

CS377E: ENGELBART'S UNFINISHED LEGACY: DESIGNING SOLUTIONS TO GLOBAL GRAND CHALLENGES

Concept Videos & Video Prototypes

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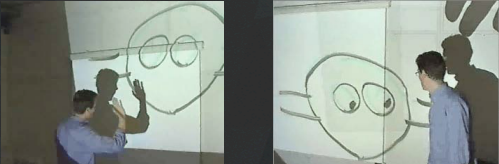
Outline

- Video Brainstorming
- Video Prototyping
- Concept Videos

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Video Brainstorming

- Participants act ideas out in front of a video camera
- Goal is to create as many new ideas as possible
 - each should take 2-5 minutes to generate & capture
 - run standard brainstorming session first for ideas
- Advantages
 - video easier to understand later than notes
 - participants actively experience interaction & preserve record of the idea




Video brainstorming of an animated character in *Prototyping Tools & Techniques* by Beaudouin-Lafon & Mackay. Character follows user with its eyes.

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Video Prototyping

- Illustrate how users will interact w/ system
- Unlike brainstorming, video prototyping contracts the design space
- Quick to build
- Inexpensive
- Forces designers to consider details of how users will react to the design
- May better illustrate context of use



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Video Prototype Characteristics

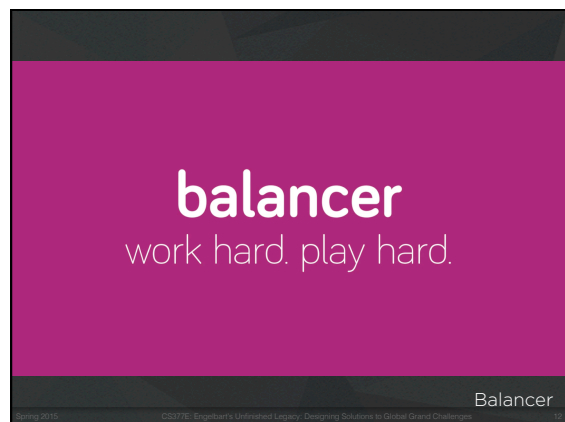
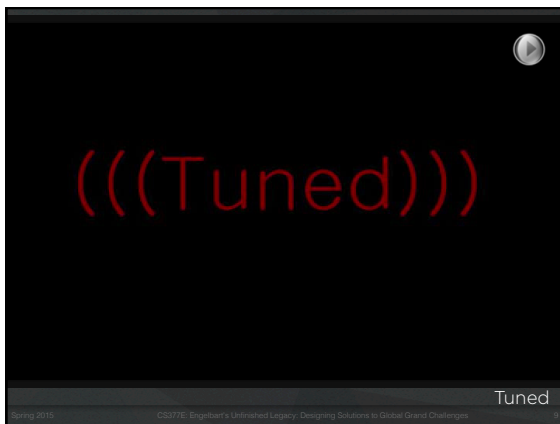
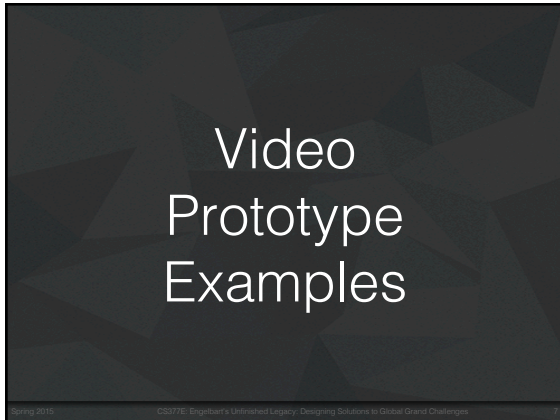
-  **Paper Prototypes, Existing Software or Projected Images as a background**
-  **Optional Narration, Conversation preferred**
narrator explains events & others move images/illustrate interaction while actors perform movements - viewer expected to understand w/o voice-over
-  **Usually fixed prototypes, but can also use in open prototypes**
e.g., live video as Wizard of Oz tool & 2nd camera to capture
-  **With good storyboards, a good short film can be shot in 1 hour**

