





Project Proposal

The goal for this project is to produce an Interactive Documentary based around a social issue within the world. I will make, design and deliver an Interactive Documentary online that will raised awareness for mental health. I want to make this documentary unique and personal to the audience. I want to make sure that it takes advantage of interactivity and how we can engage and participate with documentary. I have chosen to create my documentary around mental health as this is a strong and present issue in the world and I want to encourage people to speak out about their experience with mental health, for example if they have experienced it and how they coped, if they are still coping and if they have had to be aware of someone with mental health and how they are coping with that. It is important that throughout this I respect the people I may be interviewing and in contact with to make sure they are comfortable with sharing their story and the format of which their story is told. Therefore this documentary will be a mix of different sorts of visual and audio communication. Some stories may be told through kinetic typography, where as others maybe a simple interview. I want to make sure that I position the audience to feel sympathy towards those involved with mental health. I will conduct visual and audio

research into already existing texts to draw inspiration from other documentaries and also already existing interactive documentaries. This will allow me to see the methods used to create interactive experiences within documentary and also teach me about documentary which is something I am not familiar with. I want to aim that my documentary is an unique experience and feels personal. Therefore I will have to use appropriate visuals such as font and design, audio to make sure the documentary conveys the correct tone and theoretical and data research to make sure that the documentary is factual. I have to make sure that I have accurate information when I am displaying facts and figures to the audience. The graphics have to be engaging and feed of what the documentary is about. Mental health can be a rather complex issue with different forms of mental health, although I may not being able to get in contact with enough people that are willing to talk about their problems it is important that I do not neglect these feelings and have a strong essence on how to get help. It is also important that audience feels they have a 1 on 1 relationship with the documentary making it more personal almost like that person is speaking out to them so it is important that I take into account how I position my user and what

technique I can use to make this even more effective whilst keeping it interactive. I want to make interactive wavs for the user to find out information and also hear more stories about those involved with mental health. I want to have multiple voices so that it feels like those with mental health don't have to suffer alone and there are those around with similar experiences and they want to help. Documentary comes from the real, not the imagined and the information i gather has to come from research. I want to make a creative guide to reality when I make my documentary to really show the emotions and feelings which come with mental health. It is important though that I present the evidence and allow the audience to make their mind up. I also want the documentary to be online so it is important that I use relevant dynamic web design matching the consistent style of the documentary. I also have to make sure that I draw from the interactive elements I have previously learnt to make sure I produce a complete interactive experience. I will take into account that the way I storyboard things will not always be applicable on that day, some people may not want to be filmed or talk so it is important that I have back ups and alternative in order to respect the persons. I will do sufficient research to create effective documentary.



Project

Timeline

Project Schedule

Week

1

2

3

4

5

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10

11

Drafting

Draft your final production having worked with it to match the proposal and prepare or the review

Development

Start developing your interactive

documentary creating visual, audio

and other relevant aspects

Initial Concept

Coming up with ideas and concepts, creative thinking between choices of topic in the documentary, rough mokcups



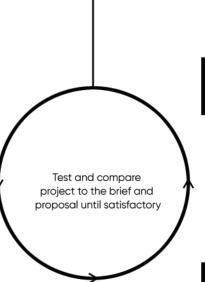
Research

Research other relevant interactive documentary and materials online, using these aspects for inspiration



Proposal

Plan your project, having decided on your topic, constructed a creative outcome and gather resources to behin



(Re)Production

Have completed your interactive documentary or use feedback gathered from the review

Review

Step back for testing your interactive documentary, have others provide feedback to improve the project





Interaction Goals

My goal for my interactive documentary is to provide a way for the audience to participate in the documentary. I had created a interaction goals diagram for my past projects and I feel using it here to identify what I want to achieve in terms of interaction may prove useful, especially for when wanting to design for audience interaction. The aim is that this documentary will sit online on a website. So it is important that I remember interaction in terms of User experience with the site and also how they consume the documentary. How do they interactive with the documentary? How can I make my documentary communicate the real effectively through creative interactivity. I will look at the usability and user experience goals I have as well as the usability principles. Interactivity can come in many forms for example, how digital aspects react to user interaction this could be things such as text, moving image, animation, video, audio and many more examples. Looking at the usability goals of my documentary I want it to be efficient to use so that the user can navigate around the website with ease, also this will allow them to get access to the part of the documentary or piece of the site, it is pointless to have an interactive website that is not usable by the audience, I want the site to be fully

usable by most people. Also doing this I have to keep the site effective so that the audience can effectively aet to their chosen location without having to go through a confusing journey. Hopefully with it being efficient and effective to use easily it should be easy to learn and remember how to use. I want it to have good utility, my current plan is to have it all on one page and effectively be a documentary on an interactive map although I am not sure how this may change further into development although, it should always have good utility so that it is easy to use. The website will not require any account creation or take any private details, therefore it is safe to use. Looking into the user experience goals I want the user to feel emotionally fulfilled when experiencing the documentary as it will touch on personal matters to the person on screen. The fact that the person can speak out about their mental health will hopefully raise awareness for mental health and also encourage that it is ok to talk. This also contributing to it being satisfying, motivating helpful and over all enjoyable. In terms of the website it sits on I want it to be aesthetically pleasing with use of my coding and graphical ability to allow me to make an overall pleasant satisfying experience for the user. In terms of usability I do want to keep a focus on it

being flexible and efficient to use, there is no real order to the documentary on the map, more mini experiences documentina livina with mental health. I want to keep it overall minimal, with just simple block colours, simple data visualisations, infographics and a map. I don't want to over do the project and make it so that it is not easy to navigate. Therefore hopefully this simplicity will allow it to be aesthetically pleasing. The website should be full of help and documentation related to the documentary, this involving ways to get help, experiences and information in general conveyed through visuals. The website will be visually telling in where you are in the documentary and there will be recognisable icons to navigate the website, there for there will be a minimal amount of visual and digital literacy needed to work your way around my website and documentary, things such as identifying a menu button and knowing what the "X" for exit does would be beneficial for navigating my website. I want to use a map on my site so therefore there will be a match between the system and real world as it will be a map of the UK which is in the real world. The user will have complete control on where they go on the site, they can start at what ever interests them. I want to make use of hover overs and tabs to allow the user to have

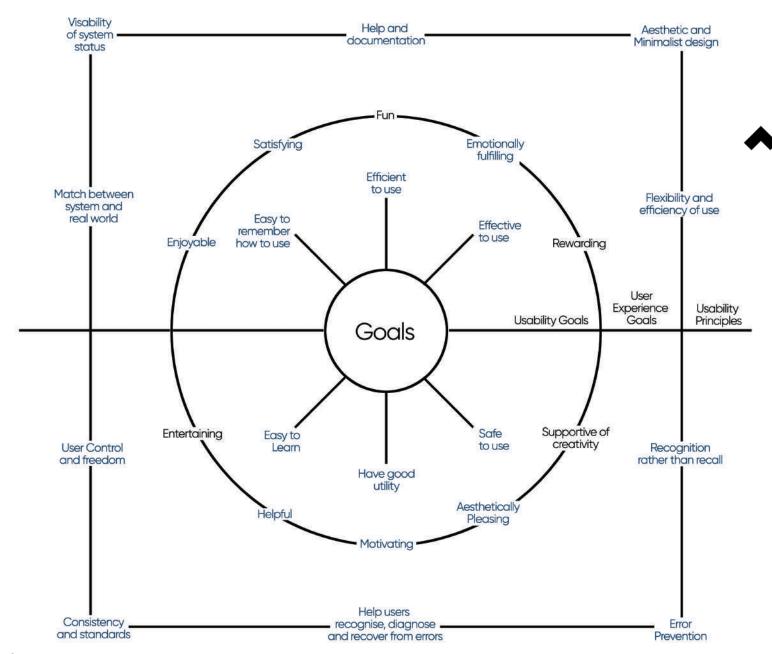


Interaction Goals

a fluid journey and feel like they have complete freedom over their own journey. It will be consistently in terms of design and visually and also be visually easy to recover from errors and navigate back to the map. There should be little room for errors. It should be a unique sight and be easy to recall if you have visited it, also for those

with more advanced visual and digital literacy should be able to identify this as an interactive project. I have to look into my options in further interactivity. I will have trial and error with a interactive time-line in terms of mental health stories. This will allow for further interactivity with the documentary and provide a further understanding to

the story in the documentary. Having identified by interaction goals, I will try to meet each of there although if there is opportunity for more further into development and through feedback from peers, research and lecturers I may find and further my interactivity on the site. My audiences visual literacy is not excellent so care is needed.

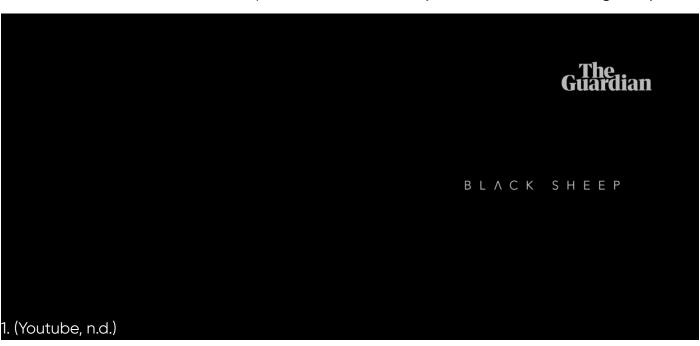




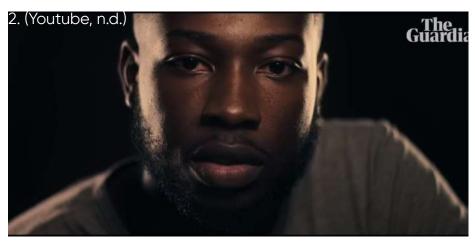
It is important that I look at the normal documentaries that have been made, I have not had much experience with making documentary and it is not one of my strengths therefore I have to make sure I do extensive research to make sure I understand how I want my interactive documentary to look like. There are key documentary styles I want to look at first, take some examples and see if I can identify these styles through the examples. I also want to see if there is anything I can take away from these documentaries to possibly improve my own documentary. I have to explore how narrative is told through these documentary styles. Documentary film communicates the real and not the imagined and is the creative treatment of reality, it reveals and does not judge its content. So it is more about putting the information in the audiences hands and

allowing them to make their own choices. Audio and visuals will be crucial in this process. I will need to provide a narrative structure in the form of storyboards, that feed of my research to then create and deliver my documentary outcome on mental health. As a practice documentary is strongly informationalist and therefore require precision and truth, so my research about mental health has to be accurate, precise and sourced. Although it is also an art form and interpretive to imagination both in perceiving and using audio and visuals to create a scene which communicates the real, through using creativity and interactivity my aim is to involve my audience and user in this process. I have tried to pick an area which I am interested in so that I can drive all of my passion into it. Therefore to encourage others to talk about their experiences I will talk in my

