



Video & Database

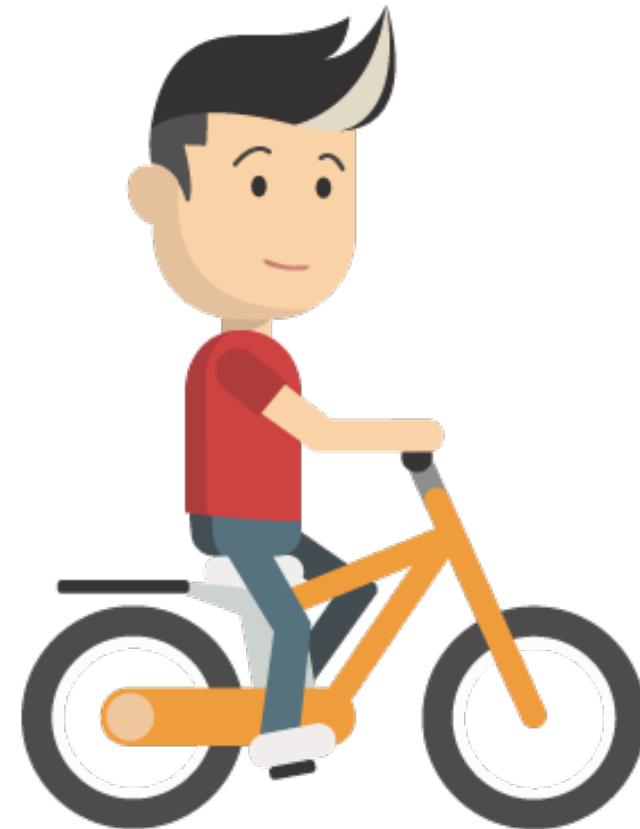
2016 CphBusiness

Project 1 - 3. Semester

Video

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1. INTRODUCTION

For the first project of the 3rd. semester, we were asked to make a video explaining the communication between the browser, web server and database. We had to use the agile approach to both plan the project, and measure the progress. Furthermore we had to use dramaturgical building blocks to create the story.

2. PLANNING

We first researched the topics of our assignment, which is the communication between the browser, web server and database. We discussed our research in order to ensure that everyone knew and understood how it works.

PBS - Click to see

WBS - See Project Libre in attached Zip file

GANTT CHART - See Project Libre in attached Zip file

3. PROCESS (SCRUM)

See the following in the attached Zip file:

- Sprint Planning
- Product backlog
- BurnDown chart

3.1 Reflections for each sprint

As requested, we divided this assignment in two Sprints: Video-Production and Data modelling.

We chose a Product Owner in order to prioritise the work, and a Scrum Master, who is responsible for supporting, coaching and guiding the

Scrum Team through this assignment.

Firstly, we considered what work should be done, in priority order, creating the Product Backlog.

Secondly, how it should be done, estimating how much effort was required for each piece of work – such as learning After Effects –needed to complete this assignment.

This was our first Sprint Plan, and was useful as it provided a guide to help us get things correctly. We had only a short time for each Sprint, so listing and decomposing the tasks gave us a bigger picture as to what should be done, and the amount of time we had available to do it.

Video-Production Sprint Planning:

We started the Sprint Planning Meeting by reviewing the product backlog items, deciding how the work should be completed, created the tasks, estimated these in hours, discussed and focussed our skills to achieve the goal efficiently.

Data modeling Sprint Planning:

We created the Product Backlog based on the basics needed for a Client-database. We used our time in the classroom to understand and analyse the Data model as a second Sprint.

3.2 Moodboard / Design guidelines

After brainstorming on the story, we created a moodboard to have an idea of the style and feel of the video. We chose flat design to keep it simple, fun and modern. Furthermore we made a colour guide to make sure the design would be consistent.

[Click to see the colour guide](#)

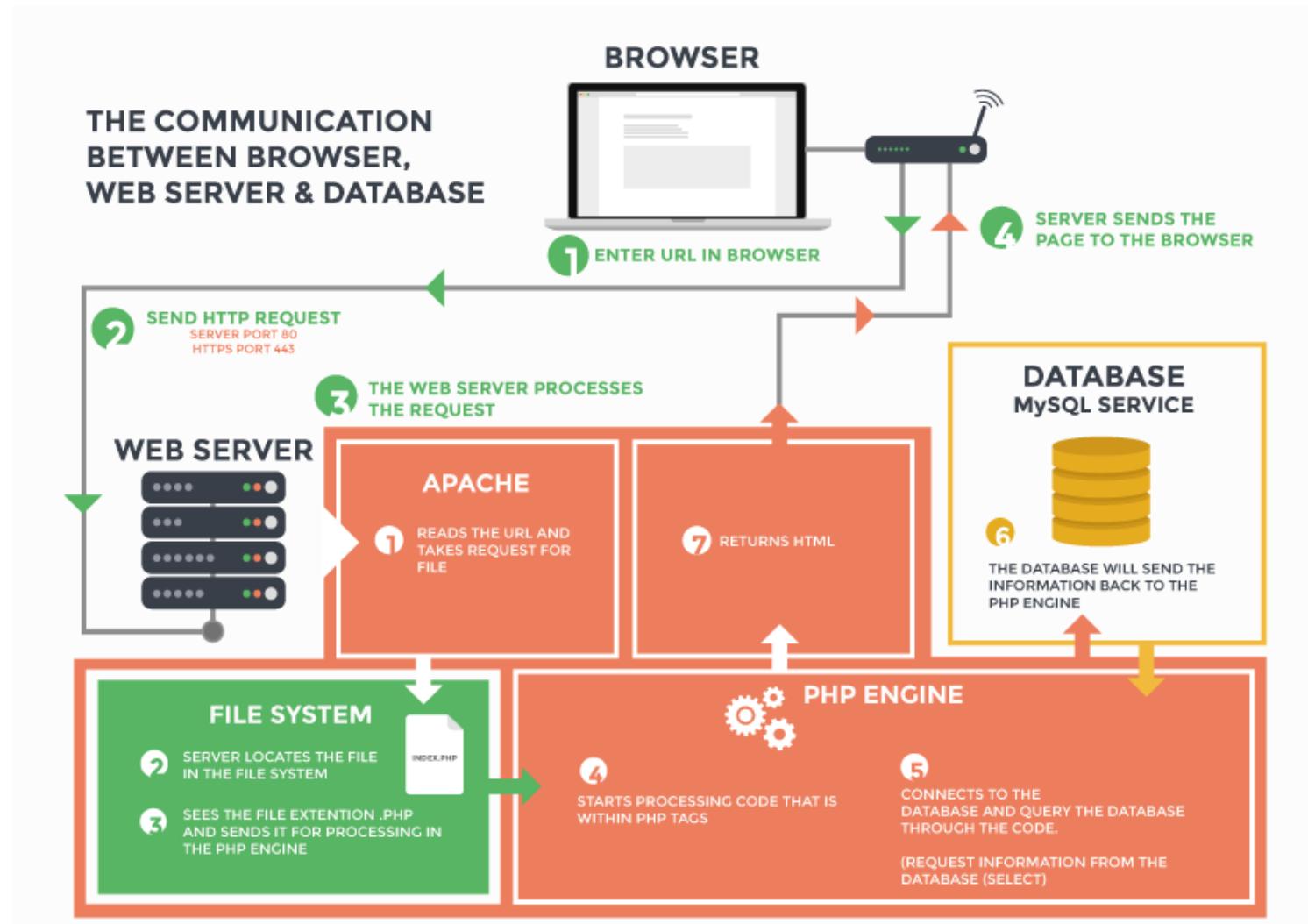


4. BROWSER, WEB SERVER AND DATABASE

The browser is the “Window” that displays a website. It translates the code that makes up the website so the user is able to see it.

When the user enters a URL (uniform resource locator), the browser sends a HTTP (Hypertext Transfer Protocol) request to

the web server. The web server locates the file (Fx. index.php) and processes it. It finds the file extension .php and sends it to the PHP Engine to be processed. The PHP Engine will read the code within php tags, and if needed, it will query the database. The database will send the information needed.



