

KKB285 Assessment 1 – Creative Concept Journal

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Dropbox Link:

<https://www.dropbox.com/scl/fi/qfvvoiwyv5bpgsc35uf77/KKB285-A1-Zihan-Wang.paper?dl=0&rlkey=fksiq9886i6fx16b02g9vz7n5>

Bring Northshore's History to Life (By Zihan Wang)

Project: Riverside Promenade. It is a resting place with the theme of North Shore plants, animals and the history of the ship port, and to warm up the food court at night. The timeline set outside the promenade creates a social photo spot, with boat-shaped or animal or plant-shaped chairs and appended cultural signs in the promenade area. An interactive area with interactive paintings and electronic message boards will attract more young people to Brisbane's North Shore during the day.

Skills required

- Ps/related web development
- Modeling/Visualization
- Historical Research / Data Collection
- Marketing/social media
- Digital Technology/Interactive Software Design



<https://www.scmp.com/news/hong-kong/society/article/3115414/hong-kongs-first-barrier-free-waterfront-opens-wan-chai>

STEP1

Preliminary Study

Northshore, Queensland's largest regeneration project, is rich in industrial and maritime heritage and Indigenous history. The project encompasses a 304-hectare site and 2.5 kilometers of riverside promenade, with Northshore's primary role changing from industrial to diverse. This creative change will engage a world audience to "immerse themselves in Northshore."(Northshore, 2020)

Field trips

The project site is open and adjacent to a lawn, riverbank and marina. The open space on the left will be used as a park to support a food court to attract visitors, including a parking lot connected by a road. How to connect to cultures such as indigenous maritime and sustainability needs to be considered.



Customer Requirements

The project is designed to engage audiences about the North Shore and provide a place for audiences to go to make the North Shore's indigenous and maritime history more impactful.

The developer's project needs it can be

- As a place for daily rest
- A place to walk and digest before and after a meal
- A place for a larger audience to gather
- Logo to promote among youth
- Provide an interactive
- Enhance audience's impression of North Shore indigenous and maritime culture

STEP2

Confirm audience

The main audience group of the project is teenagers (13-18). Research has shown that social media is a necessity in the lives of 13–18-year-olds, not just for browsing and communicating, but for sharing with users. (Dworkin, 2021) Using marketing to make the project a popular photo spot will attract more 13–18-year-olds who want to follow "trends" on social media platforms based on "herd mentality". (Tran, 2018)