mental health documentary. I will talk more about this in my construction phase. Interactive documentary is not something that has been well fleshed out although to describe it, "For us, any project that starts with the intention to engage with the real, and that uses interactive digital technology to realise this intention" (I-docs.org, n.d.). There are 6 stypes of documentary in poetic, participatory, expository, reflexive, observational and performance. These were developed by Bill Nichols, and were created as he wanted to distinguish the traits and different conventions used in documentary. I am going to look at different documentaries using these techniques. Whilst it is possible to use multiple styles in a documentary it can be dangerous and could cause too much complexity or blur the story telling so it is best to avoid this. Looking at my first









documentary style in the poetic documentary which can also be seen as subjective or as artistic expression. This is a documentary that has a topic which is more personal to the people involved with it, usually the presenter of the interviewees. It normally puts a heavy emphasis on personal story telling, putting the interest in the person;s life and presents this to the audience through editing, audio, camera angles and shots. It means the documentary can be rather artistic in the way it is presented. Audio is a vital part of this style as it can it can effect mood and tone of the documentary, it can really

effect the story telling of the documentary and the message it is trying to convey, or even the hidden values. This style of documentary can be very experimental in form and content, the choices you make when designing this type of documentary could make or break the project. The ultimate goal is to create a feeling rather than the truth although it is important that it is still accurate and factual. I feel this is the style of documentary I want to go with factual input from visuals such as data visualisations or infographics. One of the first renditions of this style of documentary is in Man of Aran where the use of audio and editing is used creatively to

tell the story in the documentary. It is a personal story although does not have someone interviewing which is important that I can creatively convey my documentary in different forms. One of the documentaries I have looked at that uses this style is the Black Sheep (2019) documentary which was nominated at the Oscars, it puts across a poetic emotional story style about racism, still focusing on the facts that racism exists although it is told in an emotional style. Style of B-roll and a one on one conversation with the interviewee in this example is interesting and something I feel maybe useful when creating an emotionally engaging personal story. I want to take this into my documentary creation. The use of black space around the interviewee may also be useful to display visual infographics, data visuals or facts at the end of each story segment for example. The use of a one on one camera makes it hard to look away and it feels like the interviewee is really looking at you. Removing the interview questions in the edit is also important to create tension. The audio in the documentary is chosen well to create an almost sympathetic mood. It is important that edits and cuts are used effectively to make sure the documentary flows with the mood and has a poetic nature. The next







documentary style that I will look at is the observational documentary style or known as the fly on the wall. This as it represents the viewer almost as a fly on the wall and what it would see if it's eyes were the user. It is a documentary where the filmmaker is a neutral observer often on the outside looking in. Life is lived and observed through this. It is often used to show how people or animals react in different scenarios and situations. The filmmaker is often out of shot so that they can not effect influence what is happening. Within this style of documentary nothing is rehearsed, there are no second shoots and nothing is staged, this means the camera crew is often rushed around, this results in poor shaky looking footage. This type of documentary has to be edited carefully to make sure that the correct footage and what is wanted to be conveyed is put in. Often the shaky footage is countered with subtle audio although it also gives a more realistic view of what is going on with the minimal edited or staged material. Looking at an example of this style of documentary in Oasis which is completely observational, this documentary puts the audience completely in an observational position too, it is just a simple showing of wildlife and how animals are living, there is no staged footage and it is all natural. It is more what can be captured





on camera rather than what will. This documentary puts the audience within the area so it feels like you are immersed there is no background music and it relies on the audio from the wildlife to create effect which is a nice touch, sometime no generated audio is needed and it is more just to bring it to silence except for the actual footage audio. You would find this style of documentary used often within wildlife documentaries particularly the ones done with David Attenborough, this is nice as it means the wildlife has not been touched in the making of the documentary. Looking at another example of observational documentary

that does not focus on animals in Children Underground (2001). In this documentary it is almost as if the people do not know they are being filmed for the most part. It is almost an observation of the natural life of humans and this have been documented. I would like to take elements of this way for B-Roll although I don't want to mix the documentary styles, having B-Roll footage of event relevant to the personal story may be beneficial to the story telling of my documentary. I want to make sure I watch as many documentary examples as possible before sitting down to create my interactive documentary to make sure I







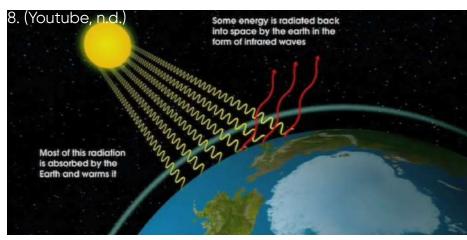
get it right. The next documentary style I am going to research is the reflexive documentary style or known as the awareness of the process style. This is a documentary style where the audience engages with the content of the documentary as it happens, the know of the issues of realism and representation and judge them when they arrive. This shows the construction made in the documentary, and the audience accept that this is a reconstruction of the truth instead of the actual truth. It is a representation of the truth. The audience are made aware of the process and they will know this through the editing, sound and visuals.

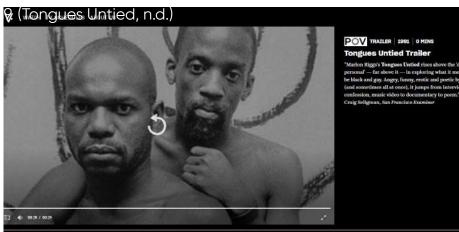
This is the opposite of what observational documentary is where it shows the truth in almost its rawest form. sometimes without even commentary. This style of documentary can allow for companies to get in actors and recreate their image of what they want the "truth" to be, this takes away from the real in documentary. The movie Human Trafficking does this, showing the "truth" of human trafficking although doing so through a recreation and paid actors, these types of staged documentaries are rather common on Netflix and have gained popularity in the last couple of years as it allows for companies to add their own entertainment value to the documentary and the truth. It is good that the editing allows you to know that this documentary style is somewhat faked or blurred. I will not be touching any elements of this documentary style within my project, I do however want to create a script outline so that the interviewees aren't just lost when documenting their experience or personal story. A short reflexive documentary doe call Lenny D takes the audience on a unique journey of where you can see the documentary set up with the camera, although it almost feels unscripted to where the edit is done that it does not feel staged and the mistakes made during the interview feel real and are left in deliberately although this effect is unique it is still a reflexive documentary and has stage aspects. Reflexive documentary is something that we are finding more and more of on platforms such as Youtube where creators such as Shane Dawson will do documentaries on conspiracy videos although throughout the process of acting, reacting and research it help make it feels like it reveals the truth yet feels staged. It is not like they stumble upon these theories and it is a live reaction. This type of documentary can be effective when done properly for example if it was to be set in the past or if the people you want to be in your documentary are no longer





available then this might be a useful avenue to explore. it may be useful for people who like a more structured approach to documentary and different styles of documentary may suit different audiences better. The next documentary style I am going to look at is expository documentary or otherwise know as voice of god. This documentary style is usually seen in non-fiction films. There is normally direct access to the audience and there are social issues assembled into the argument frame with a narration voiceover emphasizing what is happening. This is almost like a commentary over a topic. It will often be a single voice accompanied video or visuals. Looking at an example of this type of documentary in An Inconvenient Truth (2006) which is a documentary about global warming and planet climate, it has a man on stage with images and visuals on a screen behind him. He is narrating what is going on the screen and providing context to the documentary through his narrative voice. These are often used to address social issues although I don't feel like it would go will with mental health issues as for it to reach as many people as possible I feel it has to be personal and relatable, I feel the expository documentary may feel too distant and not convey the message I want to in my interactive documentary. Expository documentary often





uses argumentative logic. The next documentary style I will look at is participatory documentary, which is where the events and situations presented are influenced by the film maker, this documentary style just expands on the reflexive documentary but instead hands complete control to the filmmaker, which could make the documentary feel more like a film constructed around a topic, they tend to be mainly informative although they feel like they have been constructed in a specific way, for example in Supersize Me (2004) it feels like the filmmakers influence his heavy on the documentary. The last documentary style I will look

at is performance documentary, which sees the emotional and subjective parts of documentary and presents its ideas as part of context to have meanings for different people, there are often autobiographical. This style sounds like it could match my project although I feel a more personal approach is key to engaging with my audience on mental health issues. An example of this type of documentary can be found in Tongues United (1990) which is about black gays although it gives a more informational approach to the movement and what it stands for. Now having identified different documentary styles I want to move on to looking at







different interactive documentaries which are according to Galloway a "documentary which uses interactivity as a core part of its delivery mechanism" Galloway (2007), it is important that I keep the normal documentary styles in mind when doing this and carry it into my work and decision making on my final project. Interactive documentary is seen as a new a fresh concept and I want to explore it to find as much out as possible to help my interactive project. Interactive documentary is something where as the viewer you can not take a passive role, "a form of non-fiction storytelling or experience that gives the

audience an active role" (Allen, n.d.). It is another way of looking at looking at documentary story telling rather than its genre and offers new ways to consider the role of the audience and storyteller in the world. It is important that when preproducing my work I make sure that to make it immersive and interactive that I should make every click is important to maintain a strong structure around the interactivity of the documentary. It is important that I look at the interface and the overall lay out of the documentary when looking at examples. There are four styles of interactive documentary just like the normal styles of documentary

these are defined by their characteristics, I am going to discuss each then see if I can identify them in any examples I look at. The first style of documentary I will look at is the conversational mode, this type of documentary uses 3D worlds to create an interaction with the viewer, almost making it like reality, this mode positions the user in conversational contexts with the computer and uses 3D worlds to recreate reality, therefore giving access to reality options. The next interactive documentary style is the hyper text mode, style links assets within a closed video archive and gives the user the option to explore, this is normally done through interaction with the documentary interface, this style can construct multiple pathways through the documentary and often does not have a set path, this is done to create a reality of a range of perspectives on a common set of themes or issues. I feel this style may be useful for my interactive documentary. The next style I will look at is the participative move, this type of interactive documentary relies on the participation of the user to create an evolving data base, this allowing for user generated content and allows the user to have a voice to construct the documentary. The last style of interactive documentary I will look at is the experiential mode, this brings the user into the



experience that challenges their senses, these can add layers to the felt perception of reality and create an embodied experience for the users. Now I want to explore interactive documentary and explore how these different styles are used, the first interactive documentary I want to look at is the Highrise documentary which at first glance looks like a very complex lay out underneath the map, I would identify this as a hypertext mode interactive documentary due to its exploratory user positioning. But it is really three ways to access the story and also a somewhat filter of how the story is told. I feel the windows look a little messy although it is a good way to convey the story and show these are real people. The showing of the world and faces at the bottom help for navigation and also to immerse yourself in the world of the documentary although to me it feels clunky, but I think this is maybe what the documentary is trying to convey, map idea is something I want to take into my idea and perhaps the aspect of different short stories split up across the map, also the filer at the bottom with different faces is a nice touch and something I may consider to make my documentary more navigational and flow better. The documentary itself is about living in the suburbs,

physical world and creates an





there is a video story that opens and the stories are told through a narrative voice at time although I would class it as reflexive, some of the stories somewhat fall under a different style although for the most part I would identify it this way. I do not want my documentary to have a mix between documentary styles and want it to be poetic. Simple colours in the documentary of very bland white and greys is a nice effect and gives it a washed out look. The user is invited to click on specific aspects to engage with the story, giving it no real linear path to proceed through the documentary, I want my documentary to be like this.