5. IDEA AND CONCEPT

We chose the Hero's journey and the 3-Act structure as a template to set up our main character's adventure. These stories are about solving problems, self-knowledge and awareness, personal growth, etc. We decided on this framework because we can identify and reflect with symbolic and mythical stories.

5.1 Hero's journey

This concept was introduced in Joseph Campbell's book *The Hero with a Thousand Faces* and it describes 17 stages that the hero will face during his adventure. Christopher Vogler, who is a Hollywood development executive, made a summary based on Campbell's book, called *The 12 Stages of the Hero's Journey*:

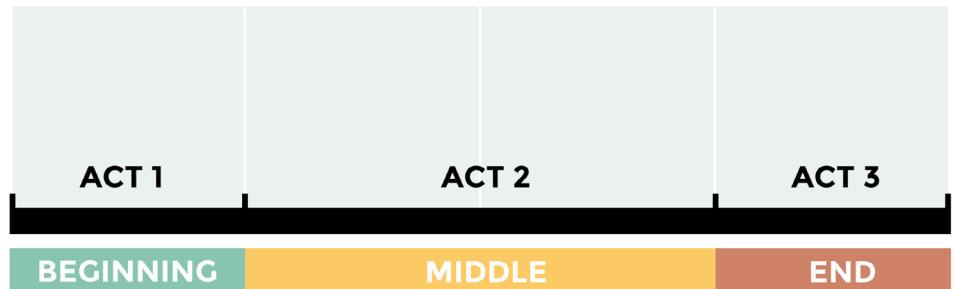
1. Ordinary world
2. Call to adventure
3. Refusal of call
4. Meeting the mentor
5. Crossing the threshold
6. Test, allies & enemies
7. Approach to the innermost cave
8. The ordeal
9. Reward
10. The road back
11. The resurrection
12. Return

5.2 Three act structure

The three act structure is a model used to divide the story in 3 parts; the beginning, middle and end.

The first act is $\frac{1}{4}$ of the story and begins with a hook to draw the audience into the story. Here we are also introduced to the main character and informed of any problems and background information. The second act is $\frac{1}{2}$ of the story and begins with our main character starting the journey. Here our hero will struggle to achieve his goal and will

have to figure out another way of solving the problem. In the search of finding new solutions, subplots can arise to help our hero. The second act should end with a defeat and the audience should believe that all is lost. The third act is the last $\frac{1}{4}$ of the story and begins with a new outlook and energy to conquer the problem. Here our hero will solve the problem



5.3 Story

The storyboard was created after the group decision on the concept and storyline for our video. The first act opens in a classroom with Alex trying to learn and understand databases, and how they work. This part of the hero's journey is the ordinary world. The start of the 2nd act, Alexandru crosses the threshold into the dream world. Here he accepts his challenge after meeting his mentor, the wizard, who tells him that his task is to find the princess who is in Castle Database. His ordeals include travelling through forests, fields and mountains to find Castle Database. He does not notice that he has a traveller with him, a pigeon (his helper) who helps him to get access to the data. He does not get easy access to the princess because she is being protected by a troll. The beginning of Act 3, The Pigeon, named Personal Helpful Pigeon (PHP), helps him defeat the troll and gain access to the data. The storyboard ends with a fade from the belt that the princess gave the pigeon, to Alex's computer screen. He finally understands what he needs to do and why.

When the storyboard was presented, we made some changes to it

based on feedback from Lene. We started only focussing on Alex--as it was the back of Alex with the teacher facing us. In order to ensure that the viewers understood that Alex was the "hero", we focused on him, with only "voices" for the teacher. Additionally, the pigeon was added in most scenes, since he would be the helper to our hero. Overall, it was a good experience creating the Storyboard, but I believe we would have benefitted from more "training" on what is expected. Our earlier storyboards were very basic--no information on angles, timing, focus, etc.

See the Storyboard

5.4 Cinematic techniques

The work started with choosing a suitable place for the video shooting, and making sure that lighting was perfect. The location chosen was the student room in the Copenhagen Business academy. The director, helped the actor focused on the proper mood and focus.

The film included actual film meshed with animation. Since the filming was a small part of the movie, we chose to do it one shoot. We then chose the best selection of the film that would work best with the animation.

Once all film clips and animation clips were created, they were merged together. Then the film was viewed and sound effects and music were selected in order to create the ambience. The voiceover was also created and dubbed into the video.

The intro was put in as a starting point of the film, which was followed by sound and an introduction to the characters who were created in a flat design. From the intro, it fades into the clip of the actor, who starts performing, while the sound of a teacher speaking gibberish is in the background. Afterwards, when the actor is falling asleep, the movie fades into a blurred out entity of the actor, then reappears as an animated character. The animated scenes fade quickly into the next in

order to maintain fluency of the film.

We chose to use long shots (Mountain scenes); medium shots (Wizard and Alexandru in the forest); Close up (Alexandru); and finally, extreme close up (The mouth).

All shots were done at the eye level. Camera movements included: panning, zoom, dolly and tracking

With the animations, perspective was creative by using varying sizes--for example, when the bird flies towards the mountain, he becomes smaller.

The animation type chosen was a flat design, which is a modern design using simple shapes. Additionally, the same colour palette was used throughout the animation. Filming and animation considered the rule of thirds in order to be more pleasing to the eye.

6. QUALITATIVE INTERVIEWS

6.1 User tests

Can the video keep the target group's attention?

How does the target group understand the video?

Will the video help them understand the subject?

What changes could help improve the understanding of the target group?

#1 USER

Gender: Male

Age: 20

Occupation: Student

1. I think the video will keep the target group's attention. It is a short video telling a story that is not too complicated. I think the target group will be captivated and they will pay attention during all the video.
2. I think the target group will be confused during the video because

they will not remember the characters. It is a good thing that the characters are also in the credits. In this way, at the end of the video the target group will definitely know the role of each character.

3. Definitely. It is a short video representing a process. This process it is not that detailed in the video. Because of this simplicity the target group will understand the subject without memorizing a lot of characters.

Also, the voiceover it is very efficient by explaining in detail the action.

4. One thing that can improve the understanding of the target group would be that characters should own something with their names on. For example, the user should wear a shirt with "user" written on it.

You can see that on top of the gates it is written "server". This is why I remember that the gates represents the server.

#2 USER

Gender: Woman

Age: 29

Occupation: Digital editor

1. The beginning is too long.
2. Somewhat, yes.
3. To a certain degree
4. Explanations could be more detailed.

#3 USER

Gender: female

Age: 18

Occupation: Student

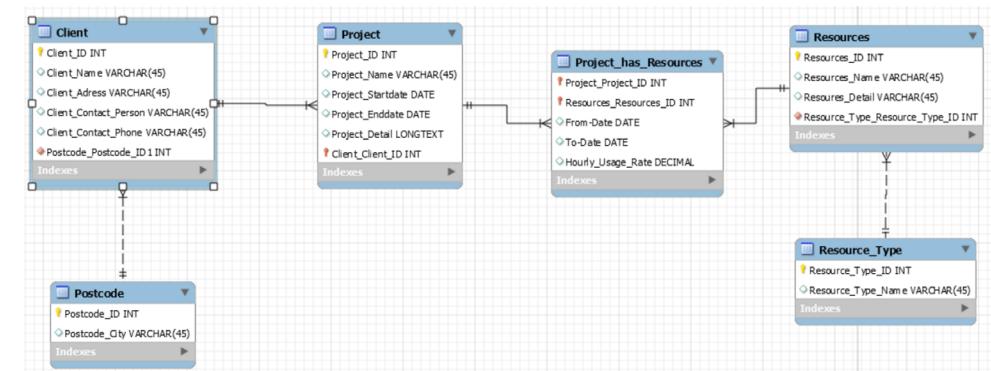
1. Not sure.
2. Quality of some of the graphics is bad. Difficult to follow.
3. I believe that they will understand the basics. Could not fully explain. It should if the graphics are improved.
4. The quality of the graphics. That way you focus on the story and not the quality.

