

IMDM490

Team TouchGrassDesigners

Members: Gnana, Leyla, Lilli, Olivia

Project: CBT: Cognitive | Bodies | Traces

Roles and Responsibilities

> Project Producer & Sound Designer - Olivia

Supporting Member(s): Leyla, Lilli

Description:

Leads the project's overall coordination and production flow while crafting the auditory environment. Oversees communication, scheduling, and deliverables, ensuring each stage of development aligns with the project's theme of *harmony and subversion*. Designs and mixes soundscapes that enhance the emotional and sensory experience of the installation.

Software Used:

- Notion, Google Workspace, GitHub
- Adobe Audition, Logic Pro / Ableton Live
- Canva

Skills & Responsibilities:

- Project management, scheduling, and documentation
- Team coordination and external communication
- Audio recording, mixing, and mastering
- Reactive sound design integrated with visuals
- Quality control and exhibition setup oversight

➤ **Art Director & Documentation Lead - Lilli**

Supporting Member(s): Olivia

Description:

Directs the project's visual and conceptual tone, defining the aesthetic language, atmosphere, and overall narrative identity. Documents the creative process through design materials, photography, and promotional assets. Ensures visual consistency across all mediums and exhibition materials.

Software Used:

- Adobe Photoshop, Illustrator, After Effects
- Blender, Canva, Figma
- Adobe Premiere Pro

Skills & Responsibilities:

- Concept and moodboard development
- Visual storytelling and color direction
- Graphic and 3D design coordination
- Process documentation and final presentation design
- Branding and social media deliverables

➤ **Visual Programmer & Interactive Technician - Gnana**

Supporting Member(s): Olivia, Leyla

Description:

Develops real-time visuals and interactive systems using node-based and game engine tools. Translates conceptual ideas into motion through data-driven visuals, integrating sensor input and audience interaction for dynamic responsiveness. Maintains technical reliability across installations.

Software Used:

- TouchDesigner, Unity
- Arduino / Sensor Interfaces
- Adobe After Effects

Skills & Responsibilities:

- Generative visual programming and compositing
- Real-time interaction mapping
- System testing and debugging
- Sensor calibration and hardware integration
- Optimization for exhibition performance

➤ Installation & UI/UX Designer - Leyla

Supporting Member(s): Lilli

Description:

Designs the spatial setup and user experience, bridging digital interactivity with physical environment. Oversees projection mapping, interface flow, and participant experience design to create intuitive and immersive engagement within the installation.

Software Used:

- MadMapper, Blender, OBS Studio
- Figma, Unity UI
- Adobe XD, Photoshop

Skills & Responsibilities:

- Projection mapping and spatial layout design
- User interface and experience flow
- Environment setup and testing
- Accessibility and interaction usability
- Coordination of visual and physical cohesion

Art Implementation

Please specify responsibilities according to your installation components. You should relate to modeling\ rigging, and animation as separate tasks, and specify who does what. The same goes for live footage shooting, which requires a photographer and an editor. All the roles involved in the making of your Installation's core material should be broken down to their creation process stages, and specified.

All files will be shared via Google Drive and GitHub

- Video Compositing

- Visual programmer and Sound Designer should work together on putting together the video feeds.
- Technical Implementation
 - Arduino components and 3D custom parts should be made
 - Testing of hardware and software integration with the video footage.
- TouchDesign Progress
 - Arduino team will need to connect their work to TouchDesigner for input.
 - The footage will then be implemented into TouchDesigner.
 - Final rendering, effects, and interactivity will be made in TouchDesigner.
- Final steps
 - All members will work together for putting all final hardware, software, and props in a space.
 - Work together during install and deinstall to consult necessary changes.

Direction of Prototyping and Testing

This responsibility may change and shift according to the prototype's nature: Naturally, tech and core design prototypes should be managed by the programmers, while art or other playtests could be directed by the art and concept team members.

- Concept Art and Test Footage
 - Creative teams should work and update the team on WIP footage and concepts.
 - 2D drawings and sketches should be proposed for selecting visual ideas and setups.
- Technical Prototyping
 - Arduino team should test if inputs are successful in TouchDesigner.
 - This should be the foundation for figuring out the forms of interaction and control.
- Playtesting
 - Bring in outside participants and get their feedback on our developing experiences