With no straight path but more personal stories across the map. The next interactive documentary I am going to look at is the Universe Within documentary which has a very unique look to it, it is almost like it has been created in a 3D space and the camera responds to the way the courser moves, the models are all 3D it gives a very open space feeling to the project of almost hologram looking models. The 3 character standing above the city are directly talking to the view shouting for them to "pick me" each of the characters then have a story to tell giving this interactive documentary a branching narrative, the user then





14. (thewhalehunt, n.d.)



15. (thewhalehunt, n.d.)



chooses which topic they want to find out by clicking on option. This allowing the documentary to unfold making user interaction necessary to proceed. The graphical style of this documentary is effective and unique. I want to make it that my documentary requires interaction to get through it. The face that it responds to mouse actions is nice and that the lexias talks to the user really immerses the user in the interactive documentary. There is also a local library in the development that allows you to see what you have already visited and remembers this for the next time you visit which is something I want to explore in

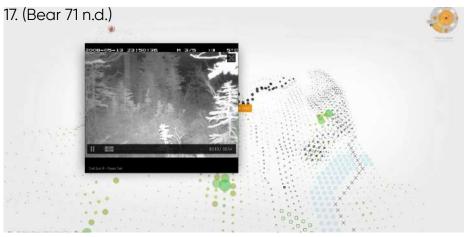
the future. The Universe Within also uses a map which help feel locational to the user and something they can relate to as we all live on earth, the use of smooth transitions and consistent graphic style is very effective and conveying its message. I would say the Universe Within gives a very conversational mode style of interactive documentary due to the way it communicates with the user and creates a 3D world. The next documentary I am going to look at which involves interactivity is the Whale Hunter documentary which is a documentary about a whale hunt although it is done in a unique way where the user interacts with it through

pictures, these pictures are aesthetically nice and tell the story in a unique way, the images a flicked through automatically or you can filter them so that you can find particular photos, this documentaries visual and graphics style is particularly nice and clean. Giving an overall consistent style, I would say this again puts the audience in the hypertext mode interactive documentary style. The speed at which the pictures come across the screen can be rather quick for some people and unfortunately it can not be slowed down so therefore the documentary can feel a little too much and that you have to focus on every picture in order to take in the full story. When it is going at a high pace this can be difficult. Whale hunting can be seem as a bad thing to do, but the documentary offers and FAQ section where they give details on why it was ok to make this documentary and how it was not done in bad taste. It also provides a section with more information about the project which is something I may think to include in my own project. The communication used within this interactive documentary is unique to the point of where it does not just use a begin or a next button to start the journey it invites the user in to "begin the whale hunt" it is important that I look for opportunities to do this throughout my interactive



documentary to help immerse the user into the experience I have created. One of the key example I want to look at as I think it is very innovative is Bear 71 the interactive documentary done by NFB, this documentary is very unique in the way it positions its audience to be sympathetic with the bear, it places the bear as the victim and uses black screen with text very effectively to convey text and meaning, it is based on a true story of how grizzly bears a monitored, the story is told through footage which place the audience as if they are watching camera footage and also throw an over hanging interactive data grid like map. Where you can see the location of many other animals, this is interesting as it is like a live map, like the map itself is alive. The map will react to the users cursor as they move and it is almost like a game where you have to follow the adventure to the bear, this allowing it to be poetic in its story telling especially where the voice of the bear is a female telling the bears thoughts, obviously this could make it a reconstruction which may allow it to fall under multiple documentary styles although they way it is done is very unique and it is well portrayed. Interactive maps tend to be a unique point in each of these documentaries, it allows a bridge to the real world and is something I want to include in my interactive documentary.





Factual information is given through the narration, it is still done through a poetic and almost gentle style. Unfortunately my current skill ability does not know where to start with the kind of interactive almost 3D map although it defiantly inspires me to learn more things and possible experiment with this style in the future. The map allows for multiple interactions with branching stories where you can see other animals in the area. I feel like this way of using different perspectives is a nice trait and when creating my documentary I want to make sure that I give a different perspectives on the different kinds of mental health and how people suffer

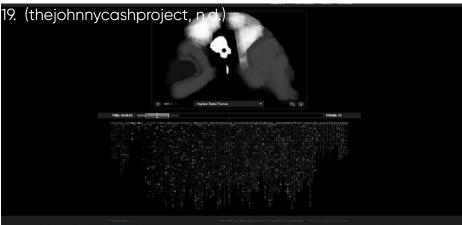
in different locations with different experiences. It is important how you position you audience to feel, what style of footage you use and where you want the immersed, if you wanted your audience to be with the killing and tracking of bears then this documentary would have been filmed in a completely different way. The overall interface is clean and it relies on user interaction to proceed, it really engages the user through subtle audio and visuals making you want to keep engage with the documentary, this is my favourite interactive documentary I have looked at and unfortunately I can not do this on bears as I would



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Documentary





probably die but it is an overall unique and adventurous take on documentary. The next interactive documentary I will look at is Hollow, this is an interactive documentary about dying counties in the US and the individual story of one of these areas, my first initial experience with this website is that the scroll option does not work and instead you have to click the bar. The tells the story through scrolling down and it displays different documentation of different events throughout time in these areas and the lexias responds as you scroll, the use of visuals and audio in this text is very important, the user can feel immersed in the

story through the audio. I would again say this falls under the hyper text mode and tells a story for these counties. There is a link to social media for community updates which is a unique way to put in social media buttons. One of the trends I have seen across interactive documentary is the use of a map and how the user identifies familiarity or interacts with said map. The documentary shows mainly the correlation between events and the population. There is nothing in particular I want to take from this example into my own although the nice subtle way of displaying information through information buttons, it

stops all of the information being thrown in your face. The next interactive documentary I will look at is The Johnny Cash Project, which is an interactive documentary on Johnny Cash's music video "Ain't no Grave" this is a living project where user contribution and interaction is key to the process of making the documentary class as the participative mode, as the content is all generated from the users. This is something I am unable to do having little knowledge about online databases. It is a cool project with an unique style. I like the aspect of user generated content. At the end of creating everything I want to do with my documentary I want to possibly expand it into a global project that encourages people to talk about their problems and creatively display them on my interactive documentary. I feel this leave opportunity for a never ending interactive documentary and could actually prove useful or motivational for some people. It is important that people know they are not alone in there suffering. It is important that like the Johnny Cash example I am constantly looking for unique ways I can convey the message I want to so that it does not look like your stereotypical documentary and actually plays a key role in interactivity. I am going to look at more interactive documentary examples and try to pull apart

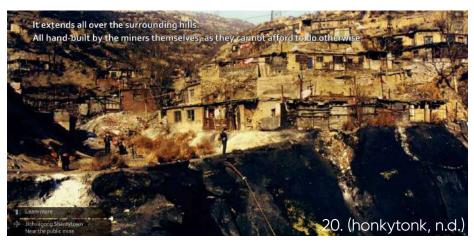




unique and improves my creativity and thinking with interactive documentary. One of the most interactive versions I have found of documentary is the Journey to the End of Coal, this style of documentary is unique as it almost appears to be game like and heavily requires audience input to proceed the narrative, the user is asked to chose dialogue options that lead them in the direction they are interested in based on their choices, this style is almost like an interactive story told through a form of game for example in the Telltale games where the different choices made in the game effect the outcome the player will get. This user journey is very good at using sound and also unique imagery to engage with the user, it helps the user feel immersed in the documentary and actually feel like they a travelling through the world of coal workers, this is unique and very different way to travel through documentary. It is however not something I want to take forward into my interactive documentary as I feel this would lose the personal touch of what I am trying to convey, allowing the user to make choices about mental health may feel impersonal in some cases and may represent those suffering in the wrong way. Looking at another example in Soul Patron which on first glance

aspect that I enjoy about

each, or anything that I find





features a strong black and white style of graphics and also seems to be a simple interactive documentary where you can click on objects to get the user involved, having links to different areas such as "Watch" and "About" again I am picking up that in this example it does not have a simple next button and it thinks of more unique ways to guide the user through the journey. This was a problem in the coal example where you could skip elements of the documentary, in my opinion this disengages the user from the story, especially with buttons like next and skip. This documentary places the user in a street with aspects the

can click on to engage with the story. I feel like giving the user something in reality helps them engage with the documentary, for example this could be a film or a map or even a street view. Something that allows the user to interact with the environment and also feel personal. The soul Patron makes use of interesting animations which is something I have experienced with before this helps the site feel more alive, and is something I will considering doing again in this interactive project. Looking into more aspects of interactivity which I can bring to my hypertext, which is the name given to all forms of digitally generated content and information stored online I



Documentary Hypertexts and i-Docs

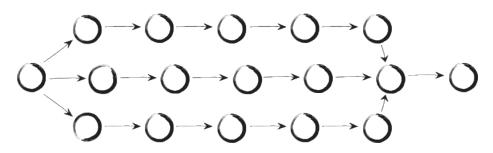
am going to continue looking at more examples and their unique interfaces, normally hypertexts and broken down into lexias that are connected through hyper-links, which take general text based stuff and applies a digital and technological process to it. It might not belong until the whole world has gone digital with things such as tablets and digital watches being available now. It also allows for a unique way for the user of said technology to travel through the web of information at hand digitally. Adding interactivity to this new media and digital information allows for different characteristics providing different values. Old media allowed for a passive consumption where as new media now allows for interactivity. Which can allow for a more independent relationship of information and sources, a more personalised and individual journey through media use and a greater choice as to what you access. This allows the audience to become the user rather than the viewer and allows them to actively intervene to produce meaning. This also allow the idea of "playing" "experimenting" and "exploring" to fall under this new media idea of interaction and allows the user to have an active role in how the consume media. "By offering multiple paths through a body of information, it allows the

user to make their own connections and produce their own meanings. It is essentially a network of links between words, ideas and sources, on that has neither a centre nor an end. The user navigates through it experiencing digressions that lack boundaries or edges" (Snyder and Joyce, 2005). Hypertext fiction is the fulfilment of post-structural literary theory and practice, although their are potential problems to overcome with this as there might be unsatisfying hyperlinking between lexias, a lack of closure in the constructions or the failure that the interface can not deliver the story effectively and therefore not work as a hypertext. So when I am designing for an interface that has to deliver a coherent experience I have to think of five things in the interface itself and how it looks, the disorientation, closure, meaning and the immersion and flow of the experience. First looking at the interface and interactive documentary we can see that the use of an interface challenge the traditional documentary style and also interface as a whole. Essential interface elements such as back buttons are not always apparent unless needed and visual signposting is not always around. If they are they are normally obscure, inconsistent or overcomplicated. The interface itself needs to have reasons and its aesthetic can

not be ignored, visual material must appear as part of the story and not simply as decoration. Good design can allow the orientation of users, offer them a meaningful yet effective structures and also allow users to help locate themselves in the documentary space. "The audience may skim over some narrative, reading a bit here and a bit there. But however little they see, they need to get the whole story every time, even if only a short potted form." (Hughes, 2000). It is important that even if my user only engages with a small part of my hypertext that they still feel like they have engaged with the narrative enough to know what it is about and how it works. Making it crucial that my interactive documentary is easy to use and also easy to consume. I will look further into relevant user interfaces within my visual research and try to keep it relevant to my interactive documentary. Looking into disorientation, this is where the navigation choices to the user can be a bit overwhelming and has the potential to fail specific users, this can be caused by too much linking that is poorly structured and overall by poorly designed interfaces, it is important to avoid this so that the user can explore the space and journey without confusion. Simple nudges or signposts could completely avoid this situation, giving the audience some form of

location. Closure is something audience is normally seen to expect, where things unfold in the expected way and give the user a form of closure or an "end" to the story. Will the narrative really feel unfinished without an ending? This is something I want to explore in my interactive documentary but will talk about in my decision making process. When we look at meaning and hypertext we can look at Vannevar Bush's essay "As we may think, where the she says "the human mind operates by association. With one item in it grasp it snaps instantly to the next that is suggested by the association of thoughts, in associate with some intricate web of trails carried by the cells of the brain." (Bush, 1945) this possible suggesting that in order to keep the user engaged we need to convey meaning so that they keep interacting with my online artefact. Human thought process is non-linear and along the journey it may deviate, revisit or contradict to arrive and unexpected outcomes. It is important that the meaning to the user is then conveyed in the hypertext for example if they click to get on a boat and end up on a plane then this would break meaning and feel disconnected from the user, it could also leave them pretty confused. It is important to use related knowledge and graphical elements in the story space so the user is engaged. Looking at