6.2 Changes made

Five (5) of the after effects clips were redone.
The intro was shortened

7. DATAMODEL ON 3. NF & DATA DICTIONARY

[Click here to see the results from the model](#)

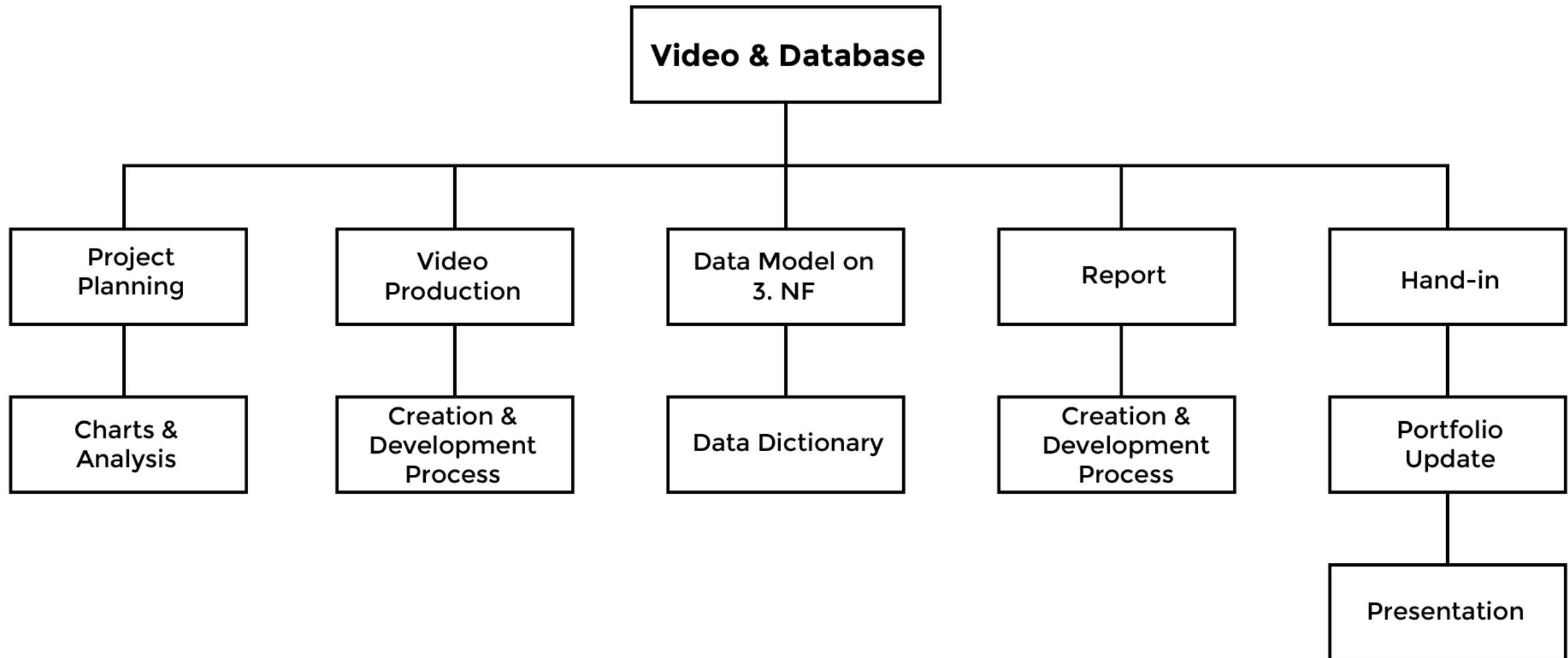


Attribute Table-Data Dictionary

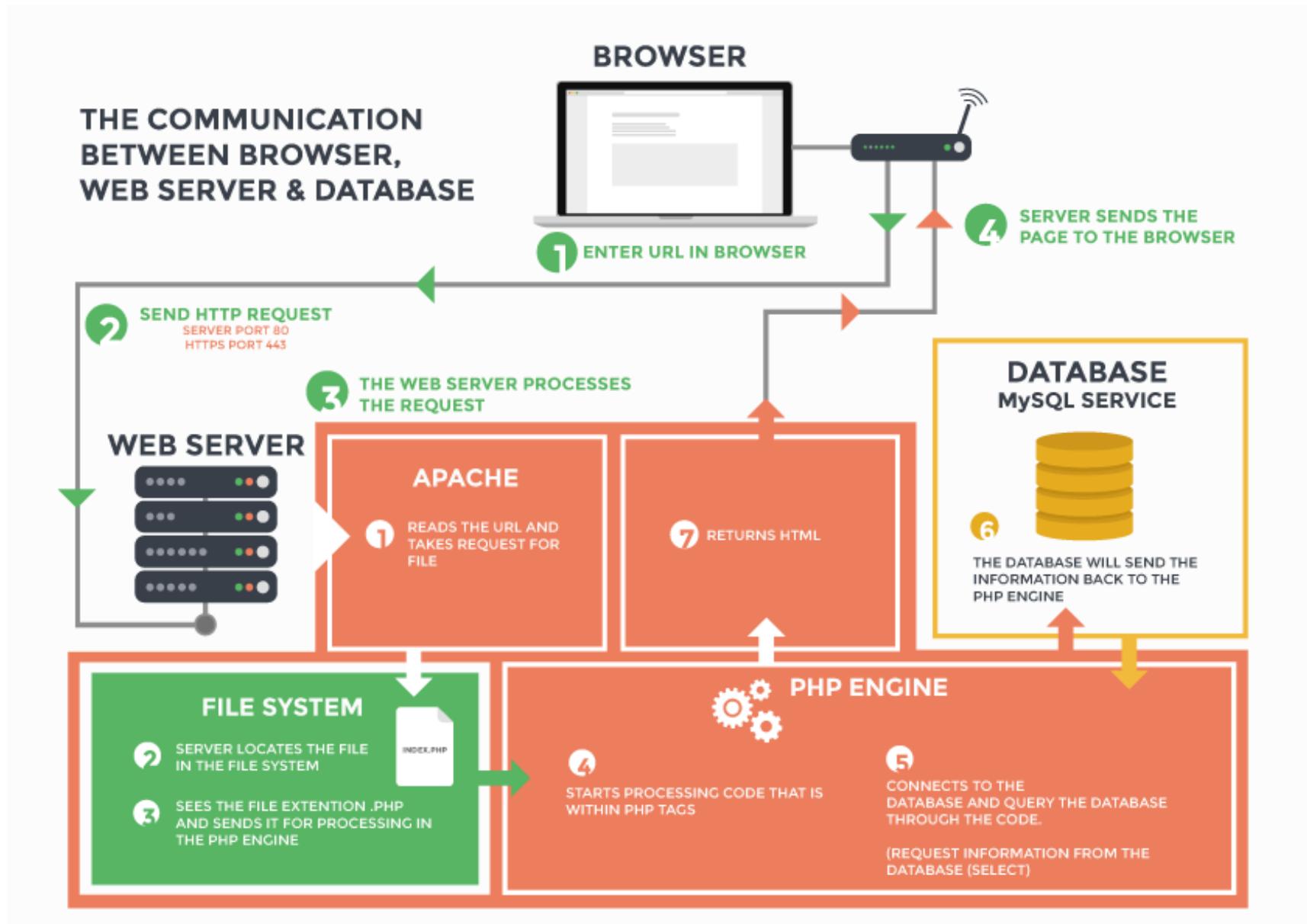
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	Client_Name	A-Å	Max 45 characters	AN
	Client_Address	All Characters	Max 45 characters	AN
	PostCode	1000-9999	Number	N
	Client_Contact_Person	A-Å	Max 45 characters	AN
	Client_Contact_Phone	00000000-99999999	Max 45 characters	N
Project	IDProject	1-1000	Unique number-6 digits	N
	Project_Name	All Characters	Max 45 characters	AN
	Project_Detail	All Characters	Max 45 characters	AN
	Startdate	All numbers	DD/MM/YY	DATE
	Enddate	All numbers	DD/MM/YY	DATE
	HourlyWage	1-9000	Number	N
Resource	IDResource	1-9000	Number	N
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	Typename	All Characters	Max 45 characters	AN



