

A Digital Production Advantage: The Synergy of Visual Design & Technological Development

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Definitions

- **Digital Production:** The visual design and digital deployment of computer graphics. Prevalent in media industries such as marketing, advertising, entertainment, and includes the platforms of web, mobile, and video.
- **Hybrid Designer:** A digital producer that combines the disciplines of art and technology. Skills usually divided into two professions, design and programming, merged in one person.
- **Motion Graphics:** Digital images that are the result of compositing visual effects and rendering animated media. These processes are guided by design principles.
- **Interactive Development:** The implementation of end-user interactivity. Includes defining the user experience, programming application functionality, and deploying digital platforms.

Abstract

In digital production the traditional separation of design and deployment into separate practices is outdated. My thesis shows that the convergence of these disciplines into one Hybrid Designer produces better results in digital production.

The focus of my research will be on the trends of the current development processes in the digital production industry, and the shift towards the Hybrid Designer. I will be interviewing digital producers in a range of creative industries. I will then analyze their production techniques, review their design work, and reflect that with my own practice. This will be compiled into an understanding of the epitomes of contemporary digital design and a supported argument for why Hybrid Designers have a production advantage.

This information is relevant to digital producers of all levels. I plan to share my findings in a final report and exhibit it via web site. This web site will feature innovative interactivity with HTML5 and motion graphics animations. The site itself will be created by combining artistic and technical skills and will be a demonstration of a Hybrid Designer.

Interviewees

Established:

- **Kaon Interactive**
 - Field: 3D Interactive Marketing Software
 - Contact: Justin Gettler. Creative Director, Production Services
 - Contact: Casey Visco. Senior Front-End Developer
- **Sony Pictures Imageworks**
 - Field: Entertainment, Visual Effects
 - Contact: Andrea Pace. Executive Director of Production Services & Resources
- **SapientNitro**
 - Field: Digital Advertising Agency
 - Contact: Lisa Howey. Senior Designer
- **Center for Research in Design and Innovation**
 - Field: User Interface Design, Augmented Reality
 - Contact: Katsu Muromoto. Associate Professor.

Potential:

- **Hyper Island**
 - Field: Educational Institute, Digital Media
 - Contact: Jeffrey Corrado. Student Relations Manager
 - Site: beta.hyperisland.com
- **Big Spaceship**
 - Field: Digital, Mobile, Social Agency
 - Site: www.bigspaceship.com
- **B-Reel**
 - Field: "Hybrid Digital Production Company"
 - Site: www.b-reel.com/digital/

Research Process

- **Producers - Interviews**

- Interviews, video conferences, phone calls, e-mail and secondary sources will be used to research the listed professionals. Main points of discussion:
 - Background: degree, education, background in CGI, professional groups
 - Professional: describe industry, who collaborate with, type of clients, business model
 - Production: position, requirements, skills, specific work, role, collaboration

- **Production - Reviews**

- Based on production work, I will make an in depth evaluation in order to deconstruct their successes and to define the modern canons for motion graphics and interactivity. Evaluations will be based on the following rubric:
 - Aesthetics: style, theme, composition, coloring, typography, influences, assets
 - Function: design solution, purpose, intended message, call to action, use-case
 - Interaction: human computer interaction, graphical user interface design, platform(s)

- **Compile - Results**

- By the end of the interviews, I should have a defined understanding of the current state of digital design industries. This will guide my thesis in regards to how the production pipeline functions, why Hybrid Design is a beneficial skill set, and how that reflects to my own digital production practices.
- Additionally, after reviewing their production work, I will have a list of how and why each piece was successful in terms of digital design, motion graphics, and interactivity. From that I will have the supported research to state their canons in terms of aesthetics, function, and interaction.

Outcomes

- **Exhibit Research**

- Exhibit the research via custom website.
- Website relays the research data while demonstrating its practices at the same time.
- The subject is the completed research on digital production industries and trends.
- The content combines motion graphics and interactive techniques.
- Utilizing *HTML5 Canvas*, the browser will render motion graphics animations.
- Using *HTML5 Video*, pre-rendered modular media will be embedded seamlessly.
- Professional networking with social media and partner websites.
- Innovative use of web-based platform will have dynamic and interactive functionality.
- Computer programming will allow for stunning visual design and text effects.
- Aesthetics, functionality, and interactivity will be guided by the cumulative research.

Personal Statement

The Digital Design and Computer Graphics Industries are constantly evolving along with the technology around us. The production processes require expertise and collaboration across disciplines. A world renowned conference SIGGRAPH, the Special Interest Group in Computer Graphics and Interactive Techniques, separated members to two factions “ART” or “SCIENCE”. However, I got a pin that says “I AM HYBRID”.

I believe that an interdisciplinary skill set, including both creative and technical knowledge, is an advantageous position in the digital production industry. As a budding professional digital designer, I want to discover what digital production companies are creating, understand how my skills can be applied, and envision the future of digital design.