22. (directorsnotes, n.d.)



immersion and flow where the user gets lost in the journey and it allows them to flow through with the balance of interactivity. This happens when they are completely absorbed into the narrative and this then makes us oblivious to the world around us. When the user then loses track of narrative threads this is then broken, in terms of interactivity it is important that the interactions options are situated effectively to potentially strengthen immersion in my narrative world. It is important that the items constructed on screen work as part of the structure of my text. Interactivity has to be meaningful and therefore motivational to continue with the text. When looking at engagement and how the user will engage will my narrative is through visual and textual tropes, this is situational depending on the genre. In order to do this with interactivity. This could be done by playing with audiences exceptions in order to create a an effective and engaging narrative. An opening line that is effective is

the audience from the start. Narrative is a way of comprehending space, time and causality two of the important reference words for understanding this is, the first is Diegesis which is a world that frames a story converts data onto the screen to tell the truth in an effective way. The second word is Narration which is the overall regulation and distribution of knowledge which then determines how the spectator acquires knowledge. Narration is a process of information disclosure and it is up to me to decide how I disclose this information. This can be done through different characters and what they release to the audience in terms of my i-doc and this could therefore shape the audience response. Through editing and effective story telling it is important that I control the flow of information to whom and when. Shifting time in narrative can effectively change point of view, this can be used to change the flow of information. The change of point of view can change the

a good way to engage with







position of the audience for example if I was to edit the point of view to show two opposite opinions one after another this can conflict the audience giving more disclosure control to me. In terms of interactivity I am somewhat giving some of this control to the audience. therefore they can decide what they interact with and what they consume. I now want to look at the seven principles of digital storytelling. The first principle being Point (of view) This is seen as a combination of overall meaning also conveying the narrators perspective. Making documentary unfortunately relies on the communicator making choices and therefore is subjective. I should always remember which stories are being told and why and by who? This can effect the overall "truth". The next principle is dramatic question. This keeps open the point, building concern before its resolution. This can be a force driving the narrative without being explicitly stated, sophisticated story telling

distinguishes itself by burying the presentation of the dramatic question leaving audiences in anticipation. The next principle is emotional content, this is often seen as a truthful approach to emotional material, sometimes seen in autobiographical texts. Creating emotion can be done by creating a downwards narrative until an all time low followed by a lift up after words. This can help create closure and give the audience gratification. It's important to draw this out from different points of a story's arc in, challenge, frustration, exhilaration, resignation. The next principle is the gift of voice this is someone speaking their story to emotional depth and this then informs the narrative. This can be done with great emotional and tell for effective and possible immersive storytelling. The next principle is the soundtrack, this includes both music and sound effects. This is the decision makina I face where I have to use effective sounds in my piece, this is to make sure I give the

correct sense of story and also increase the immersion and overall interactivity of my project. Using sound ineffectively could lead to a mix of emotions and disengage the user from my text. Sounds tied to related functions can be particularly effective. The next principle is the economy, this can be the largest problem when it comes to story telling. Visual aspects take time for the viewer to process, this meaning you have to be careful what you show and when. It is important that the script is effective so that the interviewees can really convey what they are trying to say in an effective way. The last principle is pacing, it is important to use good timing to allow the user to really flow with your text. Changing pace and effective editing can lead to truly engaging storytelling. Allowing the story to breathe and more along at the correct pace can make or break a text. Finalising the principle of digital story telling I want to revisit a simple documentary that tackles mental health before making my decisions for my project and watch it through to see if there is anything else I can pull apart from it. It is a documentary in suicide in students some of my candidates for my interactive projects will be students so how it is shot my be inspirational to me. It is important I take all of my research into my project to

make it feel complete.



Mental Health Research

Due to the nature of my topic and the ethics behind talking about something like this I feel that it is essential to do a little research into mental health and the aspects I will take into consideration before approaching anyone to talk about their experiences with mental health. First looking at the fact that there is multiple different forms of mental health and they can effect people in different ways, often people feel insecure about these and do not talk about their experiences openly. Therefore it is important that I do not force them into doing something they are uncomfortable with. Moral and ethical values are crucial to make sure the documentary is made for the and with the best intentions. Doing all my research from the MentalHealth.org website where I will find ways to approach people with mental health to make sure they feel completely comfortable, eight of these tips can be found on the opposite page. I want to look at how to approach people with mental health and different aspects of that. Two out of three people have experience or experienced with mental health within their life time. So therefore it may be quite easy to find interviewees if they are approached correctly. Different aspects may be brought in from mental health such as Bipolar, depression, anxiety, panic attacks or even OCD among many more, it is important that I look into

10FACTSONMENTALHEALTH



AROUND 20% OF THE WORLD'S

CHILDREN AND

ADOLESCENTS

HAVE MENTAL DISORDERS OR PROBLEMS





HUMAN RIGHTS
VIOLATIONS OF PEOPLE
WITH MENTAL AND
PSYCHOSOCIAL DISABILITY ARE
ROUTINELY REPORTED IN MOST
COUNTRIES

MANY LOW -AND MIDDLEINCOME COUNTRIES
CURRENTLY ALLOCATE
LESS THAN 20/0
OF THE HEALTH BUDGET
TO THE TREATMENT AND
PREVENTION OF MENTAL
DISORDERS

MENTAL
DISORDERS

ARE IMPORTANT
RISK FACTORS FOR
OTHER DISEASES
SUCH AS HIV,
CARDIOVASCULAR
DISEASE AND
DIABETES

WAR AND DISASTERS
HAVE A LARGE IMPACT
ON MENTAL HEALTH AND * *
PSYCHOSOCIAL
WELL-BEING

STIGMA AND DISCRIMINATION
AGAINST PATIENTS AND
FAMILIES PREVENT
PEOPLE FROM SEEKING
MENTAL HEALTH CARE

LOW-INCOME COUNTRIES
HAVE 0.05 PSYCHIATRISTS AND
0.42 NURSES PER 100.000 PEOPLE





SOURCE: WORLD HEALTH ORGANIZATION

possible gathering as much information as possible for my personal documentary to help it feel like a fleshed out project. I have also decided to get in contact with different mental health companies such as the Samaritans and those at student union who will help multiple people with their mental health and may have some experiences to see what its like to view those going through mental health. In order to make sure those

involved in the documentary are comfortable I will firstly I will construct a contract that does not bind them to the project and also promise the contributions to be treated with complete confidentiality. I will then allow the participant to agree to what ever form of media they want to give be that just text, audio or visual elements as I want to have something prepared that I can deal with all three aspects. If the user wants to



25. mentalhealth, n.d.)

Eight tips for talking about mental health

1. Set time aside with no distractions

It is important to provide an open and non-judgemental space with no distractions.

2. Let them share as much or as little as they want to

Let them lead the discussion at their own pace. Don't put pressure on them to tell you anything they aren't ready to talk about. Talking can take a lot of trust and courage. You might be the first person they have been able to talk to about this.

3. Don't try to diagnose or second guess their feelings

You probably aren't a medical expert and, while you may be happy to talk and offer support, you aren't a trained counsellor. Try not to make assumptions about what is wrong or jump in too quickly with your own diagnosis or solutions.

4. Keep questions open ended

Say "Why don't you tell me how you are feeling?" rather than "I can see you are feeling very low". Try to keep your language neutral. Give the person time to answer and try not to grill them with too many questions.

5. Talk about wellbeing

Exercise, having a healthy diet and taking a break can help protect mental health and sustain wellbeing. Talk about ways of de-stressing and ask if they find anything helpful.

6. Listen carefully to what they tell you

Repeat what they have said back to them to ensure you have understood it. You don't have to agree with what they are saying, but by showing you understand how they feel, you are letting them know you respect their feelings.

Offer them help in seeking professional support and provide information on ways to do this

You might want to offer to go the GP with them, or help them talk to a friend or family member. Try not to take control and allow them to make decisions.

8. Know your limits

Ask for help or signpost if the problem is serious. If you believe they are in immediate danger or they have injuries that need medical attention, you need to take action to make sure they are safe. More details on dealing in a crisis can be found below.

drop out at any point that is okay as well. I myself want to lead by example and talk about my experiences with mental health so this could be a pin point to talk other people around but also being careful as everyone deals with this in their own way. I will also do relevant research into facts and figures of mental health so that I can portray these as part of my project, this allowing for a more interactive in touch feeling

into mental health. It can also reveal some hidden truths and raise awareness to just how much of a global issue mental health is. The main key to take away is making sure people are comfortable this could involve me going to their homes as this maybe where they feel they can talk best. I want to truly raise awareness for mental health through this project and have an interactive way for users to pursue an engaging a

personal narrative that allows them to feel that they are not alone or see the issue mental health is. It is also important that I know that mental health can effect you differently depending on your location, sex and age just like audience research. And that I should note these key details in the documentary titles so that some may relate to that person experience. All personal details may be hidden if requested though.