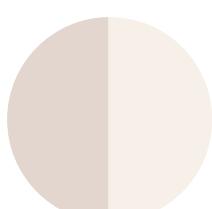
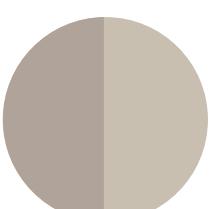
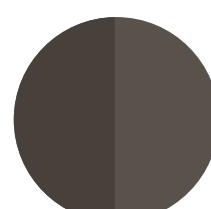
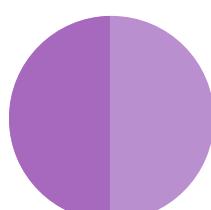
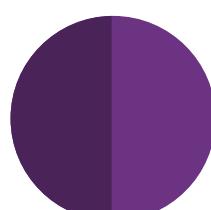
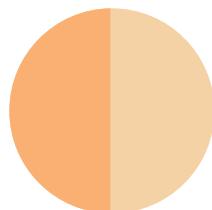
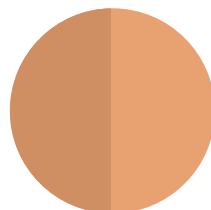
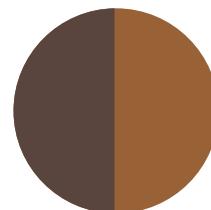
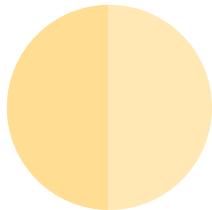
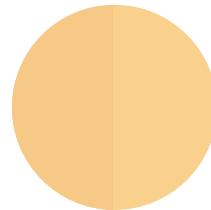
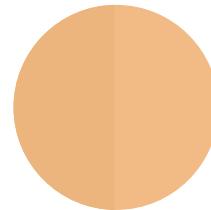
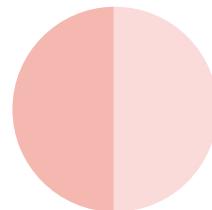
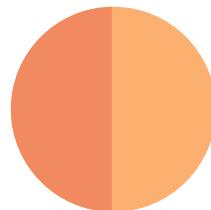
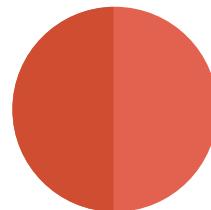
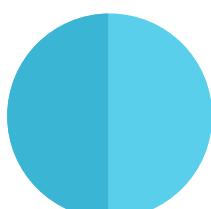
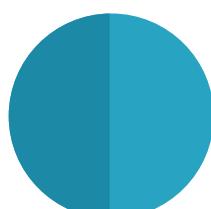
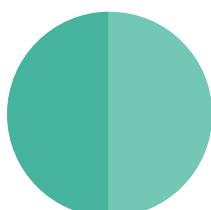
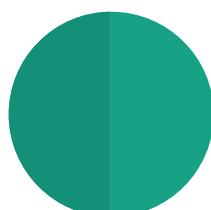