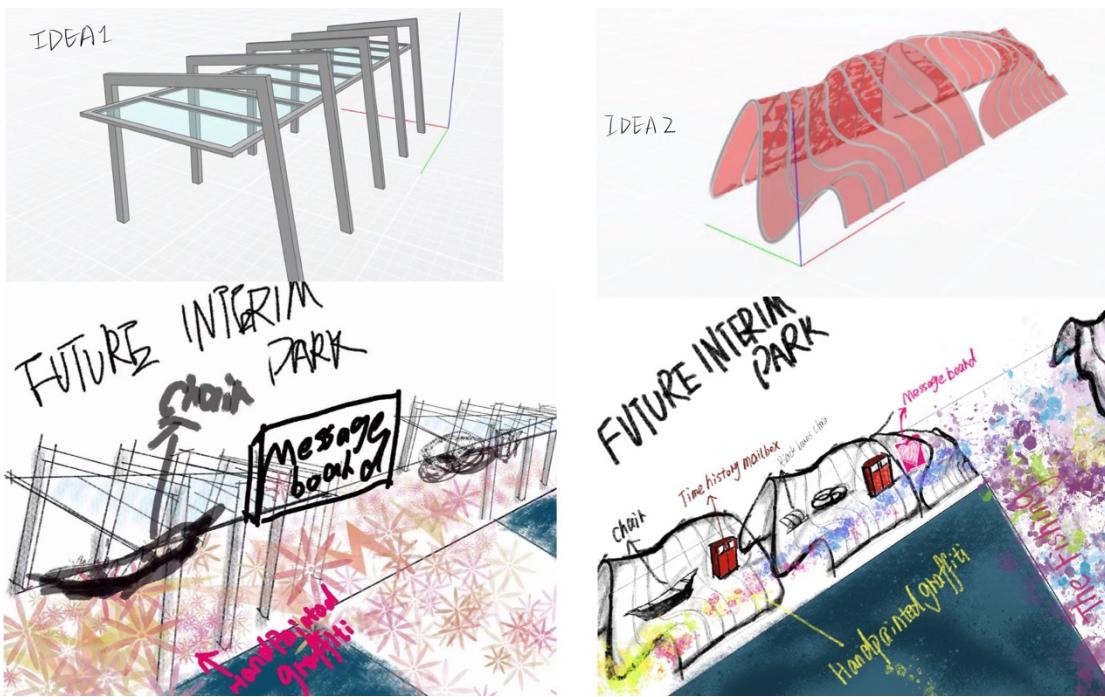
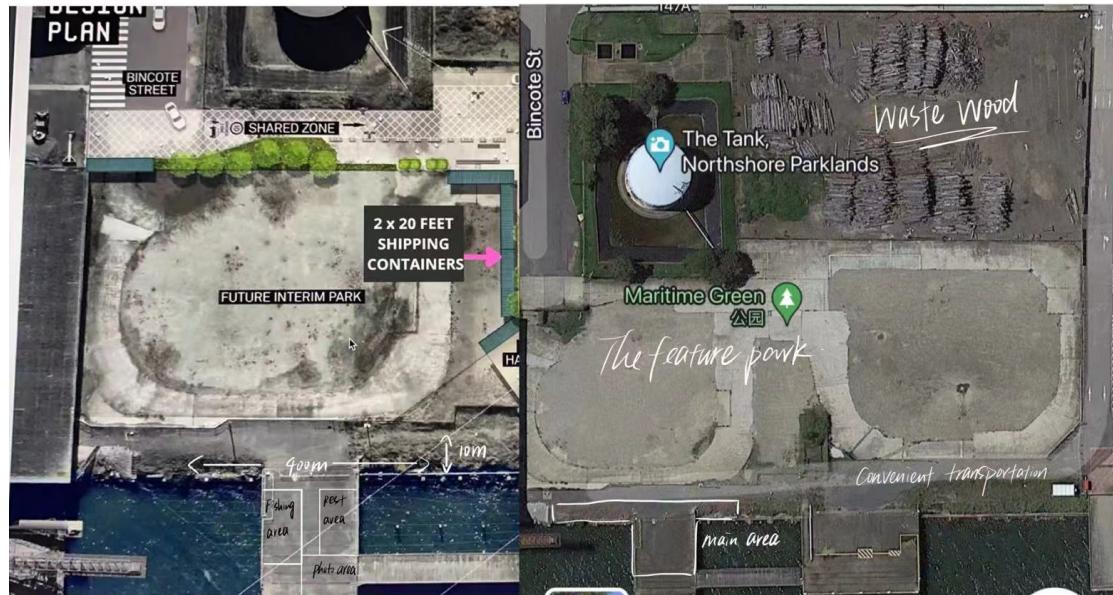
STEP3

Brainstorming

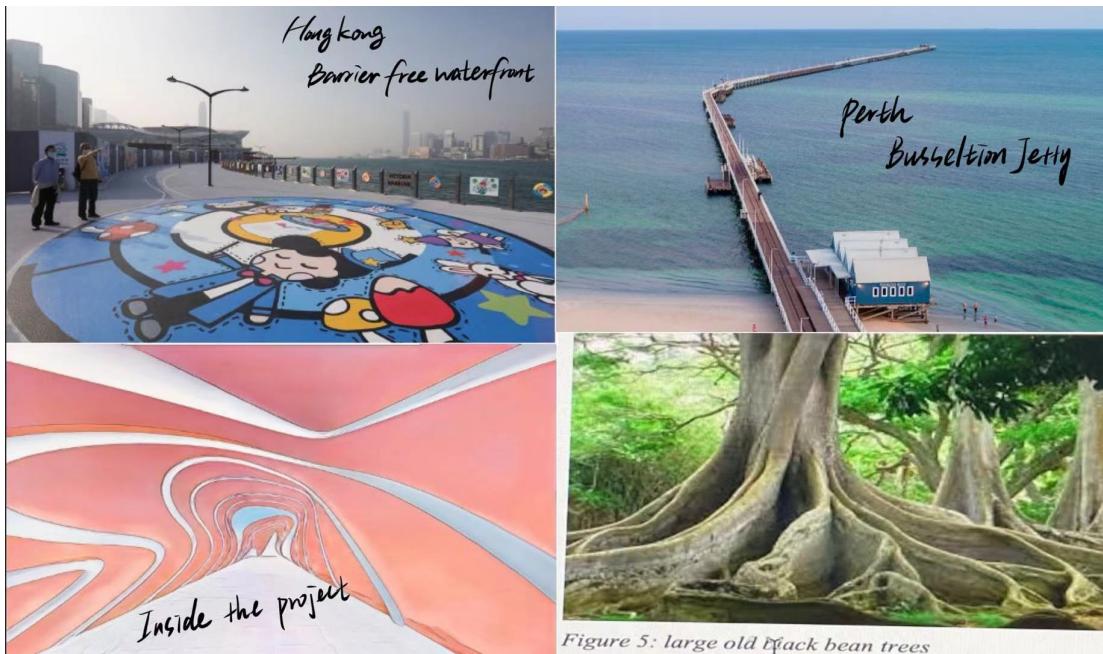
- 1、Fully transparent 360-degree no-death-angle viewing of river scenery.
- 2、Dock fishing area/viewing and photo area, multi-functional.
- 3、Recycled wood to make chairs and decoration.
4. Interactive screen to attract visitors to improve the prestige.