Audience

Looking into audience research due to it being a crucial part to making my documentary and sending it out to the world. I have to make sure that the experience for my audience is precise and that it feel like they can engage with my interactive documentary. When creating anything all designers and developers will take into consideration their target audience. It can play a key role in how I lay my documentary out and what way I film it and also design the interface. Audiences can be grouped in different ways through different theories. I will use these theories to try and identify the audience I am targeting with my documentary. Hopefully this will allow me to create an audience profile to work around. Due to mental health being an issue across many different types of people my documentary may fulfil multiple audience needs although I still feel it is important that I look at audience to make sure I am following a set target. I will use research to create a target audience profile in terms of relevant concepts and theory, so that all aspects of a specific audience have been catered for. For example females and males will react to different colours in different ways, different cultures have different meanings to specific colours and older generations may not have a great visual understanding. Mental health can effect anyone so I should

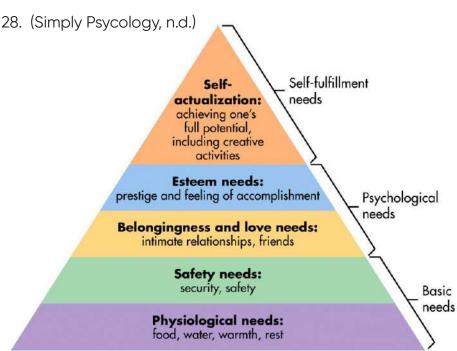
social grade	social status	26. (Slideshare, n.d.) higher managerial, administrative or professional					
A	upper middle class						
В	middle class	intermediate managerial, administrative or professional					
C1	lower middle class	supervisory or clerical, junior managerial, administrative or professional					
C2	skilled working class	skilled manual workers					
D	working class	semi and unskilled manual workers					
E	those at lowest level of subsistence	state pensioners or widows (no other earner), casual or lowest grade workers					

Mainstreamers	Seek security. Tend to me domestic, conformist, conventional, sentimental. Favour value for money family brands. Nearly always Seek status. Materialistic, acquisitive, orientated to image and appearance, persona and fashion. Attractive packaging more Important than contents. Typically younger people, clerical and sales jobs.						
Aspirers							
Succeeders	Seek control. Strong goals, confidence, work ethic and organisation. Supports stability. Brand choice based on self-reward and quality. Typically higher management and professionals.						
Resigned	Seeks survival. Right and authoritarian values. Interested in the past and tradition. Brand choice stresses safety, familiarity and economy. Typically older people.						
Explorers	Seek discovery. Energy, individualism and experience. Values difference and adventure. Brand choice highlights satisfaction and instant effect. The first to try new brands. Younger demographic-students.						
Strugglers	Seeks escape. Alienated and disorganised. Few resources beyond physical skills. Brand choice involves impact and sensation. Buys alcohol, junk food, lottery tickets. D and E demographics.						
Reformers	Seeks enlightenment. Freedom of restrictions and personal growth. Social awareness and independent judgement. Anti-materialistic but aware of good taste. Has attended higher education and selects products for quality. 27. (Infogram, n.d.)						

understand this in-case one of these separate audience profiles engages with my text. It is important that I am careful with my visual content and how it can effect my target audience. It is important I take into account all elements so that I avoid offending anyone who may engage with my interactive documentary especially since mental health can be a touchy subject to some people and may run deep. Although whilst avoiding these things I want to also create my documentary to be as effective as possible in reach

my audience. Production companies will look at socioeconomic groups that their audiences are grouped into so that they can target them with different elements. Above the typical segmentations for audience and their social groups these charts being the social demographic scale and the cross cultural consumer characterization model by Young and Rubican which has ties to Maslow's Hierarchy of Needs which shows the needs of the audience in a triangular chart. I can then use this to identify which classes my audience fall into,

this can be flawed and some people will not fall perfectly into any group and it feels it was more made for a general grouping. Audience theory can fall into two groups of being passive, for example the hypodermic needle model which presumes that audiences are passive and easily led and manipulated. For example when Donal Trump ran for president he used a alot of manipulation of media to manipulate and convince his nation. The other audience theory is the Uses and Gratification Model which classes audience as active and receive their chosen media for gratification in their personal values and interests. There is also the aspect of the reception theory that suggests that a producer constructs a text with a meaning which is then meant to be decoded by the audience. I will look at multiple models and theories to try identify my audience as accurately as possible. Taking audience research into account I should be able to identify the aspects of my own audience and use the correct tone of language, using the correct methods of communication and directional tone appropriate for my audience. It is important that I take in the level of education from the user and do not talk down to them also taking into account of needs such as colour blind and impaired hearing. How tech savy is my user and can they demonstrate a high enough level of visual literacy to navigate my site? Which other documentaries are they familiar with? Identifying how they think



and their personality types such as are they introverted or extroverted? Will they go out and upgrade their technology when it no longer works or buy pre-owned or pay to get it fixed? Are they wanting to explore the documentary or play with aspects. What are the morale values of the user? Are they easy going or stick strict to the rules. A lot of companies identify these aspects to manipulate their audience into buying into their brand. Working out whether they are conservatives or active buyers plays a large part in selling themselves. What can I do with my audience to convince them engage with my interactive documentary? Predicting behaviours is very important when marketing Due to limitations, I am restricted on how much research I can do on the audience although I have to keep in mind that mental health can effect anyone, although I want to strongly take it into consideration my audience and prioritise what my audience is familiar with in terms of documentary and

visual language. Audience engagement is key. I have designed a questionnaire to identify my demographic, how they think and their attitudes relevant to my project, this will help me approach my project correctly. I will it hand out to different people who have experience with any documentary. I want to make the interface provoke you to explore, the concept of mental health if you are not familiar with it or explore people with similar experiences to you in the case the user does have mental health. Within the Cross Cultural Consumer Characterization Model. On Maslow's it is more complicated as the documentary addresses some complicated issues with the mental health to others, it does position the audience in a spot of self fulfilment and psychological needs as the aim is for it to help and raise awareness, The age demographic I should aim for is anyone 14+ with a low visual understanding. It's mainly for ABC1C2DE, explorers, struggles and Reformers.



Questionnaire

Gender?									
Male	Female 🔲 F	Prefer not to say	1						
Age?									
<14	14-24	25-30	31-40	41+					
When sector do you study/work in?									
Accounting	Buisiness	Voluntary	Creative Arts	Engineering					
Agriculture	Health Care	■ Hospitality	ј п	Law					
Sports	Tourism	Marketing	Media	Property					
Retail	Sales	Science	Care	Teaching					
Other	<u></u>								
How often do you engage with Documentary?									
Never	Rarely	Often	Very Often						
Which of the	hese colours wo	ould you associa	te with mental	health?					
Blue	Yellow	White G	reen 🔲 O	range					
Other									
How often	do you engage	e with the interac	ctivity in docum	nentary?					
Never	Rarely	Often	Very Often						
									
Would you	ı be interested i	n interacting wit	n documentary	more?					
No	Maybe	Yes	Absolutely						
What are the best elements of documentary?									
Plot	Story	Mystery Sho	ts 🔲 Audio	Visuals					
Other									



vvner	ı usın	g ar	ninterf	ace wh	at is m	nost imp	orta	nt?					
Easy to	use		Informa	tion	Fun		Ente	rtaining		Rev	varding		
Safe		Auc	lio	-	/isuals		Satis	fying		Interac	ction		
Other			•										
Are y	ou a	ware	of me	ntal he	alth is	sues?							
Yes		No		3									
On a	web:	site,	quality	of info	ormatic	on or qu	antit	y of in	ıforn	natior	า?		
Quality	l		Quantity	У									
Do yo	ou pre	efer '	text bo	ased or	image	e based	l info	rmatic	n?				
Text			Image		· ·								
Do yo	ou int	erac	ct with	media	often?) (Websi	ites, S	Social	Med	dia)			
Yes			No										
Does	the	med	lia help	fulfil y	ou?								
Yes			No										
How	many	y me	ental illr	nesses	do you	ı know?							
1-3		3-5			6-7		3-9] 1	0>			
Other			-										
Whic	h typ	es c	of docu	menta	ry are y	you fam	niliar	with?					
Informo	ative		Animal		Aware	eness		nteracti	ive		Factu	ıal	
Do yo	ou like	e fre	edom 1	to expl	ore a s	ite or ho	ave c	set p	ath	?			
Freedor	m		Set Path										

"Purpose, usability, and aesthetic needs of a website have to be identified early in the project cycle of design and implementing a website. Progressively, the design process has to refine and crystallise those three sets of needs and evolve a website design that targets and achieves the combined set of requirements. In BWD, a specifically designed supportive set of documentation tools help you travel through the process of designing and implementing your website – documentation that helps you design more effectively and is also useful for future maintenance and evolution of the site" (Lawrence and Tavakol, 2007)



Audience Profile

Richard, 17 Student

As part of my research into my audience and planning around my interactive documentary, I had to narrow down my demographic to be more specific, I did this so that I can have a specific demographic in mind when I am creating my documentary. My interactive documentary will be aimed at 14-24 year olds who tend to come under a lot of stress and changes during this period in their life. This is what I think my intended demographic would look like. Of course there is still opportunity for others outside of my demographic to experience the documentary, I will go through Richards, Life and social status, his work and work ethic, his hobbies and what he does with his spare time and the technology he is familiar with and his level of visual understanding. It is important that I remember that mental health can effect anyone so this interactive documentary is open to anyone from army veterans to teenagers experience difficulties. I want to have an almost informative or even relate-able feel to the documentary.





Lives

Richard lives with his parents and his two sisters. He saves up for his hobbies and interests by himself. He travels around in his pre owned car that he funds monthly through his part time job and allowance, although on days with more traffic he will walk or use public transport to get to school where he studies his A levels. He dreams of living a successful life although he is a bit lost in life and does not know what he wants to do after almost randomly picking his A levels, he is looking for a little guidance in life and suffers from great anxiety about the future, he is well clued up with technology and media and uses it as his down time. He suffers from trust issues and often finds himself with mood swings which effect his decisions in every day life. Richard lives in Northern Ireland.

Job

Richard is a student although works part time on Saturdays at the local corner store unfortunately this stops him playing in football matches and from hanging out with friends sometimes although it allows him to do more things throughout the week with his car. He has multiple career prospects although with his struggle with making decisions he can not make his mind up and often changes his mind.



Hobbies

Richard is into a vast variety of sports and goes to the gym often, he likes to watch anything on Netflix from documentaries to TV series. He also loves to mess about with technology building his own compute and enjoys media experiences. His mood swings are often neglected if he is occupied although sometimes they can get in the way.

Technology

Richard is very well versed in technology and uses it daily, it plays a large part in his life, in his spare time you would often find him online or using is laptop or phone, he primarily uses his phone for social media and laptop for more research and down time.