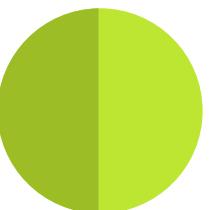
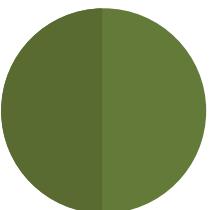
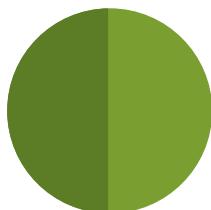
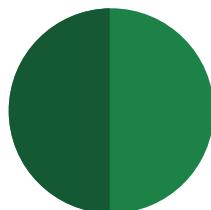
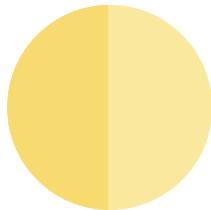
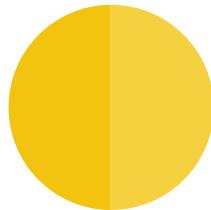
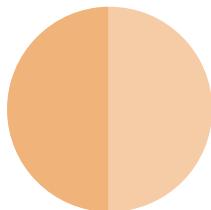
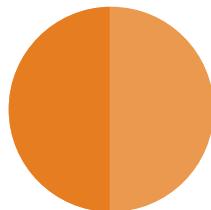
APPENDIX

P B S

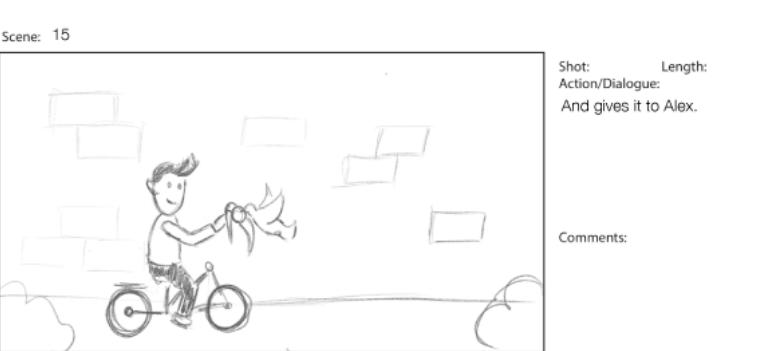
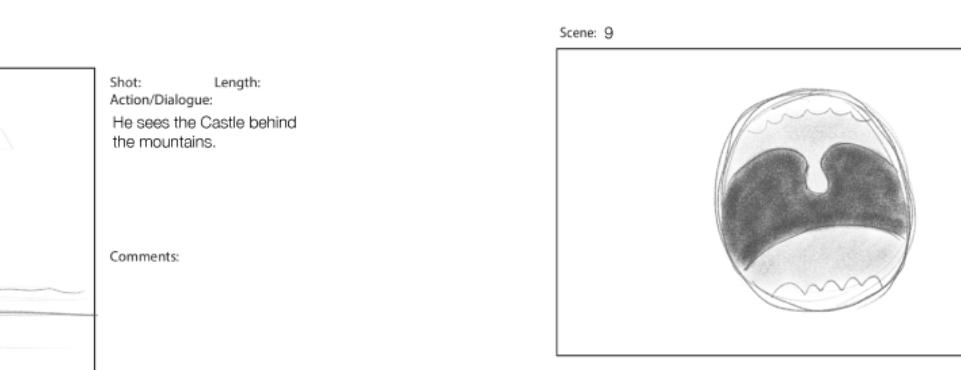
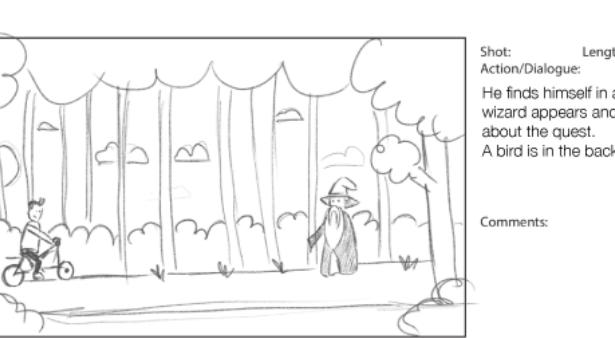
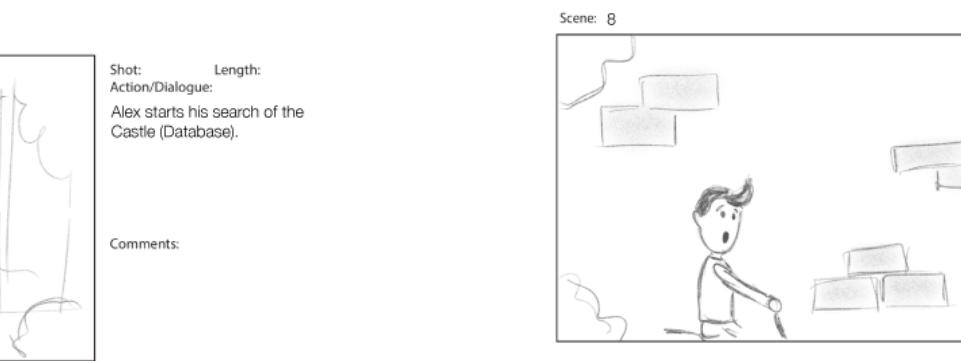
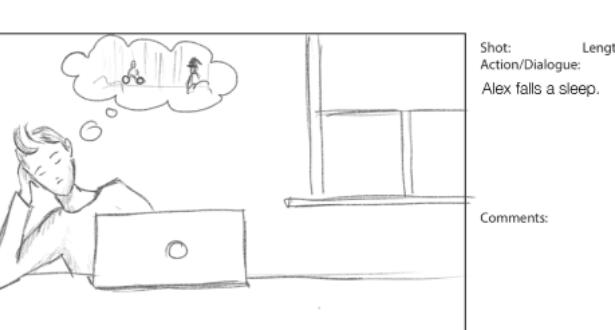
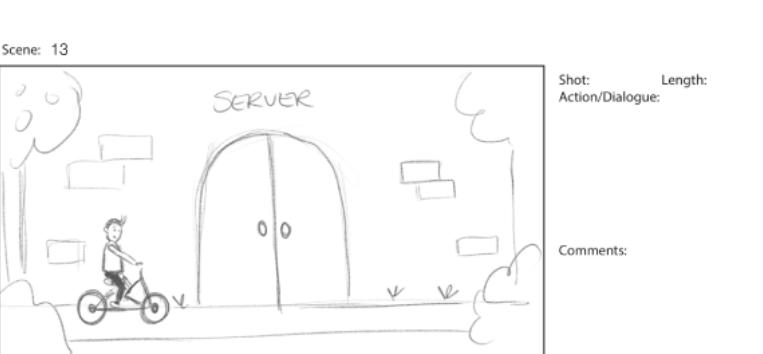
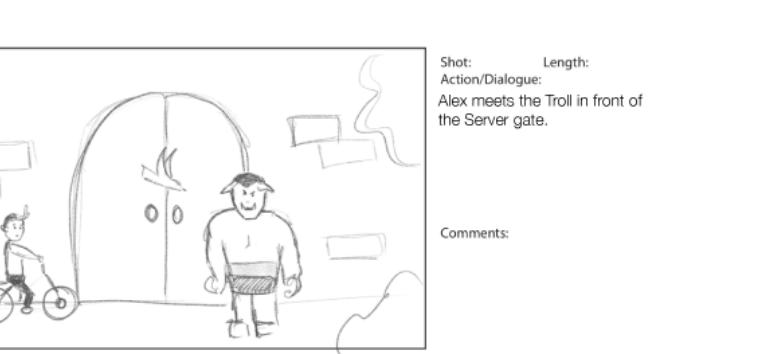
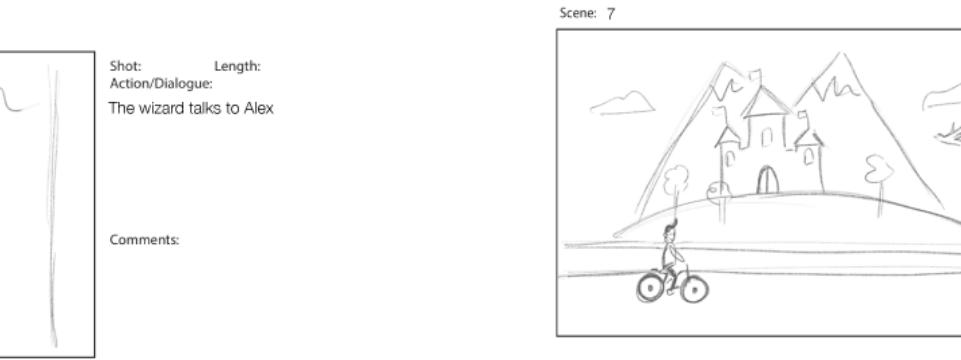
WEB SERVER, BROWSER & DATABASE