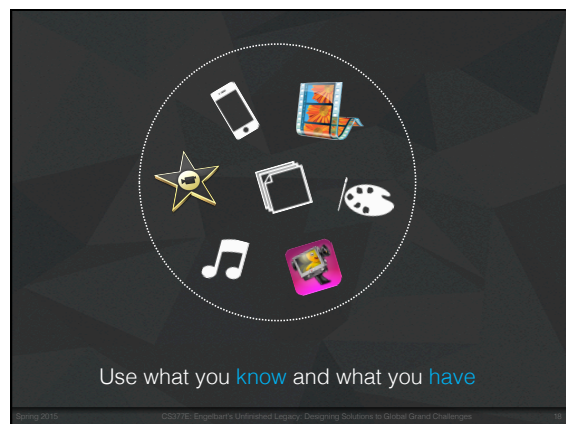
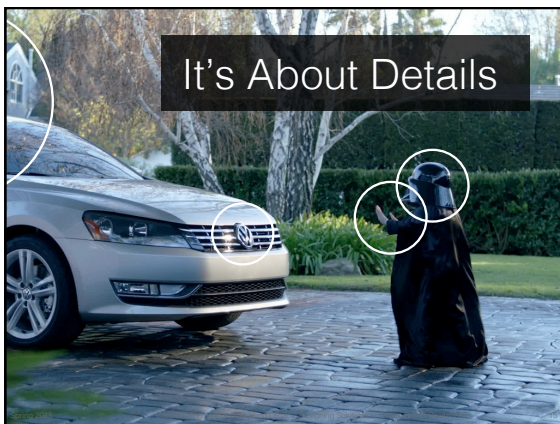
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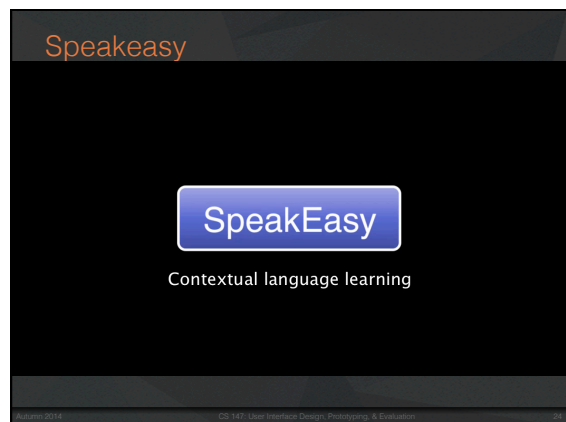
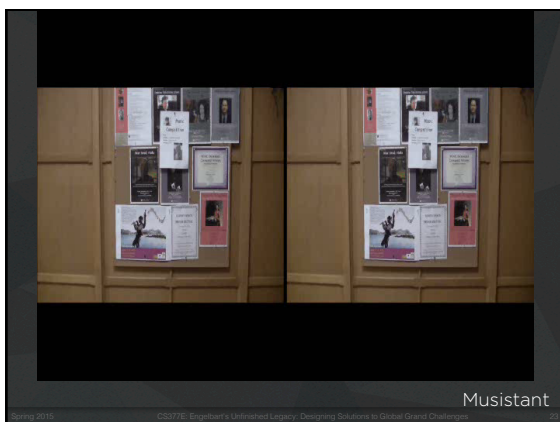
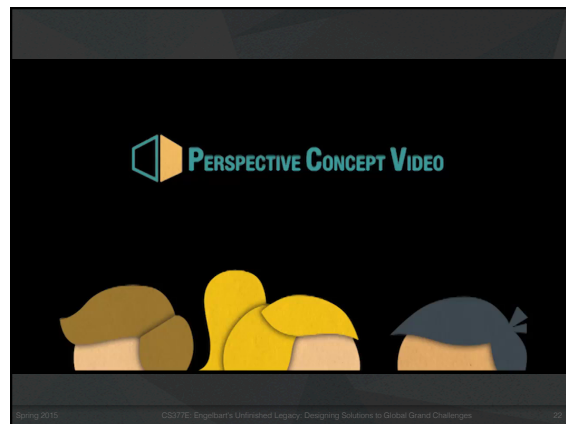
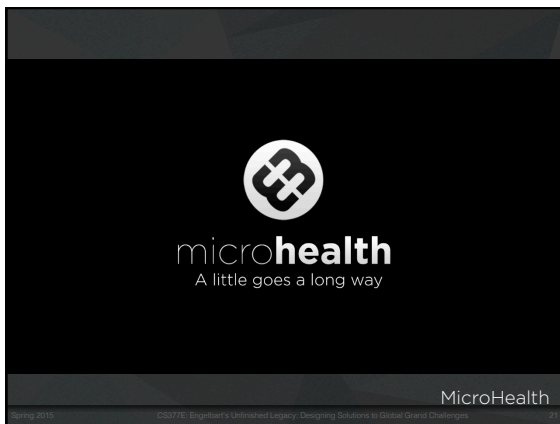
Wizard of Oz Video Prototype