Most of what you need to know about users is dependent what they're trying to accomplish, but there is some general background information you need to know for any web project. This includes learning style, tool preference, physical differences and cultural difference. (McCracken and Wolfe, 2004)





Visual Research Typography

It is important that I do visual research into the design and aesthetic of not only the film but also the visual graphic elements around it, I plan to make different infographics and use typography across these as well as on the website that is around the documentary, therefore it is important that I do research into which typeface that would match the style of my documentary and what I am trying to achieve through my documentary. Therefore it is important that I look at other sources which may have tried to deal with mental health in different formats. Although it is important that the information is clear to read and understand in the graphics. My chosen typeface should be a sans serif for the ease of reading and also to convey the serious topic which is mental health. I found that when looking at examples which have dealt with mental health that they used either a clear sans serif serious font or an almost hand written spaced font, therefore when looking at my options for typeface I should probably look at clearer sans serif fonts. I want to make this documentary primarily to raise awareness for mental health so making sure the information is clear is key. I want to have a consistent feel and interactive experience so everything should look like it ties together and belongs to one project. When looking at my options I primarily tried

to look at a mix of different

Perception Perception Perception Perception Perception Perception PERCEPTION Perception **Perception** PFRCFPTION PERCEPTION

Perception

sans serif fonts. I feel some of the typefaces with the rounded edges give a more comedic value and this is something I would like to avoid for my topic. I feel the thin typeface in "Give it your heart" and "Bearskin" were a good match if I was making a film cover although not for making interactive elements that need to be read and engage with. Script fonts was something I feel might work as people with mental health are

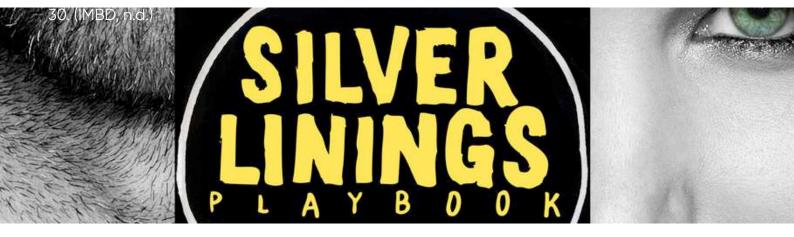
often asked to keep diaries on their emotions and I felt this was perhaps an option although I feel for displaying information in an infographic is would not be as effective as I had hoped. I decided to chose the "Gilroy-Regular" font which has a clear and clean look and will convey the serious tone I need as well as present my visual aspects in a consistent style. I will also use this font throughout this visual document.



29. (Amazon, n.d.) NEW YORK TIMES AND INTERNATIONAL BESTSELLER

13 REASONS WHY

IF YOU'RE LISTENING,



31. (NBC, n.d.)

PREVENTING

BREAKING THE SILENCE





Infographic Design







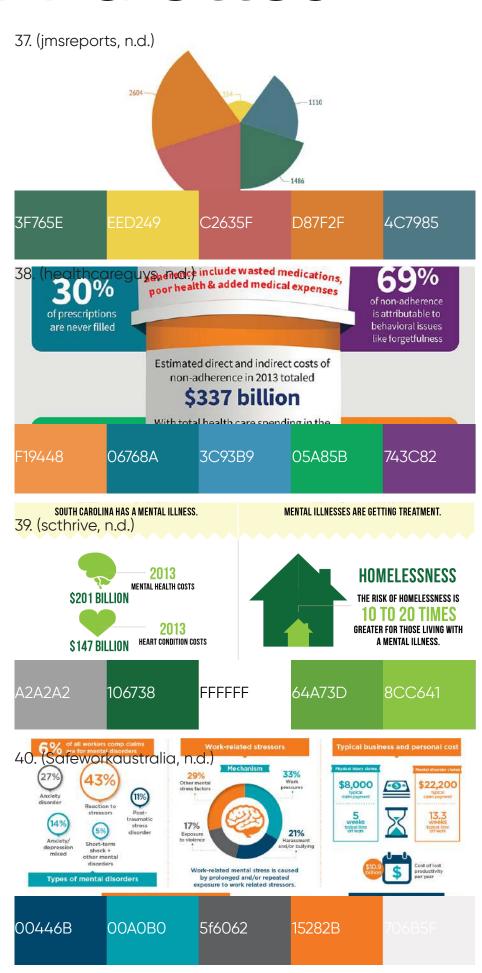


Throughout my documentary I want to have infographics and visual elements to go with it. "Advances in information and communication technologies have raised new digital literacy challenges, including a pressing need for visual communication skills" (Osterman 2013). I want to create a larger understanding for mental health and allow for my audience to understand the topic at hand further with infographics and statistics, "the creation of arguments in a rhetoric or professional writing course, the creation of pictorial representations of written arguments requires that students engage in important critical analysis of the material that they are learning. Hence, the activity of designing a diagram or a visual representation of an idea can actually help students to engage with an argument, sharpening their rhetorical skills" (Danis, 1993). I have looked at some examples where the text is displayed to the audience in subtle ways, often blended into the film itself. Others take a more positional approach, filling the "empty spaces", this depends on how the camera is positioned and if there is room for text, it is important I look at all my options on how to convey this and then chose which is the most effective to display my information. I need to make sure that they are engaged with my documentary and that it shows interesting facts.



Colour Palettes

I found that when looking into other infographics and data visualisations I can see the most common colours associated with mental health is, white, blue (often a darker blue) orange, grey and navy. Therefore I want to use these colours in mine. Most examples I have looked at use block colours in their araphics and make it easy to read, communicating my visuals effectively is important. Darker blues are often associated with depressed and sad feelings, but also provide feelings of trust. Grey and navy can be all associated with negative feelings, the orange and white perhaps give hope and associate with enthusiasm, orange especially can be associated with optimism. These colours may be vital touches into how I convey my documentary. There are other colours within visuals I have looked at although I feel these are the main colours I want to use and that I can make effective visuals with. It is possible that due to the cinematography I may have to alter colours although this will be situational as I want to keep the film rather dark at time and light at others. It is important I use my colours effectively and perhaps have two different colour palettes ready for both scenarios. Perhaps swapping grey for green or yellow in those scenarios. I have used Adobe Colour to grab some of the colours from the examples I have looked at.



User Interface











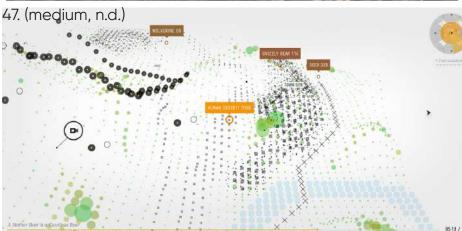
I want to look into what user interface design style will match my interactive ideas correctly. I ideally want it to be based on a map and draw in inspiration from some of the examples I have looked at. I am not sure if I want it to be a global map or a UK based map it depends on the narrative structure and the content I have access to. I have looked at two maps drawing inspiration on the visual debris and the minimal aesthetic, visual debris through animation may be useful to make sure my interactive documentary feels alive, especially if you can interact with the visual debris, I may find opportunity for this throughout making my project although I will try to account for them before creating. I want my interface to focus on an interactive map. I want to have different aspects to this interface though. The Whale Hunt interactive documentary takes a nice approach to its UI using a very minimal look although something I want to look at is how they use the interface to filter and lead to other areas of the lexias, the use minimalistic buttons at the bottom that allow the user to select what they are looking at, almost like a form of navigation or it is not a conventional nav bar though. The hypertext almost feels like a one page interactive documentary through the use of transitions and good connectivity between aspects. Also looking at the whale hunt they have used





an interactive time-line which was something I wanted to look into doing for my project. I wanted to develop different character arcs with different experiences within mental health and feed them into a time-line. It all depends what people are willing to talk about of-course. The idea of an interactive timeline could really engage the user into visualising the message better. The Out My Window documentary also uses its own way of navigation through a map and filter section in the people at the bottom. Drawing key inspiration on making a map and then how to filter this map in the case there is other navigation options than expected or if there is another interactive opportunity. The Bear 71 example uses a map that has aspects that interact with the cursor, the use of an unique cursor could be an interesting way to interact with my user and also creating elements that interact when the user moves the cursor. I want to look into making my map zoom-able and drag-able similar to google maps so I will have to look into how I can do this effectively whilst keeping the rest of my elements. I do want to keep it all strictly 2D though as working in a 3D area could prove for difficulties with the user and how they interact with the interface. I do not want to use a game like system and I want to feel that it is easy to access any part of the i-doc anytime, with ease.













Visual Decisions

On this page I will sum up my visual decisions that I have decided on from conducting my research, different fonts, images, taking inspiration from different hypertexts, what I think my research has justified up into my design style, It is important that I get everything right from camera craft and the visual construction through that and also the correct colours, typography and UI/UX. Anything that may effect my audiences engagement must be considered

Typography

I have decided to go with the Gilroy Regular font, it could be a option to use this in **BOLD** in order to show titles or headers. Although I want to stick to this font I feel it is clear to read and understand and will compliment any visuals I make such as infographics or data visualisations. I have to make sure the typography matches the project to ensure familiarity over the project.

Documentary Style

I have decided to approach my documentary with the poetic style I feel this will be best to get a personal engagement with the user. I want to have the interviewee in the middle of the shot and looking into the camera. I feel that positioning the interviewee this way also allow for room around the interviewee, my ultimate goal is to create feeling rather than truth, an example seen in Black Sheep. In terms of interactive documentary style I feel the Hypertext Mode is the best fit allowing the user to explore my interactive documentary and work through their own path. Also the use of B-Roll is crucial to make sure that I tell my story with more depth. I want to make sure that the B-Roll is relevant and compliments the topic well. Again drawing on Black Sheep for inspiration on camera craft and more Bear 71 or Out my Window for interactive examples. Throughout I will keep in mind the 7 Principles of storytelling.

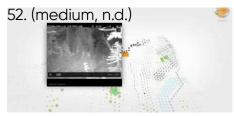
User Interface

I have decided that my user interface should be made up of a map and subtle, minimal controls and hyper-links this will be effective to put a strong aspect on the story being told on the map. I want my user to be able to click and interact with the map in order for them to be told the story of my documentary. I want the hypertext to be primarily one lexias with multiple areas of content. Similar to how Google maps looks. And again drawing inspiration for the interface from Bear 71 and also the subtle minimalistic style that The Whale Hunt uses to convey its story. It is important that I use a relative visual language to my audience to make sure my documentary is effective at reaching its goal. I also want to add instructions on how to use the site if I have time and the technical skill this will allow most users who visit my lexias to have an understanding on how to use it. I want to have a maps with different aspects that can be interacted with in order to initiate more of the documentary.

Perspective **Perspective**













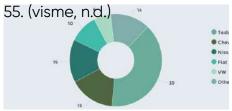
+

Visual Decisions

Colour

Having looked at multiple colour palettes and how they relate to mental health I had picked out that Blues, Greens, Yellows, Greys and Oranges can be the most effective, I want to make sure that I use colour and colour grading in my cinematography effectively. Using Blues and Greys for my project may make it look too bland but using a mix of the colours that I have found through my research I should be able to bring more life to the project and this will allow for a more interesting design that hopefully is effective in its communication. In terms of colour grading the camera craft it is important that I use lighting to my advantage and colour scenes so that they look like a collective. Lighting could be very important in setting a mood for the documentary. This is something I should remember depending on the form of content that is about to be recorded.







57. (Pcworld, n.d.)

Hey we're in Chicago but flight is delayed.

Probably an hour

Ok. We can check flight status online.

Data Design

I have decided to keep my data design for my infographics and other elements really minimal this is so that it can be quick and concise data. I want to have it as minimal as possible, this could be shown through interactive with visual debris on the map or showing it as an overlay in the video. I don't want it to be too clutter like as I don't want to take away from the personal aspect of the story. Showing the data as a minimal one line of facts rather than a massive comparison visualisation.



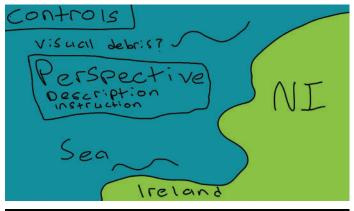
I have decided that for my kinetic typography I want it to be minimal perhaps using a texting screen like format for conversations between two people and then also when it is a more primary form of the documentary I want it to be more like flowing kinetic typography that communicate the story that the interviewee is telling. I want to think of creative and effective ways I can tell mental health stories through the use of typography and graphics this will give a more complete feeling to the motion graphics.