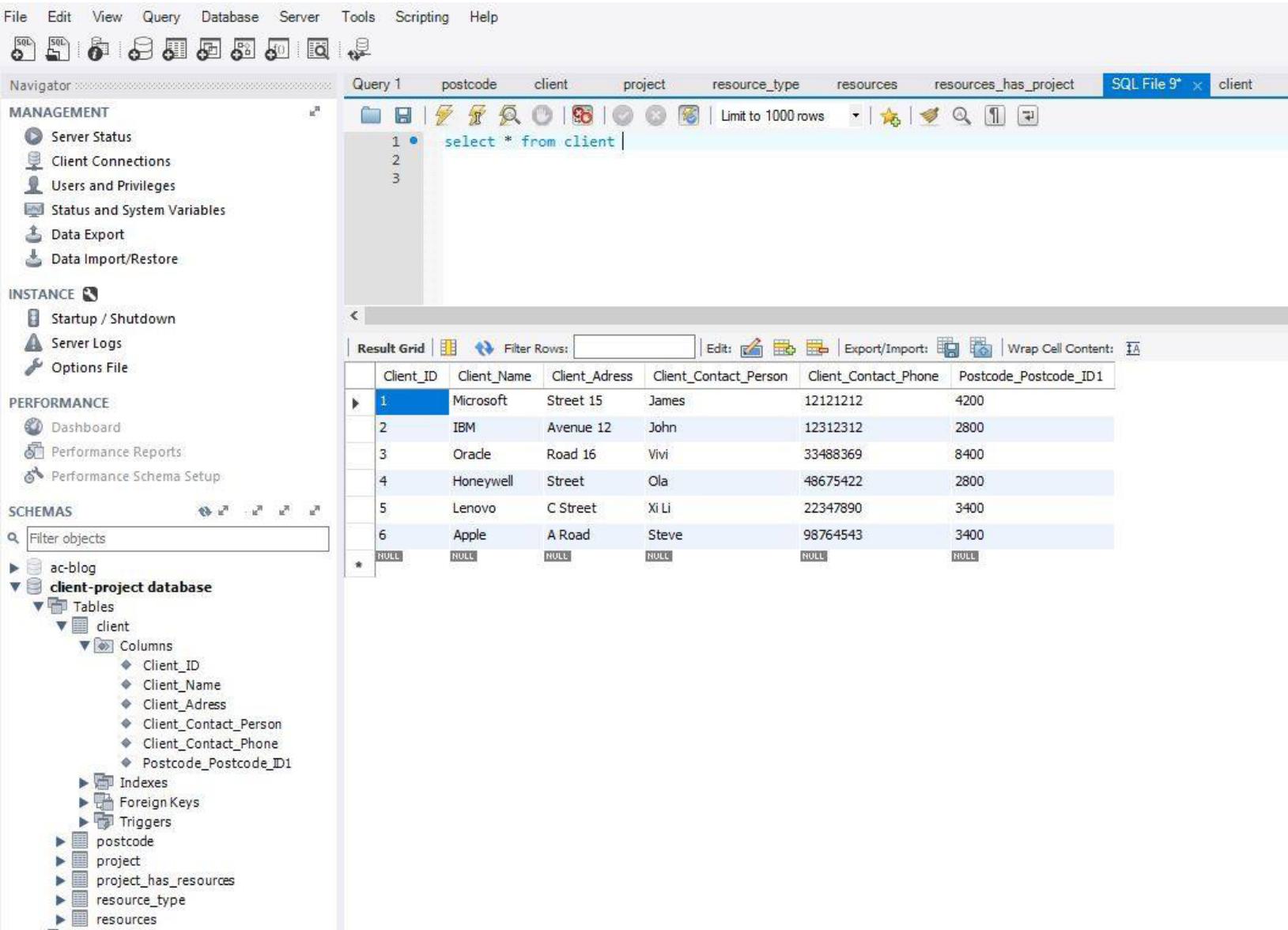
COLOUR GUIDE



STORY BOARD



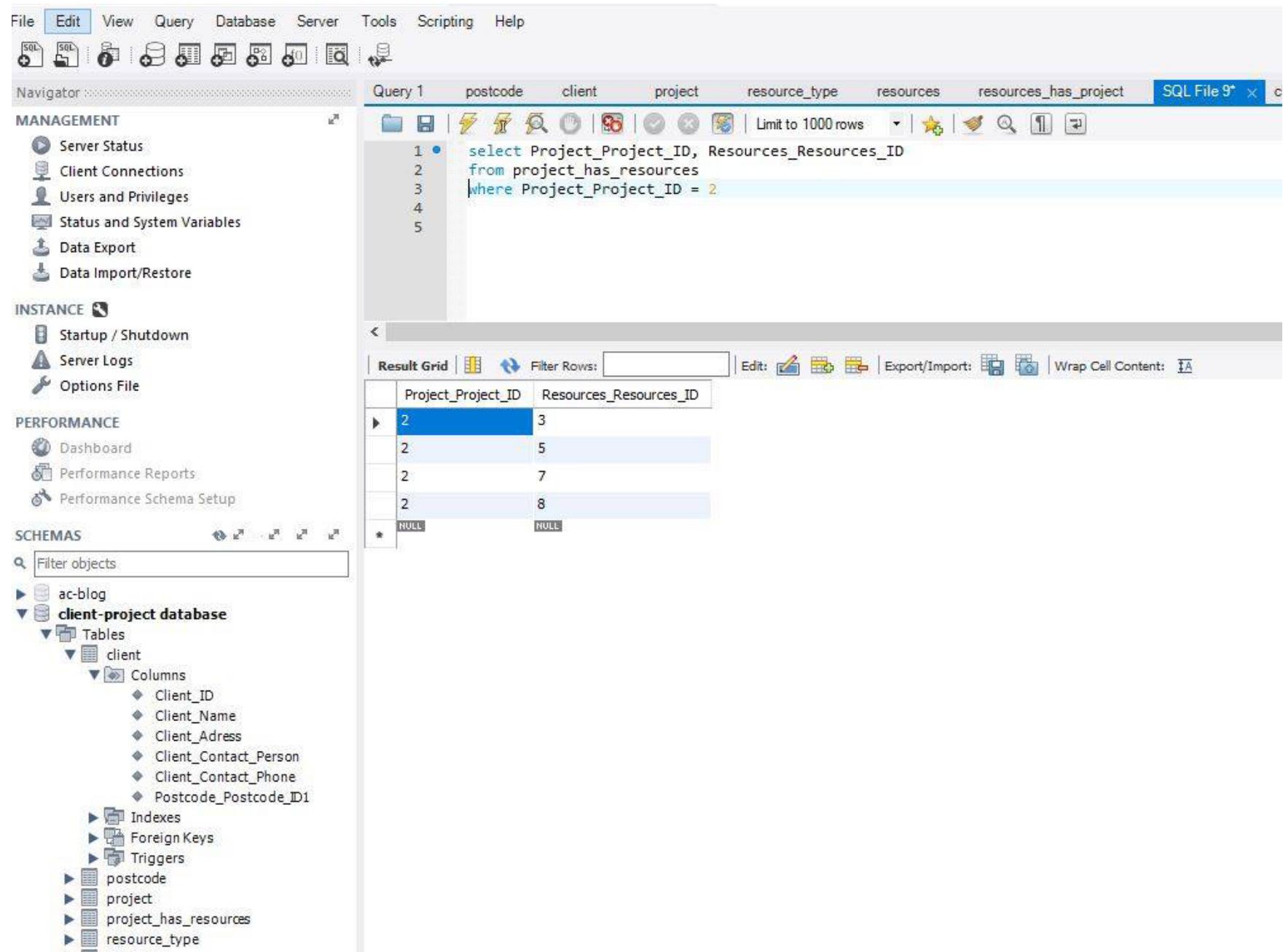
RESULTS FROM MODEL



The screenshot shows the MySQL Workbench interface with the following details:

- File Bar:** File, Edit, View, Query, Database, Server, Tools, Scripting, Help.
- Toolbar:** Includes icons for SQL, Scripts, Tables, Schemas, and other database management functions.
- Navigator:** Shows the database structure:
 - MANAGEMENT:** Server Status, Client Connections, Users and Privileges, Status and System Variables, Data Export, Data Import/Restore.
 - INSTANCE:** Startup / Shutdown, Server Logs, Options File.
 - PERFORMANCE:** Dashboard, Performance Reports, Performance Schema Setup.
 - SCHEMAS:** Filter objects, ac-blog, client-project database (selected), Tables, client (selected), Columns, postcode, project, project_has_resources, resource_type, resources.
- Query Editor:** Query 1, SQL tab, contains the query: `select * from client;`
- Result Grid:** Displays the results of the query in a tabular format.

Client_ID	Client_Name	Client_Adress	Client_Contact_Person	Client_Contact_Phone	Postcode_Postcode_ID1
1	Microsoft	Street 15	James	12121212	4200
2	IBM	Avenue 12	John	12312312	2800
3	Oracle	Road 16	Vivi	33488369	8400
4	Honeywell	Street	Ola	48675422	2800
5	Lenovo	C Street	Xi Li	22347890	3400
6	Apple	A Road	Steve	98764543	3400
*	NULL	NULL	NULL	NULL	NULL



The screenshot shows the MySQL Workbench interface. The left sidebar contains navigation links for MANAGEMENT, INSTANCE, PERFORMANCE, and SCHEMAS. Under SCHEMAS, the 'client-project database' is selected, revealing tables like client, postcode, project, project_has_resources, resource_type, and resources.

The main area displays a query editor window titled 'Query 1'. The SQL code is:

```
1 select Project_Project_ID, Resources_Resources_ID
2 from project_has_resources
3 where Project_Project_ID = 2
```

The result grid shows the following data:

Project_Project_ID	Resources_Resources_ID
2	3
2	5
2	7
2	8
*	NULL

File Edit View Query Database Server Tools Scripting Help

Navigator : Query 1 postcode client project resource_type resources resources_has_project SQL File 9* ×

MANAGEMENT

- Server Status
- Client Connections
- Users and Privileges
- Status and System Variables
- Data Export
- Data Import/Restore

INSTANCE

- Startup / Shutdown
- Server Logs
- Options File

PERFORMANCE

- Dashboard
- Performance Reports
- Performance Schema Setup

SCHEMAS

Filter objects

- ac-blog
- client-project database**
- Tables
- client
- Columns
- Client_ID
- Client_Name
- Client_Adress
- Client_Contact_Person
- Client_Contact_Phone
- Postcode_Postcode_ID1

Query 1 :

```
1 • Select Client_Name
2 From client
3 Where `Postcode_Postcode_ID1` = 2800
4
5
```

Result Grid | Filter Rows: Export: Wrap Cell Content:

Client_Name
IBM
Honeywell

SQl SQl Databases Tools Help

Navigator Query 1 postcode client project resource_type resources resources_has_project SQL File 9* client postcode

MANAGEMENT

- Server Status
- Client Connections
- Users and Privileges
- Status and System Variables
- Data Export
- Data Import/Restore

INSTANCE

- Startup / Shutdown
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- Options File

