, in general and more specifically as a woman.

Three Sentence Story

A girl living in New York City goes to a party one Friday night. Around 2am she decides it might be time to head home. On her way home she faces many obstacles such as cockroaches, rats, harassment, and vomit.

Full Story

Act 1: Chloe is a woman living in New York City. It's Friday night and she is at a party on the Lower East Side. She is surrounded by her friends, talking and listening to music. She checks her phone and sees that it's already 2am, so she decides to leave the party and head home.

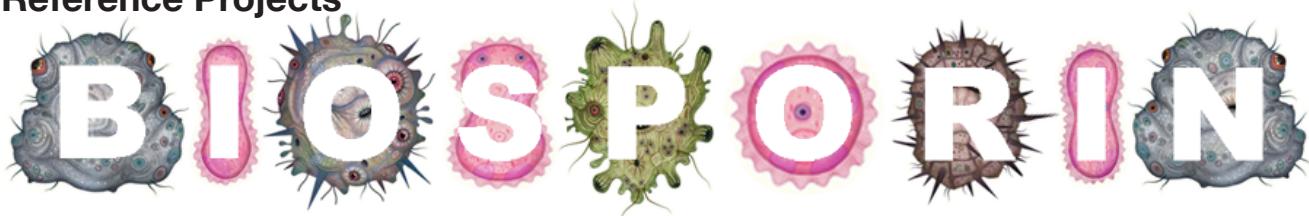
Act 2 (longest act): On her 20-minute walk home she comes across many obstacles. She has to scare away the rats and cockroaches on the sidewalk to continue walking, she has to avoid stepping in vomit, and she has to deal with street harassment. All common New York City problems-but amplified at nighttime.

Act 3: Once Chloe finally gets home, she crawls into bed and falls asleep.

Description/User Scenario

There will be many interactive elements of this story. At the party you will click on Chloe's cell phone so she checks it and sees that it is 2am. Once she leaves the party, facing the obstacles will be up to you. You will have to scare away the cockroaches and rats on the sidewalk, avoid stepping in vomit, and not get too close to the street harassers. Once you get home, you will click on the bed so she gets in and goes to sleep.

Reference Projects



Project title: Biosporin

Author(s): FEDORIV (Ukrainian creative advertisement agency)

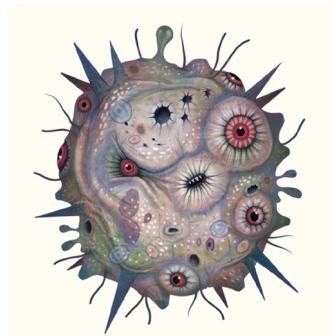
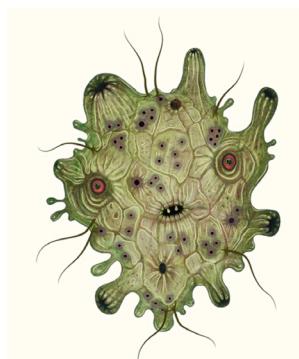
Brief description: The commercial starts off introducing the characters- a group of different bacteria, the first one good and the rest bad. For each they show the name and an illustrated image of it as a creature with a face. They show all the bacteria living together in a body. They introduce Biosporin (*biosporinus effectivus*), and add it into the mix and show it killing off the bad bacteria and making everything better and healthier.

Strength(s): The color palette used, mostly earth tones and some pink and blue. The detail put into each character; the patterns on the creature's bodies, the facial expressions, the texture.

Weakness(es): I just wish there was an English version of the commercial. No other complaints.

How it could influence my work: I also want to find a specific color scheme to work in to tie the story together. I will also try to put the same amount of detail into my characters as they did in this commercial.

<https://www.behance.net/gallery/30090613/BIOSPORIN>



Reference Projects

Project title: New works

Author(s): Giordano Poloni

Brief description: These images are graphic designs/illustrations/drawings. They each have a specific color palette and a dynamic point of view.

Strength(s): The unifying color palette, the dynamic angle of each piece, the simplicity of forms that with added detail.

Weakness(es): none

How it could influence my work: I would love to work in a style like this. I want to create vector images for my narrative and I think these look very much like vectors/a style I would be interested in trying.

<https://www.behance.net/gallery/30946343/New-works>



Reference Projects

Project title: Panasonic

Author(s): Romain Trystram

Brief description: Romain was commissioned to make a cityscape of Toyko for Panasonic. He created these images that will be used on brochures for air conditioning units for skyscrapers.

Strength(s): He does a really good job of capturing night in a city, the darkness on the outside and contained lightness reflecting along the buildings.

Weakness(es): none

How it could influence my work: I have to create an image of a city at night, too. I will definitely look to these images for inspiration and help with the lighting.

<https://www.behance.net/gallery/30211895/Panasonic>