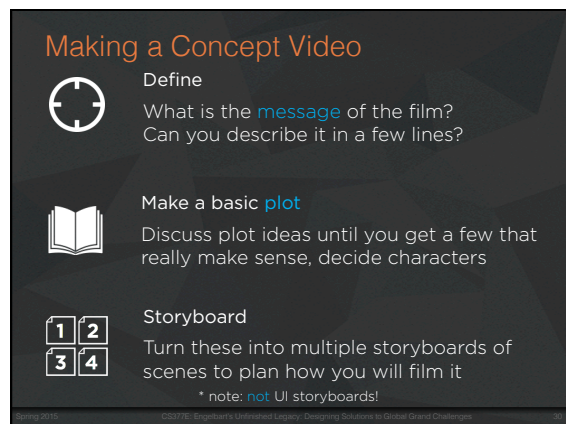
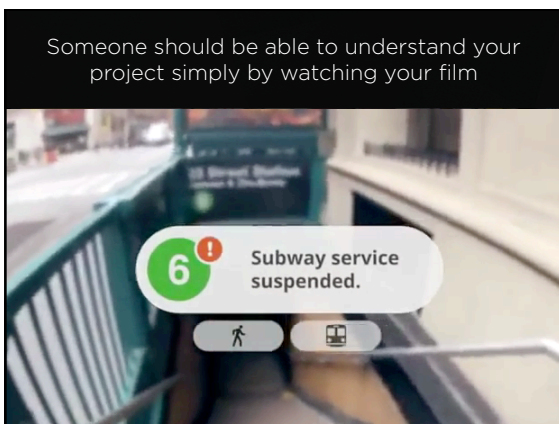
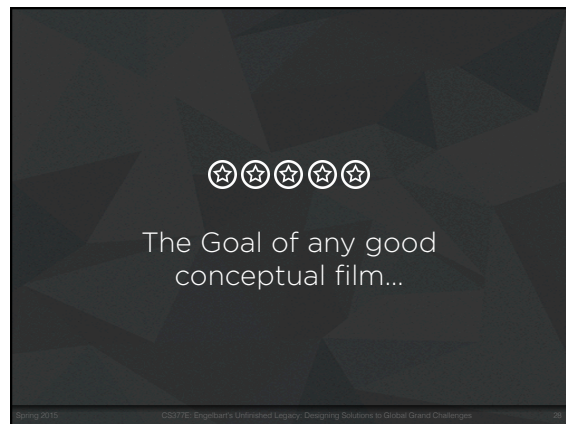
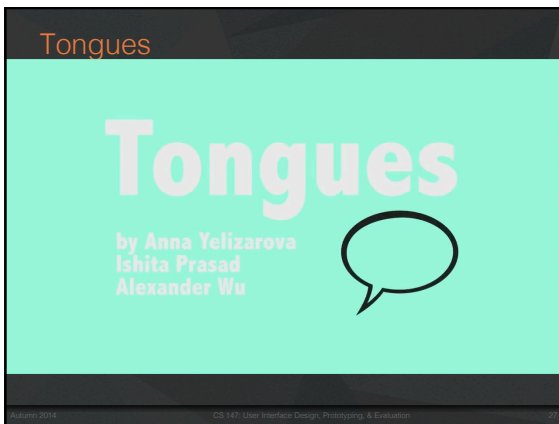
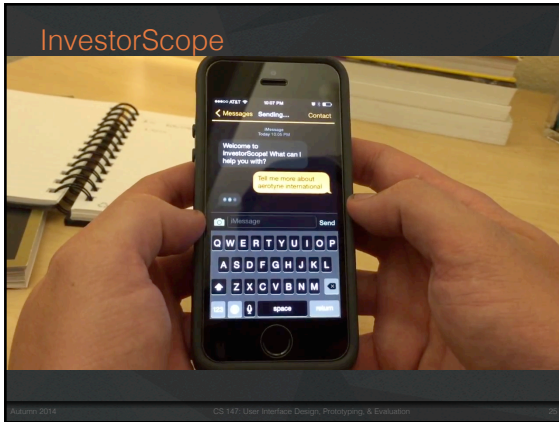