PERFORMANCE

- Dashboard
- Performance Reports
- Performance Schema Setup

SCHEMAS

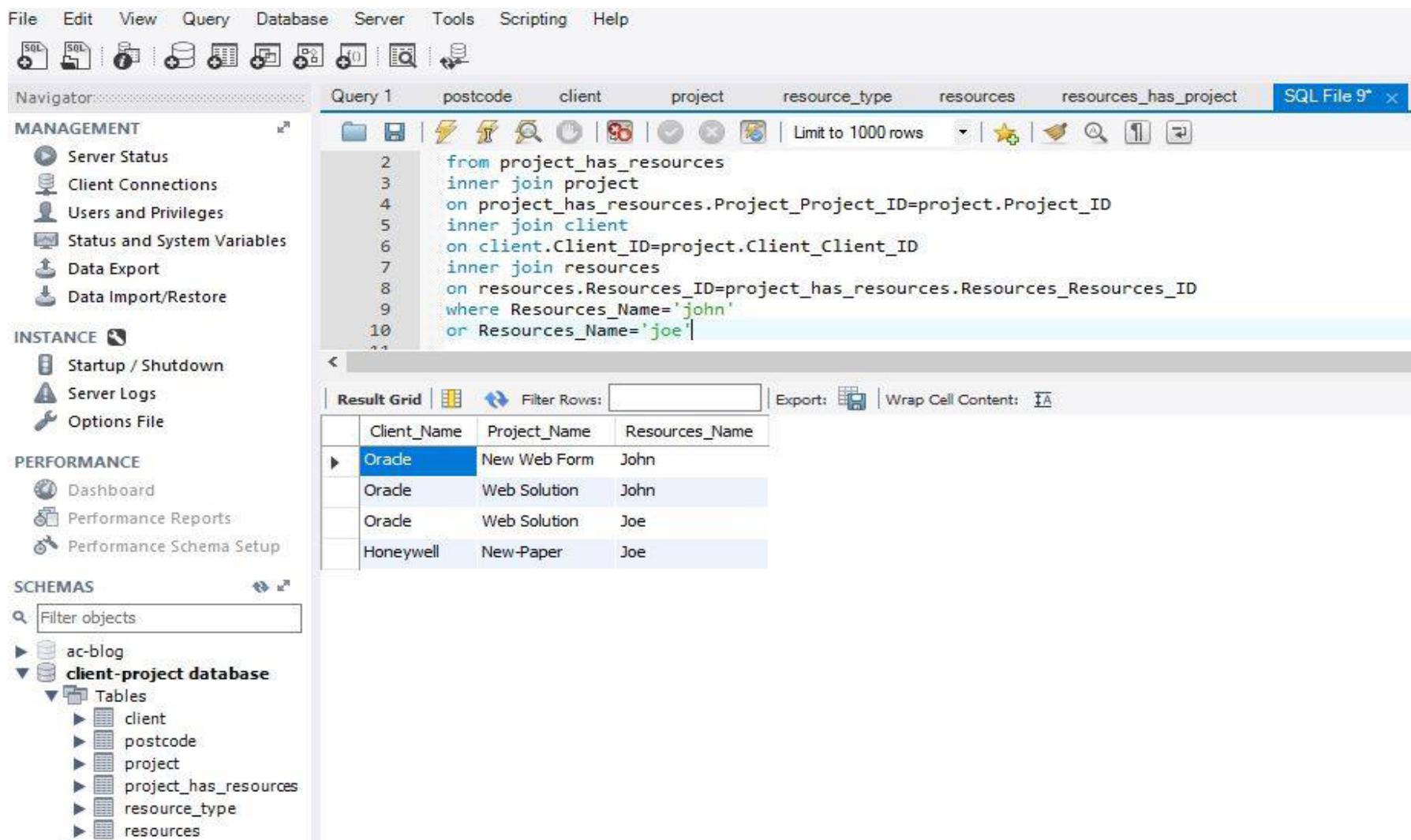
- Filter objects
- ac-blog
- client-project database
 - Tables
 - client
 - postcode
 - project
 - project_has_resources
 - resource_type
 - resources

Query 1

```
4    on project_has_resources.Project_Project_ID=project.Project_ID
5    inner join client
6    on client.Client_ID=project.Client_Client_ID
7    inner join resources
8    on resources.Resources_ID=project_has_resources.Resources_Resources_ID
9    where Resources_Name='john'
10   or Resources_Name='joe'
11   or Resources_Name='viv'
12   or Resources_Name='thomas.'
```

Result Grid | Filter Rows: Export: Wrap Cell Content:

Client_Name	Project_Name	Resources_Name
IBM	Marketing Landing Page	Viv
Oracle	New Web Form	John
Orade	New Web Form	Viv
Orade	Web Solution	John
Orade	Web Solution	Joe
Honeywell	New-Paper	Joe
Honeywell	New-Paper	Thomas

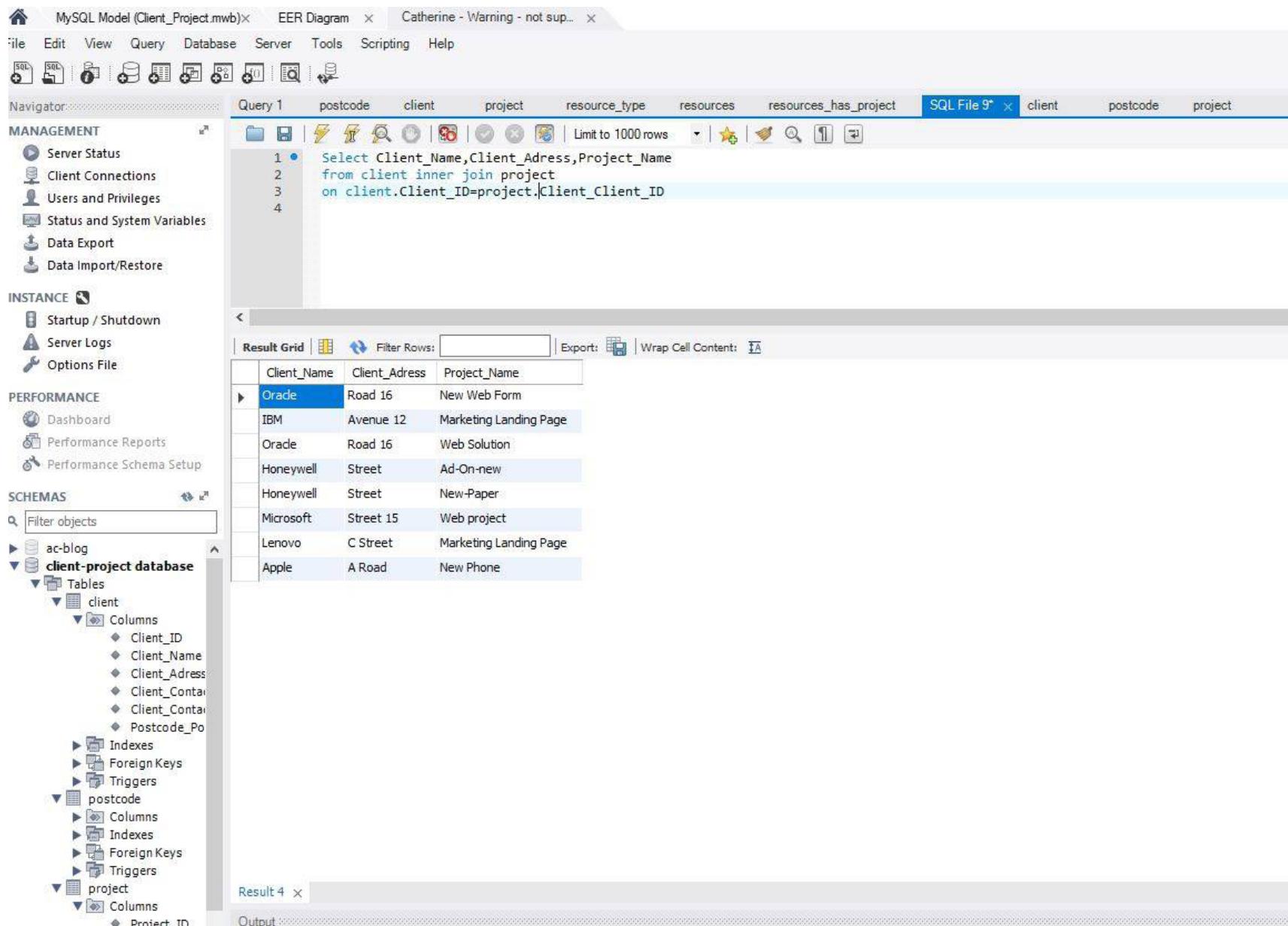


The screenshot shows the SQL Developer interface with the following details:

- File Edit View Query Database Server Tools Scripting Help**
- Navigator** pane on the left:
 - MANAGEMENT**: Server Status, Client Connections, Users and Privileges, Status and System Variables, Data Export, Data Import/Restore.
 - INSTANCE**: Startup / Shutdown, Server Logs, Options File.
 - PERFORMANCE**: Dashboard, Performance Reports, Performance Schema Setup.
 - SCHEMAS**: Filter objects, ac-blog, client-project database (selected), Tables: client, postcode, project, project_has_resources, resource_type, resources.
- Query 1** tab selected in the top bar.
- SQL Editor** pane with the following query:

```
2  from project_has_resources
3  inner join project
4  on project_has_resources.Project_Project_ID=project.Project_ID
5  inner join client
6  on client.Client_ID=project.Client_Client_ID
7  inner join resources
8  on resources.Resources_ID=project_has_resources.Resources_Resources_ID
9  where Resources_Name='john'
10 or Resources_Name='joe'
```
- Result Grid** pane showing the results of the query:

Client_Name	Project_Name	Resources_Name
Oracle	New Web Form	John
Oracle	Web Solution	John
Oracle	Web Solution	Joe
Honeywell	New-Paper	Joe



The screenshot shows the MySQL Workbench interface with the following details:

- File Bar:** MySQL Model (Client_Project.mwb) x, EER Diagram x, Catherine - Warning - not sup... x, File, Edit, View, Query, Database, Server, Tools, Scripting, Help.
- Toolbar:** SQL, SQL*, Import, Export, Find, Replace, Refresh, Stop, Run, Save, Open, New, Help.
- Navigator:** MANAGEMENT (Server Status, Client Connections, Users and Privileges, Status and System Variables, Data Export, Data Import/Restore), INSTANCE (Startup / Shutdown, Server Logs, Options File), PERFORMANCE (Dashboard, Performance Reports, Performance Schema Setup), SCHEMAS (Filter objects, ac-blog, client-project database (Tables: client, postcode, project)).
- Query Editor:** Query 1, SQL File 9*, client, postcode, project. The query is:

```
1 Select Client_Name,Client_Adress,Project_Name
2 from client inner join project
3 on client.Client_ID=project.Client_Client_ID
4
```
- Result Grid:** Shows the results of the query:

	Client_Name	Client_Adress	Project_Name
►	Oracle	Road 16	New Web Form
	IBM	Avenue 12	Marketing Landing Page
	Oracle	Road 16	Web Solution
	Honeywell	Street	Ad-On-new
	Honeywell	Street	New-Paper
	Microsoft	Street 15	Web project
	Lenovo	C Street	Marketing Landing Page
	Apple	A Road	New Phone
- Output:** Result 4 x, Output ::::

File Edit View Query Database Server Tools Scripting Help

SOL SQL Navigator Query 1 postcode client project resource_type resources resources_has_project SQL File 9* client po

MANAGEMENT

- Server Status
- Client Connections
- Users and Privileges
- Status and System Variables
- Data Export
- Data Import/Restore

INSTANCE

- Startup / Shutdown
- Server Logs
- Options File

PERFORMANCE

- Dashboard
- Performance Reports
- Performance Schema Setup

SCHEMAS

Filter objects

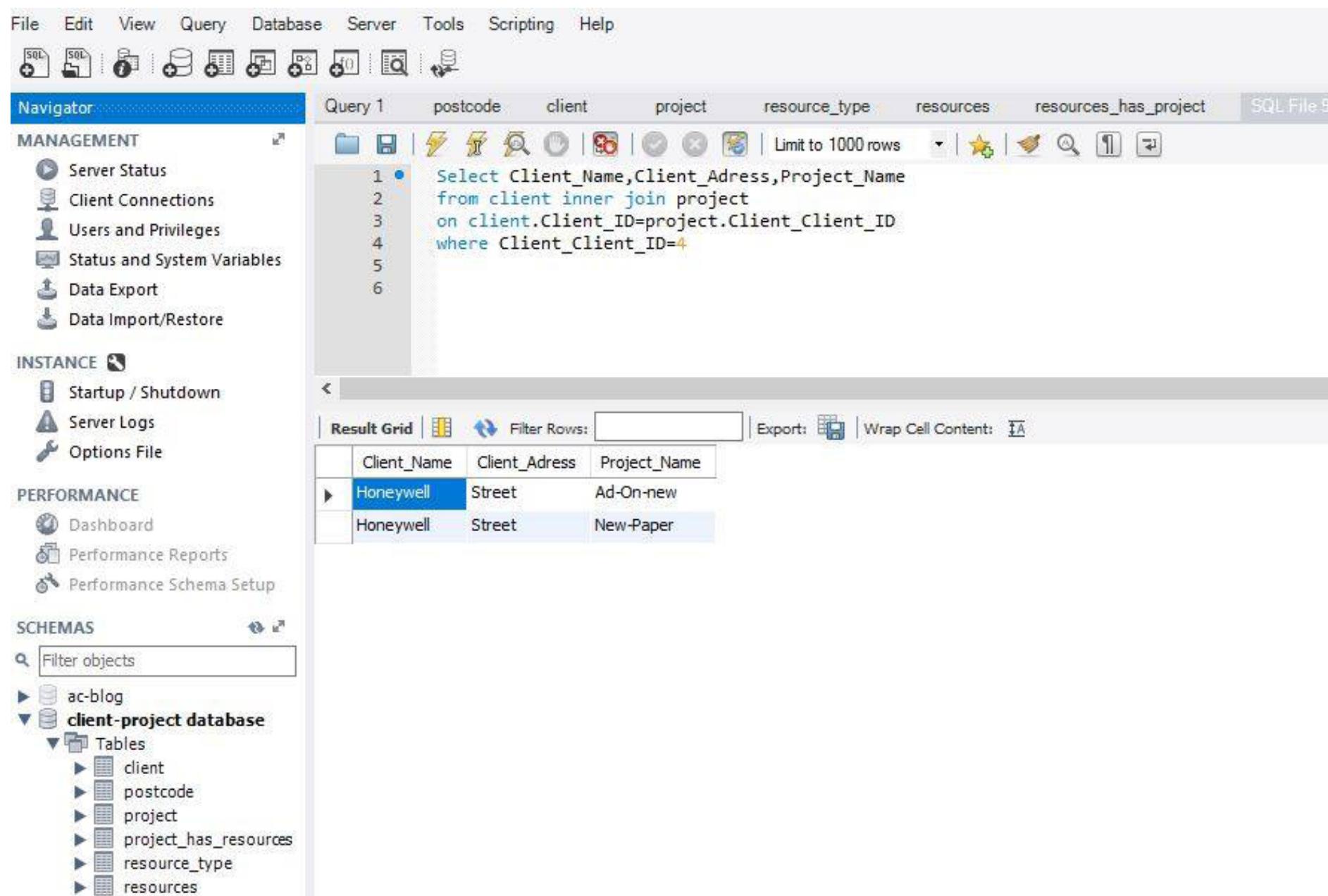
- ac-blog
- client-project database
 - Tables
 - client
 - postcode
 - project
 - project_has_resources
 - resource_type
 - resources

Query Editor:

```
1 Select Client_Name, Project_Name, Resources_Name
2 from project_has_resources inner join project
3 on project_has_resources.Project_Project_ID=project.Project_ID
4 inner join client
5 on client.Client_ID=project.Client_Client_ID
6 inner join resources
7 on resources.Resources_ID=project_has_resources.Resources_Resources_ID
8
9
```

Result Grid:

Client_Name	Project_Name	Resources_Name
IBM	Marketing Landing Page	Viv
IBM	Marketing Landing Page	Ivan
IBM	Marketing Landing Page	Tom
IBM	Marketing Landing Page	June
Orade	New Web Form	John
Orade	New Web Form	Viv
Orade	Web Solution	John
Orade	Web Solution	Joe
Honeywell	New-Paper	Joe
Honeywell	New-Paper	Thomas



The screenshot shows the MySQL Workbench interface. The left sidebar contains navigation sections: MANAGEMENT (Server Status, Client Connections, Users and Privileges, Status and System Variables, Data Export, Data Import/Restore), INSTANCE (Startup / Shutdown, Server Logs, Options File), PERFORMANCE (Dashboard, Performance Reports, Performance Schema Setup), and SCHEMAS (client-project database). The client-project database schema is expanded, showing tables: client, postcode, project, project_has_resources, resource_type, and resources.

The main area displays a query editor titled "Query 1" with the following SQL code:

```
1 Select Client_Name,Client_Adress,Project_Name
2 from client inner join project
3 on client.Client_ID=project.Client_Client_ID
4 where Client_Client_ID=4
```

The results grid shows the output of the query:

Client_Name	Client_Adress	Project_Name
Honeywell	Street	Ad-On-new
Honeywell	Street	New-Paper