5. Indigenous, nautical culture signs/spray paint/installation to popularize the history of science.

Different Concepts



Inspiration



Project Comparison

The Busselton Jetty in Perth is famous on social media for its simple wooden bridge and views that attract countless tourists to visit and take pictures.

- Simplicity
- Beautiful scenery, but does not reflect the history and culture
- Lack of interaction.
- Direct access to the beach, convenient for diving and surfing

In contrast, this project is characterized by

- Reference to tree roots to create an irregular shape, unique and novel
- Adding unique historical and cultural elements, which is more educational
- Diversity of interaction methods

- Close to the city, food street, convenient transportation
- Close to the riverbank, not possible to carry out water sports

STEP4

1 Response requirements

This project renovates the long street along the river to activate the site. It makes learning about the cultural history part of the audience's life through interactive methods such as facilities with history and culture and painted messages. It fills the gap that represents the culture of daytime life in the North Shore and provides a place for the food court to go before nightfall. With interactive methods such as painting and message and culturally significant buildings, it allows the audience to take pictures and communicate, bringing value to different aspects of North Shore such as economy, entertainment and culture.

2 Originality

This project differs from other promenades in that it combines interactive, indigenous nautical and other historical features, and has the potential to be a popular social media location. I was able to combine the life and history of the North Shore so well that if I had not been involved, the presentation of this project may have been lacking and could not have been replicated or manufactured. This idea is more historic and interactive than the Perth Waterfront Promenade; however, it is more successful. This project will attract more people to the North Shore culture over time, making it a true "immersion".

3 Audience participation, ethics and diversity

Interacting through social media is one of the ways teenagers make friends. They like to post their daily routines through the Internet. The Time Mailbox explores the history and culture of the North Shore while attracting teenagers with a sense of mystery and anticipation of the future. The main stakeholders of the project are residents, teenagers, tourists, workers, developers and the night project - the food court. If a visitor leaves a message or writes a letter on the interactive painting message board during the tour, they will have to return to the promenade in order to get follow-up information.

4 Durability and significance

The construction of this project will cost approximately \$50,000 AUD and will take approximately two years to build and one year to promote online. This project can be refreshed several times, following the festival to update the design of sub-themes. He can continue to drive the development of food streets and other commercial economies, and time will make it famous to attract more viewers. In order to ensure the stability of the facilities and the experience of the audience, it needs regular health maintenance and security maintenance.

Step 5

Estimated Cost

Get the latest quotes by sending emails to relevant companies, which includes research searches on Amazon, eBay, etc.

Commodity	Unit price	Quantity	Total price	Remarks
Glass	\$275	40	\$11000	Tempered Glass
Steel frame/construction company	\$100	20	\$2000	Steel structure, supporting glass

Pigments	\$87 for 6	5	\$435	Site and decorative graffiti
Electronic Display	\$7980	2	\$15960	Interactive screen
Venue decoration	\$3000	2	\$6000	Includes making chairs from recycled waste wood, message drawing boards, historical ornaments
Digital Advocacy	\$1000	3	\$3000	Major promotion on TikTok, Twitter, and Instagram, the three most popular social media graph platforms for teens.
Mailbox	\$360	4	\$1440	Write letters to your future self or others
Graphic site design	\$2000	2	\$4000	Hand-painted graffiti, spray paint decoration
		Total	\$43835	

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