Concept Videos

Due: Thursday, May 28, 2015 (in class)

Overview

The goal of this assignment is to continue developing our design solutions and turn these ideas into a concept video. This assignment will help you to learn how to both ideate and better present your design solutions and the *context* of your project to an audience outside of your immediate team.

Project Requirements

Interface/Application Storyboards

1. *Interface/Application Storyboards:* Given your tasks from the previous assignments, storyboard a **scenario** for each task, for a total of at least **three scenarios**, that shows (visually) *how* the tasks will be performed using your current interface design. **Please improve your interface design from the medium-fi prototype assignment first based on our comments.** These storyboarded scenarios will show the transitions between screens (i.e., arrows showing relationships between interaction on one screen and movement to another screen or change in state of the 1st screen/object). Make sure these are self-explanatory with additional annotations on the images to explain. Scan in these Storyboards.

Concept Video

2. *Video Planning Storyboards:* Now you need to storyboard *three scenes* where actors will carry out the scenarios (from #3). These are *video planning storyboards* that you will use to shoot your video (these storyboards are different than the UI flow storyboards in #3). Focus on the context and the actors that will be demonstrating your problem area, the dialog, the shots (angle/zoom), and how your proposed solution will fit.

3. *Video:* You will create a concept video illustrating each of the three scenarios. Make sure to set up the story at the start of your video rather than just showing the UI interactions (though the finished video can show some UI, it should *focus mainly on the concept and context* rather than the user interface).

    Refer to the lecture slides and examples from previous classes, for more information on how to create a concept video (as opposed to a video prototype). *Your video must be under 2 minutes in length*. 1:30 would be even better.

Deliverables

UI Storyboards of 3 tasks for the best UI idea

Show Scenarios for 3 tasks – i.e., storyboard how to carry out each task using your improved UI idea.

Video Storyboards

Storyboard three different **scenes** (corresponding to your 3 tasks above). Make sure to focus on what would be necessary to use these for organizing your filming for the video (i.e., angles, zoom level, actors, dialog/narration/captions). Try to run these by Makiko before you start filming to make sure you are on the right track.

Video

Make sure high-resolution versions of the videos are copied to Google drive. Also upload versions of the video to Vimeo or YouTube. Create a **document on your Google drive** that has links to **both versions** of the video (local & Vimeo/YouTube).

Grading Criteria

UI Scenarios Storyboards (20 pts)

We want to see that you know how to turn tasks into sketched scenarios by adding the details to accomplish your tasks. Scenarios **include the steps** customers will go through to accomplish the task. Your scenarios do not have to detail every little step, but they should be dependent on the design you have chosen. You will be graded on how realistic your scenarios are, if they show a proper balance with respect to reference to the interface, and how well they are written to communicate how a user will accomplish the task. Annotate your sketches in a different color if that helps us to understand this better. We will also grade you on the quality of improvements you have made to your medium-fidelity interface design.

Video Planning Storyboards (20 pts)

We want to make sure you know how to use storyboards to plan your video shooting. You will be graded on how well these video planning storyboards document the scenes in your eventual video.

Concept Video (60 pts)

You will be graded on how well your video illustrates each of the scenarios and sets the context for the problem you have identified and the solution space, as well as implies how your interface will be used (without too many details of the user interface itself). More importantly you will also be graded on whether the video properly shows the **context** of how the interface will be used (the back story). Was the video 2 minutes or less? We will also grade you on the quality of the production values (e.g., the shots, editing, settings, lighting, actors, dialog, and captions).