

Name	Gracie Burton			Student No.	14509777	
Tutor	Digital Media			Tutorial Time	Thursday 5-8pm	
Assessment Strand	1.		2.	X	3.	

Project Outline & Aims

Working Title:

Kontor

Aim:

The aim of this project is to combine 3D modelling with graphic design, and create a project that explores the virtual creation, with advertising and branding.

Objectives:

- To create a collection of products, designed and modelled with graphics
- To create an advertisement illustrating the branding and modern technology using in promoting products
- To expand my knowledge and skills by learning how to use new softwares (Unreal engine/ Adobe Dimensions)
- To continue developing skills in graphic design
- To experiment using 2 different areas of digital media and combining them to create new products
- To refine and develop skills learnt in blender, specifically in modelling and UV unwrapping
- To create material useful for post-graduation prospects
- To create a design based research and development folder that is aesthetically pleasing

Assessment Strand:

I have chosen assessment strand 2 'portfolio':

- 10% individual proposal,
- 10% research, 25% development,
- 45% media product,
- 10% critical evaluation.

I have chosen this strand as I will be exploring new software's, therefore there will be a great amount of development during the process. Furthermore, I am creating a media product with an output of 15 different elements, (6 x 3D models, 6x graphic designs, 1x life like environment, 1x print advertisement, 1x collection logo), therefore, there is a large presence of the media product to be marked.

Abstract:

My concept consists of a collection of home office products, that will have their own unique graphic design, wrapped onto 3D models, then finalised by a print advertisement, a logo for the collection, and a 360-degree product exhibition/ a life like product placement to attract potential consumers.

Audience:

The audience will consist of ages 22-55 years, male to female ratio of 40:60, looking at home owners and young to middle age professionals, AB & C1 in the social grade demographics. Start-up entrepreneurs and self-employed/ freelance professionals would benefit from this product, being a home office collection.

Final Form:

The final media product will consist of 6, 3D modelled objects, that have been UV unwrapped, and placed into Unreal engine or Adobe Dimensions, all with a different and unique graphic designed texture on. Furthermore, a print advertisement will be created, along with a logo for branding, and a 360-degree product place environment/ or a life like advertisement with the product in place. Therefore, the deliverables will be:

- 6x home office products, 3D modelled (wallpaper, lampshade, large floor standing vase, small table standing vase, picture for wall, and a table standing storage box)
- 6x graphic designs for the home office products
- 1x products in a virtual environment for a life-like example (Unreal engine or Adobe Dimensions)
- 1x print advertisement
- 1x logo design for the collection
- followed with an extensive research and development file

Creative and Technical Skills:

This project will extend my creative and technical skills by improving on existing skills of software's such as Adobe Illustrator, Photoshop, and InDesign. I will be adding new skills by learning new tools on these software's to create a professional outcome for the media project. Furthermore, I will be self-teaching and watching tutorials on how to use Unreal Engine and Adobe Dimensions. I have never used these programmes before, therefore will be indefinitely adding to my creative ability and pushing my technical skills further. Moreover, I will be applying my creativity to illustration work for the graphic designs, learning how to use Adobe Illustrator in different forms to what I have previously. Furthermore, I will be experimenting with Substance Painter, a programme that I have very little experience with, so I will be enhancing my knowledge and skill base.

Research Agenda

Work Relevant to the Project:

All apple products have been 3D modelled in their advertisements, this gives additional control for aesthetic purposes such as adjusting the lighting and ensuring the product looks perfect. In majority of advertisements, the product has been 3D modelled: drinks, food, house hold products, cars, etc. TBWA are an advertisement agency which produces content for apple, games for serena Williams, Mcdonalds, Lidl, The GRAMMYS, Airbnb, Heineken and many more. They are creative and strive away from the norm/ tradition. I aim to be like them in my work and create content which is innovative and pushes my skills barrier. Designers such as Frank Chimero, Jabob Class, Alex Center, Jason Santa Maria and Michael Bierut, will influence my design and graphics for my products.