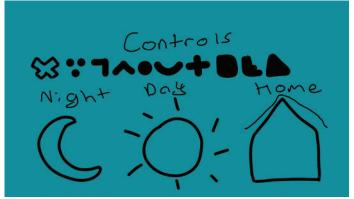
Other

I have already identified my interaction goals and audience within my visual document and I have kept these aspects in mind when making my visual decisions and will keep these in mind whilst I create my interactive documentary to make sure it is as effective as possible. I have also decided that my documentary will have no obvious conclusion and that it is to raise awareness. This opens it up so that it could expand to a global project and encourage more people to talk about their problems. The could add to the map and create a community as such.

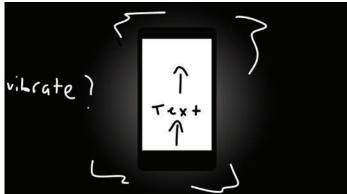


Sketches



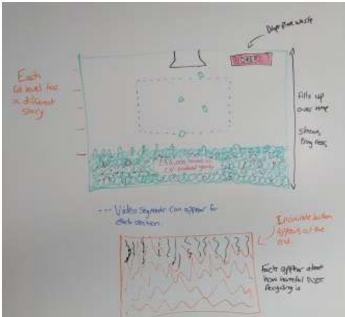


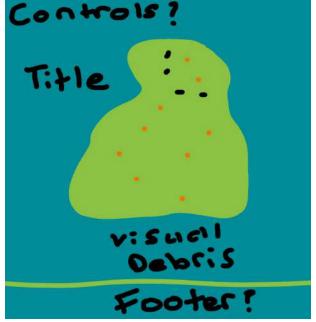




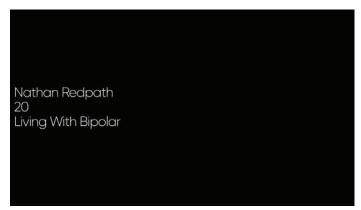
V DISAPPEAR Volacity







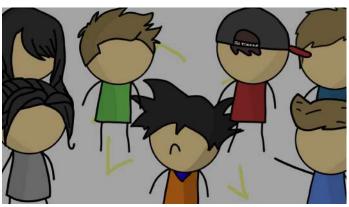
Storyboards Film



I have decided that I want each of my areas of video to have a into giving the name of the person talking, maybe age and the name of the topic they are talking about, this will help the audience identify the topic at hand.



Taking inspiration from Black Sheep I have positioned my interviewee in the middle of the frame and with minimal lighting on the background with it mainly focused on the person talking.



I then want to have relevant B-Roll to what the interviewee is talking about, this could be representing everyday life issues with mental health or even just simple relevant footage, it will allow me to use J cuts and L cuts effectively to drive my narrative.



I then want to use the graphics to show some statistics around mental health that are relevant to the interviewee it is important that I structure these effectively with audio and cinematography to get the best form of communication.



Then cutting back to just the interviewee to tell the remainder of the story. I have decided to do my recording on just a mobile phone, therefore anyone can contribute at that level of quality as most people own a phone.



I then want an outro with the helpline, incase anyone watching it needs it and simply more info about the video. Hopefully this basic format will encourage more people to talk about their mental health and contribute in a way they are comfortable

Storyboards Kinetic Type



In terms of kinetic typography I will use the same intro format as in the film form. I want to keep this consistent and recognisable telling what the details of the content you around about to watch is.



I then want to use relevant motion graphic skills to create effective story telling. This form of media will allow people who are less comfortable on camera to get involved with the project if they can record audio.



I want to use effective skills to present my typography, for example the word disappear will be shown in my Gilroy type-case and disappear as if it "disappears", using this will help me to the area I want to. tell the story effectively.



Then having the same relevant outro to the form of media. The use of a black background will allow me to draw my audiences attention

Storyboards Conversation



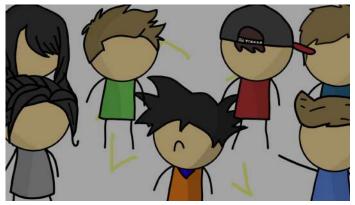
I want to show the representation of conversations people might have with people having experiences with mental health. Again starting with the same consistent intro.



If it is applicable then I want to have the same personal camera positioning, this is only to create a personal connection with the user and also only if the interviewee or example is ok being on camera.



I want to use this text format to show conversations someone might have with someone with mental health or who has experienced with it. This is more to give creative options when the user talks about mental health to give them an example they are comfortable in.



If it is applicable I then want to use relevant B-roll unfortunately this is limited and only if relevant B-roll can be used effectively.



I B-Roll is not used I have to make sure I use effective audio and visuals, possibly data visuals, to communicate the story I want to use, the texts will pop up through a motion graphic as if the user is actually receiving texts.



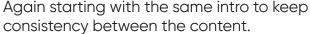
With the same outro to finish the form of media. It may be effective to have this as something user can interact with through their phone, be this a video showing the texts so that it is like it is on the users phones.





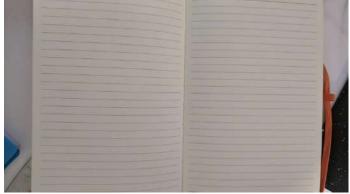
Storyboards Audio + Script







I then want to create and effective way to display a script someone with mental health may produce. This is hopefully an effective way to show how people feel the first idea I had was to do it through a notepad.



Although I feel the use of a book almost like a diary may be more effective. So it is as if the mental health person has wrote a diary entry. I then want this to come on the screen through motion graphic, like they a writing live. Perhaps using a script font may be useful here.



With the same outro to finish the form of media. This script example is for people who are not comfortable talking for the documentary and this will be a way for them to communicate their story.

Unfortunately these are more mock ups of what the content may look at, unfortunately I can not plan for what some of the interviewees are going to say in relation to mental health and will be more what they want to say, hopefully this will keep it more realistic and personal, I have shown the ways I would like to film my interviewee in the case of cinematography. I want to make sure any transitions I do are a simple fade out into the other scene. This will allow for a more dramatic transitions as I feel a slide out transitions for example would not go well with the mood I am trying to create. The editing and transitions will be simple although constructed in a way that communicates an emotional story in an effective manner.



Script Examples

I want to ask some of my potential interviewees to write up a script which may be used for Film, Audio or visual story telling. This will not be a set script but more an example of how the script might go. I want to think and explore different ways I can show these scripts. I want to try keep them short, personal and the use of breaks in audio and visuals will help me do this

Example 1 Bipolar

- "It's hard you know"
- "You don't know what it's like to not know what state you will be an hour from now"
- "Sometimes you just try to find a way to get out, escape, but it's just not possible"
- "Before you know it you are beating yourself down with something bad, destroying youself from the inside out"
- "But on the outside it just seems all ok"
- "No one knows, no one can help and I can't let anyone in they won't understand"
- "But when your screaming for help and no one can hear"
- *Fades to black* I want to make it appear as the mood changes here
- "It's great you know"
- "You never know what is going to happen an hour from now"
- "it could be great could be bad"
- "So much good things could happen"
- "No worries"
- "But its so hard"

Example 2 Birthday Cards

"The first time I ever got a card from my dad, I cried for 3 days. A little blue greeting card with a cute dog filled from front to back with lies, guilt trips and emotional abuse. Pictures of my sister's I couldn't see. Promises he missed me, but refusal behind my back to visit me. Every month, sometimes week, I would come home to a little bright greeting card. Something so happy would fill me with so much fear. From age 10, I would dread to open my postbox and find a card addressed to me. And whenever I got a card, my mum got a text, a cruel, vicious text. She cried, and cried, and cried. Always tried to hide it from me, but I saw. Coming up on 10 years now I still get cards, I still get emails, calls from unknown numbers, an unwanted onlooker to my social medias. To see my name on the mail still plagues my mind with fear and anxiety. I can't pick up the phone to unknown numbers. I check my followers daily and block any I find suspicious on the off chance it could be him. Anxiety plagues me daily. Nobody deserves to live in fear over little greeting cards."





Looking at mock-up up my hypertext can be rather difficult due to the one lexias structure to the narrative. Looking at the image on the opposite page shows the rough full scale size to the hypertext on an A4 format although to scale. I have then included a mock up of what

you will see on the screen. I have designed my hypertext to mainly to work on laptops and be responsive in the chrome browser. I have chosen the name Perspective as I want my Interactive Documentary to show different perspectives on mental health and how it can

effect people in different ways depending on the person and how they are positioned relevant to the mental health case in subject. I Have approached my design for the mock up with a simple map and using the colours I had picked out to create this map. Hopefully this will allow me to engage with my audience better and help the message reach them better. I want the audience to start in the top left corner of the map and I put the text in one of the rule of thirds intersections as this tends to be where people look when they first reach a website. Using white to help the text effectively stand out against the background I then

stated what the documentary is called and a little bit of



detail about the interactive documentary itself. Also below this I have included instructions on that you can click to drag and click to interact with the map. The aim with my interactive documentary is to create a map that can be dragged and interacted with, I want to also play with the possibility of zooming with the mousewheel although I have decided to keep the documentary focused on Ireland for my initial project as this is where most of the stories are going to originate from. I want my user to move around the map exploring the narrative of Perspective and engaging with the different personal stories and experiences. I also wanted to



put key location around the island so that the user can maybe recognise some of the locations and feel a familiarity. This of course might be limiting the project to just Ireland and Northern Ireland although people from else where might recognise some places and still relate to the

stories. Clicking and dragging is the main source of navigation found within my hypertext although I want to place more interactive features within that really help the user feel they are part of controlling what they see, how they see, and when they see different stories. I then want to







create different markers on the map, these are to represent the stories at hand I want to use the symbols to suggest what perspective of mental health the user is looking at, this could be a script of what someone wants to say, audio, visuals, kinetic typography, video among any other forms of communication. I then want these to be filtered in the top right through the various shapes, I have chosen these shapes as they are simple shapes you could find in a primary school teaching something which everyone experiences, this making it relatable and some

may find comfort in them due to them being so simple or linking to an easier time. It is also a clean way to filter the interactive documentary whilst being minimalistic, also I am not sure due to the nature of my documentary how much content I will generate or the kind of content I will be able to create from the personal stories I have access too due to mental health and being moral and ethical maintaining people comfortability although i want to talk about my own experiences so hopefully this will flesh out enough of the project to keep the filters relevant. I then want to colour each of the markers so that for example blue is relevant to someone's experiences and yellow is



another persons experience with mental health. This also allows my interviewees to have an influence on the design as I will allow them to pick the colour they want to be. It is important that I add this filter to the project as "Design is as much an act of spacing as an act of marking." (Lupton, 2014) and if the project was to go over what I expected and there was just markers everywhere then I feel this could break engagement and confuse the user due to overwhelming amount of markers. It is important that anyone could be looking at this documentary at anytime, from my experience with mental health alot of my relating thoughts come at night time



