

2193: Web Studio Fall 2015

Rolling Thunder

Creative Content Network



Project Statement

Rolling Thunder is a Creative Content Network that connects anyone interested in creating and/or consuming visual content such as; web series, comedies, documentaries, dramas, shorts, features, etc. The two portions of the site, *play* and *create* (make), serve to viewers and creatives respectively. *Create* allows users and teams to collaborate on live projects – all while broadcasting a wealth of behind-the-scenes content for viewers during production. Live projects can be made as public or as private as desired, meaning, finding locations, equipment, crew and even funding can be open-source or discrete. Live projects can also be designated as free or premium – all premium content on the Rolling

Thunder site can be viewed with a subscription fee of \$4.99/month. Subscription revenue is put toward producing more original content as well as paying and developing talent. Additionally, production companies and agencies can produce exclusive content for Rolling Thunder and buy/develop existing content, talent and ideas via the Rolling Stream – a live flow of all recent public posts. A user's profile or resume, called a slate, can be populated with passions, skills, interests, past work, current project affiliations, etc. In essence, Rolling Thunder is a digitization of the independent film business – connecting filmmakers with nearby people and resources necessary in realizing their ideas and ambitions.

Motivation

Having grown up in Los Angeles – with family and friends in the entertainment industry – and with my own experience in cinematography and editing, I recognize the potential of digitizing certain workflows, streaming productions' progress online and debuting it to the biggest audience the world knows. I am pursuing this project with actor, Sebastian de Souza, and a team he is presently building. Some questions we are asking and topics worth are exploring:

- How effectively can a team work online?
- How to ensure commitment to a project when interacting digitally
- What is ownership?
- What will consumers pay for (and not)?
- Open-source projects
- Crowdfunding projects

While I'm a strong believer in the Rolling Thunder philosophy, I also want to use this professional project as an opportunity to strengthen my web development skills.

Target Audience

Rolling Thunder is a website geared towards visual artists and their audience. Ideally, anyone should be able to come to this site and find captivating entertainment.

Demo

http://sites.bxmc.poly.edu/~spencercappiello/RT_splash/