Image from Beaudouin-Lafon & Mackay









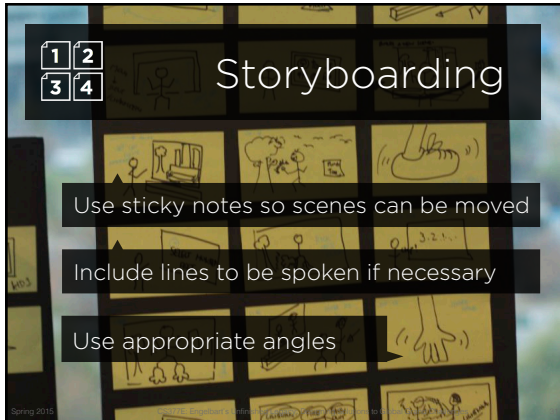
Storyboarding

- 1
- 2
- 3
- 4


Use sticky notes so scenes can be moved


Include lines to be spoken if necessary


Use appropriate angles



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 If you choose to use music
Now might be a good time to pick some songs. Music can be very powerful if chosen well. (see Vimeo for music you can use free)

 Shoot your Film
Get as many shots as you can! you never know what might be useful later.

 Edit your Film
Use your storyboard! This part should be simple if you have storyboarded correctly.

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Lighting



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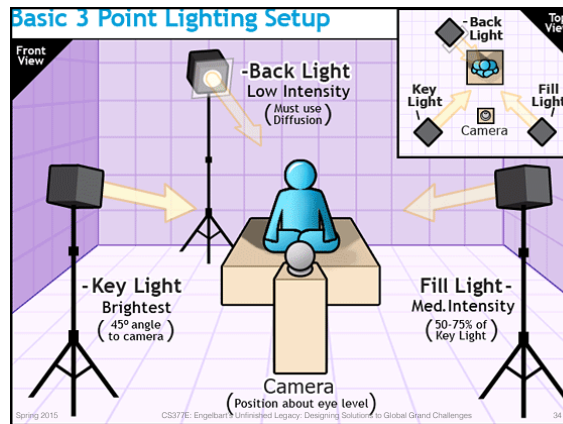
Basic 3 Point Lighting Setup

Front View

- Key Light
Brightest
(45° angle to camera)
- Back Light
Low Intensity
(Must use Diffusion)
- Fill Light -
Med. Intensity
(50-75% of Key Light)
- Camera
(Position about eye level)