and I felt that adding a night time button would be effective as it can lower the brightness of the project and also be easier to read in the dark. Also it changes the perspective of the interactivity, although minimally is also allows for a change of perspective when looking at the documentary almost being a play on the world. When you change the day or night the buttons in the top left will swap out this changing the interface some what. Users will be able to change between this at free will. I want to make sure to include different aspects in



both that are almost like easter eggs. Such as a boat in the water or fish jumping up and down, just visual debris which could help with immersing with the hypertext. When you click on one of markers I want an overlaying tab to appear with the relevant form of colour as an outline and then within the form of media that present the story, possibly a video audio etc. This allows the user to experience what they want to and when they want to by what they interact with on the map. When it comes to how I wanted my overlays to look I was torn between just creating an overlay with a simple video or for it to have a title and a little more context with a description. I opted for

the description as this will allow for a further understanding into the interactive documentary. It also means that every single piece does not have to have it start of with something like "hi my name is Nathan" and can rather be read. The tabs will then be closable by

clicking of the screen or through a simple X button or the home button in the top right which will allow the user to return back to the map ready to engage with more of the text. These tabs will look different depending on the form of media, if it is a simple script it may be creatively





design or if it is audio then it will be done through a kinetic typography for example. Therefore possible changing the structure of these overlays to match the form of media presented is important. It is also good as a user that there are aspects that can be read or engaged with in other ways

rather than audio this means that my user can engage with my hypertext at any point no matter where they are as they do not need to play audio can simply read some of the text. "The audience may skim over some narrative, reading a bit here and a bit there. But however little they see, they

need to get the whole story every time, even if only a short potted form." (Hughes, 2000). I want to make sure everything is visually connected and therefore the use of colour here to match the markers is important. Looking at the other option in just having a video or simple no description or title to the media gives a much cleaner look and feels more organised. I feel possibly just using a video with a title introduction might be the most effective way to construct the overlays. This allowing a smooth and less overwhelming feel to the hypertext. The script examples will have a different lay out with possibly a text style animation. I Also want to include a footer in my site at





the very bottom that gives a more detailed explanation to the site, it could also offer ways to get help and explain that you are not alone. I want it to link of to site such as the Samaritans. I want this to be minimalistic and was considering making it something you could pull up

from the bottom of the screen by making it absolute, allowing you to do this at any point in your experience with my interactive documentary. It can instead be access just by scrolling to the dragging to the bottom of the page. I made this decision due to if it was accessible at anytime I

feel the lexias would start to feel cluttered and I do not want to overwhelm my user. Anxiety being one of the most common forms of mental health it is important that I do not overwhelm so that a user could be afraid of my documentary. My choice of user interface is minimalistic using simple shapes as stated before to allow the user to explore. I did not want to over complicate the UI so that the user can easily navigate and it allows my site to be easy to use. Unfortunately due to the lack of labelling and the over simplistic nature I may need to add instructions to the hypertext may this be an animated gif overlay or even just below the title this will allow the user to engage with



the text fully and understand how to use the site. As for audio I am still undecided I want background music to be playing whilst my user navigates my documentary although I am not sure what I want this to be, I have been looking at soft violin or guitar as I want the audio to be relaxing on the map exploration. I do want my audio to stop when a video is opened so that I can create effect within those elements with audio to drive the narrative. I am also considering using little interaction noises when hovering over a marker for example this could help drive the users interaction with the text. I want my music to relay a soft, rather easy going or

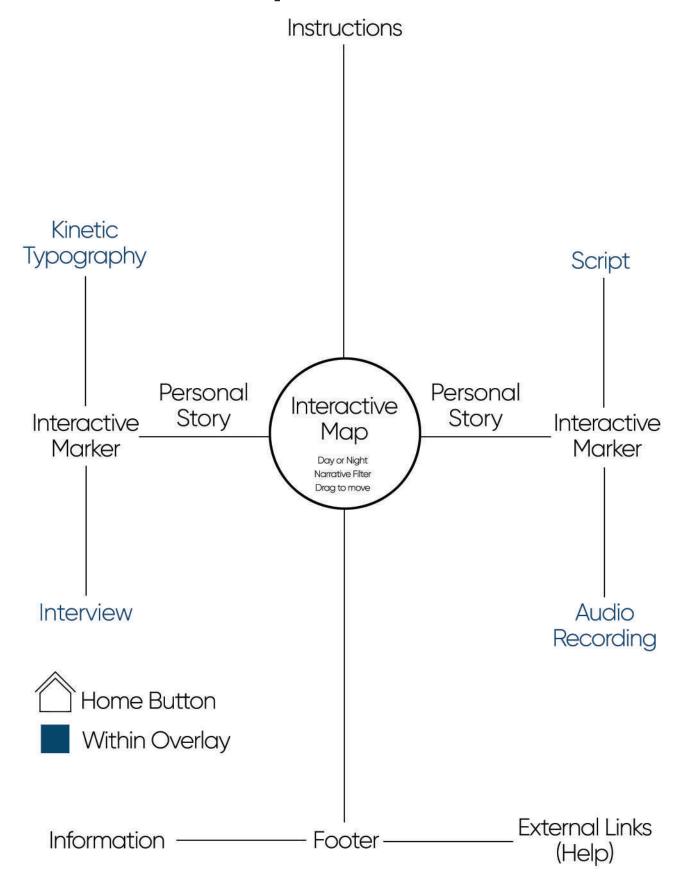


even sad mood to the documentary. Something that plucks on heart strings to try position my user where I want them. Over all I am happy with my use of colour, graphical and user interface design so far and that I hope this helps drive the narrative forward. I have done extensive research

into all these elements through this project and before and it is important that I keep in mind my research and knowledge going forward to make sure I produce an effective project that really grips my user and allows them to explore interactively.

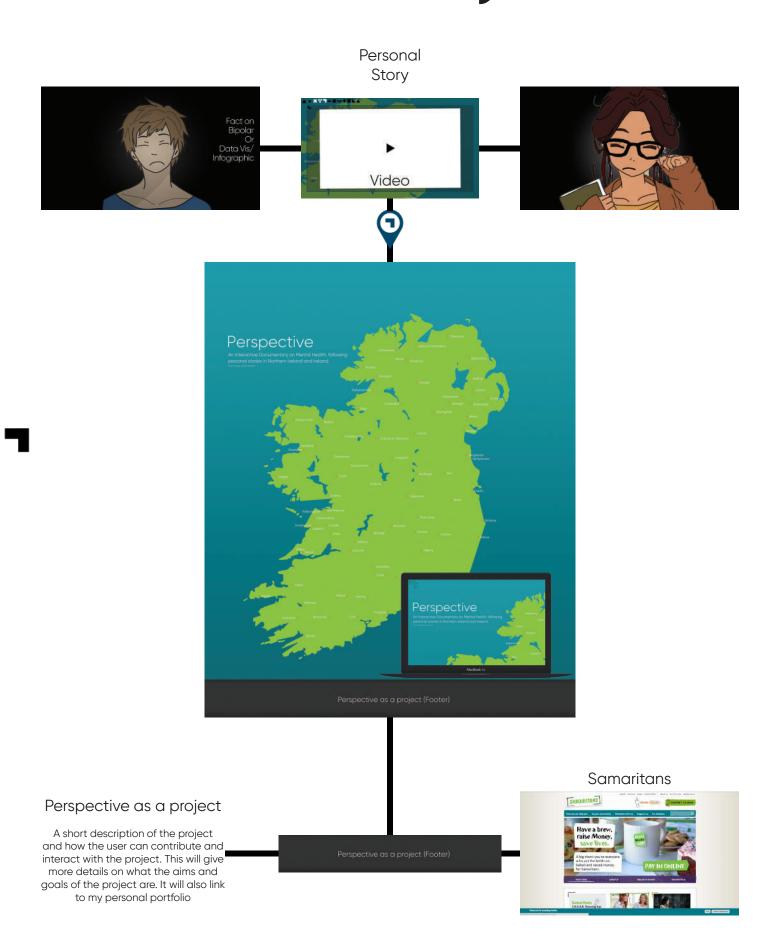


Site Map





User Journey





Consent Form

i wanted to create a consent form for the participants of the initial form of the documentary, this is to ensure they are comfortable with sharing their personal stories, I will get those who take part to sign and date their form. This is a print copy in-case they want their part removed from online as they change their mind. I want to be cautious as mental health can effect different people in different ways. It is important I cater for these needs.



Perspective



Consent to take part

I ______ voluntarily agree to participate in Nathan Redpath's Perspective mental health interactive documentary and research study. I understand that even if I agree to participate I can withdraw at anytime or request and alternative. I may also refuse to answer any questions I am not comfortable asking without any consequences of any kind.

I have had the nature of this project explained to me and have had the option to ask any questions about the project.

I understand participation involves sharing a personal story about mental health or any experience with mental health to raise awareness and create an interactive documentary.

I understand that all information I provide will be treated with confidentially and may be removed or altered from the project if requested.

I give consent for my chosen area of media to be given be it text, audio, visual or another alternative form of media. And I agree to contribute this to the documentary unless requested otherwise.

Signiture of participant	Date	_
Signiture of project manager	Date	

Thank you





Limitations

It is important that I identify the limitations of the interactive documentary create, this will allow me to avoid making simple mistakes to create more limitations and also understand my areas for improvement, possibly things I can alter when creating the interactive documentary.

When going to record my interactive documentary which is about mental health I may find that personal reasons may prevent some people from talking about their full experiences. Therefore it is important that I have plenty of alternatives, this could include creating a kinetic typography, keeping a script of what they want to say, in-case they wish to write it down. It is important that I have alternatives ready in case I invade someone comfortability and they don't want to take part in the documentary.

I have to be careful on how I structure the documentary, if I create anything that is unethical then this could cause issues in its own and possibly offend someone.

Unfortunately upon completion I don't think the project will be fully complete. I want this project to expand past the hand in date. Therefore if needed more people can come out and talk about their mental health and add it to the site. I want to create this into a world wide project, although for now limiting it to the UK or even just Northern Ireland may be the best route to make sure that it can feel like a well made and fulfilled documentary.

Feeding of the last limitations this also means that I can not cover every case of mental health, there are plenty of forms of mental health and I need to make sure that I do not put too much focus on just one. I want my site to reach out to as many people as possible. Keeping it open minded and accepting these issues exist even though I can not find candidates to talk about it is important.

The minimalistic nature of the website may also cause the user to struggle to navigate the website and find out the information needed so it is important that I display the information well when creating the site.

I may change things within the development stage, add or leave out parts, it is important that I am aware of this and I may find more opportunities for interactivity when I am in the moment of designing.

Due to my story being split up it may be hard to emotionally engage with the user. It is important I use effective story telling to communicate the message in the story effectively across multiple markers.



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In-text: (Youtube, n.d.)

Your Bibliography: Youtube (n.d.). [image] Available at: https://www.youtube.com/watch?v=A-Y5zvnDxsl [Accessed 20 Feb. 2019].

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Your Bibliography: Google (n.d.). [image] Available at: https://www.google.com/maps [Accessed 26 Feb. 2019].



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Creativity

[Kree-ey-tiv-i-tee]

n. the state of being creative.
the ability to transcend traditional ideas and the creative meaningful new ideas.