Critical Texts:

<https://www.omnivirt.com> - Mnivirt is a 360-degree virtual reality advertising platform trusted by over 3500 brands. It is an easy to use, high performance platform which supports 360-degree VR content everywhere: including mobile, desktop and headset. This

is real life evidence that advertising in 360-degree exists, and is a successful marketing tool for brands and products.

<https://www.thinkwithgoogle.com/advertising-channels/video/360-video-advertising/>

- this is an article written by Product Marketing Manager, Jim Habig. He explores the 360-degree platform in videos and experiments with *Columbia Sportswear* to test whether 360-degree video marketing is effective, or whether it is a trend in technology that will die out. This article is useful for my research as it explores the technology and its real-life use in the marketing world. This is useful for my research into examples of work that have been produced by large organisations in advertising.

<https://digiday.com/uk/360-video-ads-turning-advertiser-heads/> (360 degree adverting)

– ‘Advertisers take a liking to 360-degree ads’ is an article written by Grace Caffyn at Digiday UK. She explores names and companies in the industry that have turned to 360-degree videos for their advertising, and how successful this platform has been. Examples of work will enable me to distinguish what is achievable and help me clarify what product I will be producing.

<https://3d-ace.com/expertise/industry-expertise/advertising-and-marketing> -

<https://jonpolygon.com/who-uses-3d-models/> - 3D Ace is a studio which can create ‘rich 3D content’ for use across all media from print advertising, online advertising, TV commercials and other marketing tools. The page describes why there is 3D advertising in the world and what services they offer. This company is a starter to my research into existing examples of 3D content in advertising. This page will help me comprehend why 3D is important, and why the tools used are effective for catching the consumers eye.

<https://www.youtube.com/user/MikeHermes65> - Mike Hermes delivers a YouTube tutorial on 3D modelling an substance painting. This tutorial will be vastly helpful when it comes to exporting my 3D model, and applying the textures onto them in Substance Painter, making the products look realistic and professional.

<https://www.youtube.com/user/jayanamgames> - Jayanam delivers a YouTube Tutorial on ‘how to learn game development’. This is not directed at my project; however, he explains how to 3D model in blender, and how to use substance painter ready for a final product to be used in Unreal engine.

<https://www.adobe.com/uk/products/dimension.html> - This article is introducing the new Adobe Dimension programme, the 3D design software made simple. It explains how it has been upgraded from ‘Project Felix’, and what results you can expect from using it.

Primary Research:

To start my primary research, I will conduct short interviews with design companies, asking them questions such as:

- What software do you prefer to use?
- What stands out to you in potential employee’s work?
- What type of work (i.e. graphic design/ 3D modelling), do you believe to be more influential when selling a product?

Furthermore, I will create a survey, aimed at my target audience, which will help me gather information on style and delivery. Examples of questions will include:

- What products would you place in a home office?
- What theme/ style/ colours would attract you to a product?
- What form of advertisement engages you most, and influence you to buy a product (i.e. print advertisement, online advertisement, simulations etc.)

Moreover, I will be conducting experiments and tests with different software's. It is not definite which software I shall be using: either Unreal or Adobe Dimensions. Therefore, I will experiment with them both and evaluate which is better for my work, and will produce a professional quality output.

Secondary Research:

My secondary research will consist of reading books and articles on the internet, looking into certain topics to aid my product's development:

- What current design trends are there?
- What is the most influential form of advertising?
- Examples of successful branding
- How Unreal Engine can be used to promote a product
- How 3D modelling is being used more frequency

Types of Evidence to Illustrate your Research & Development:

Hand-drawn sketches will be used to start the initial ideas to be furthered by still renders of the 3D models will be used to show the process of building along the way.

Furthermore, screenshots of logo development, ideas and research will be put into file. A blog will be written along the way to show different stages of the process. Moreover, I will screenshot any tests I conduct with the new software's, and document them for my development in my research and devolvement file, as well as on my blog.

Research Objectives:

- Research into existing advertisements, and how multi-media technology is used to enhance the promotion of the product
- Audience research will be carried out, what they want in a collection, and how is the best way to advertise the products as affective as possible
- New, existing and old graphic design trends will be researched, to gage what the audience want in products purchased
- Company and collection logos will be researched to examine existing competitors in the market
- Research into the different software's, analysing which is more appropriate for my project