Top View

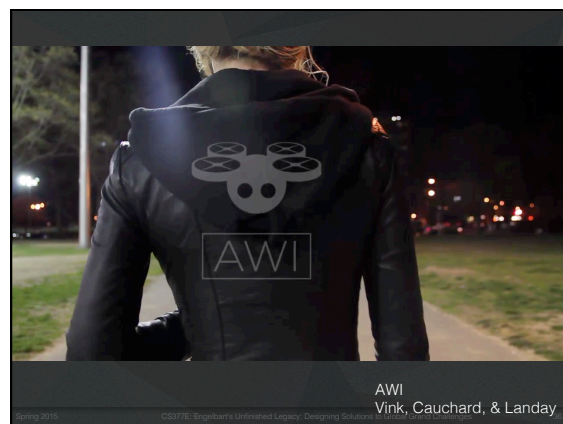
- Back Light
- Key Light
- Fill Light
- Camera



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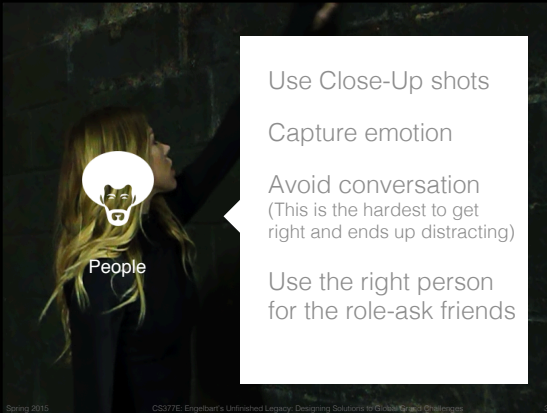
High Fidelity Video Examples

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AWI
Vink, Cauchard, & Landay

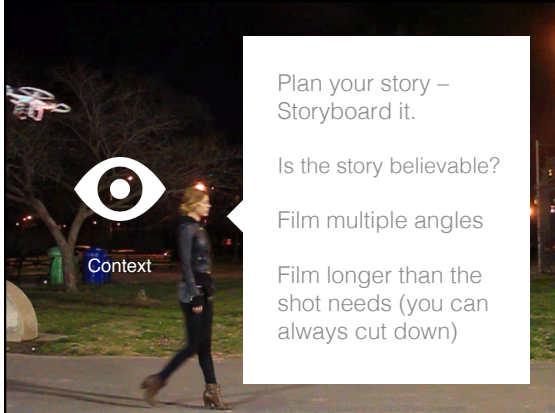
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People

- Use Close-Up shots
- Capture emotion
- Avoid conversation (This is the hardest to get right and ends up distracting)
- Use the right person for the role-ask friends

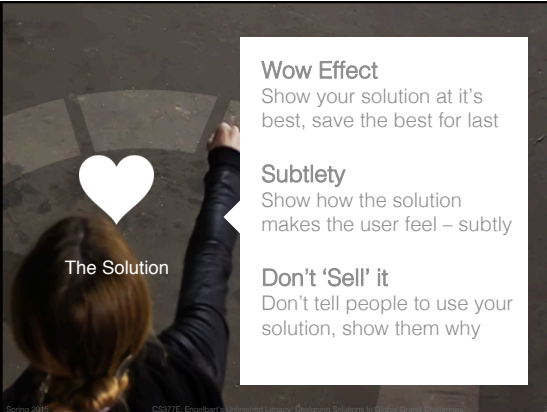
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Context

- Plan your story – Storyboard it.
- Is the story believable?
- Film multiple angles
- Film longer than the shot needs (you can always cut down)

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The Solution

- Wow Effect**
Show your solution at it's best, save the best for last
- Subtlety**
Show how the solution makes the user feel – subtly
- Don't 'Sell' it**
Don't tell people to use your solution, show them why

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High Fidelity Video Prototypes



Final Perspective Video

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High Fidelity Video Prototypes

Cookable

Cooking Made Easy

Final Cookable Video

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Token (Concept Video)

TOKEN

DISCOVER, RELIVE, AND SHARE MEMORIES
OVER TIME AND SPACE

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