

animation-Based SICETCHING







PRACTICALINFO

Your are **expected** to produce **5 rough video sketches** till thursday before making **one final video** for monday's final conference.

Thursday we put you into pairs to **watch your sketches together** and give feedback on the concepts - we'll put a **program on**facebook wedensday

Info about the final conference will be on Facebook **friday**



- 1. Lecture on video & animation in sketching (1 hour)
- 2. examples of techniques from premiere (1 hour)
- 3. Hands-on Follow along sketching in class (1 Hour)
- 4. START YOUR OWN SKETCHING AFTER LUNCH (REST OF THE DAY)



DOWNLOad THese assets

Download sample files (for the the intro to Premiere)

Koncepter

Download Adobe's 7-day trial from: www.adobe.com If your computer can't have the new Adobe
CC Premiere, get this: Download of CS4 version of Adobe Premiere (company) set with older Windows
XP machines)

Video- & Animation-based Sketching guides:

See the entire walkthrough from the lecture (1 hour)

Download the sample files used in the video

- Part 1: Setting up Adobe Premiere CC to be used for sketching
- Part 2: Using Green Screen effects in Adobe Premiere
- Part 3: Using Green Screen and Keyframed animation
- Part 4: Using Stop Motion and timing controls

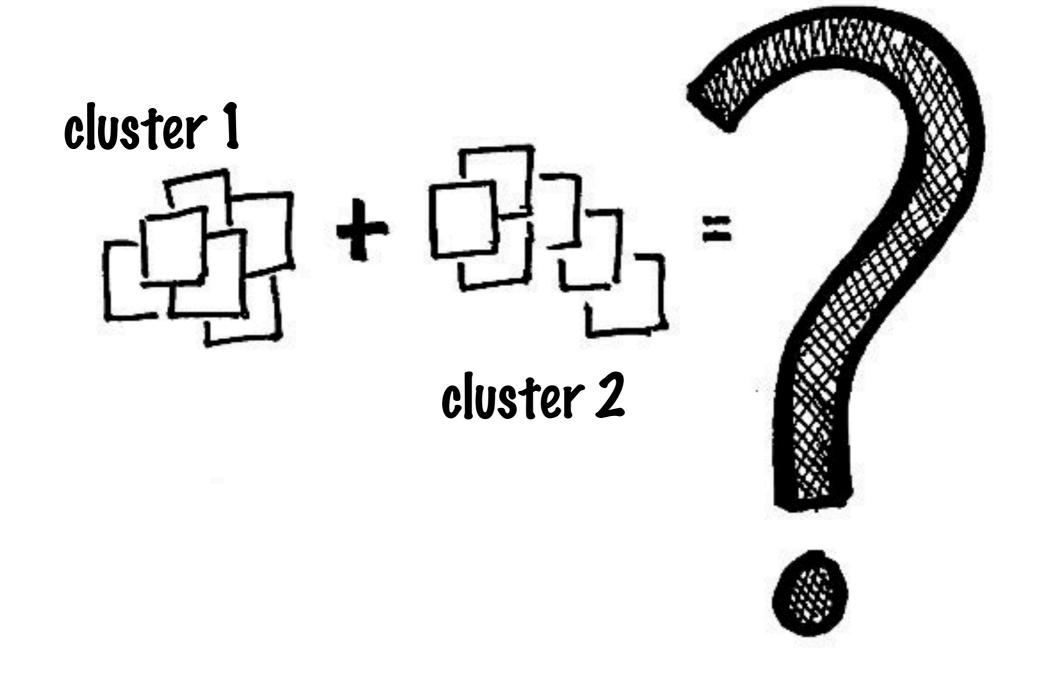
900x200px Photoshop banner template for your concept-page

Linoit - tool to analyze and categorize (video)data http://en.linoit.com

U-CrAc Splash Screens

Use this splash screen (1080p) for your final video

STATUS...

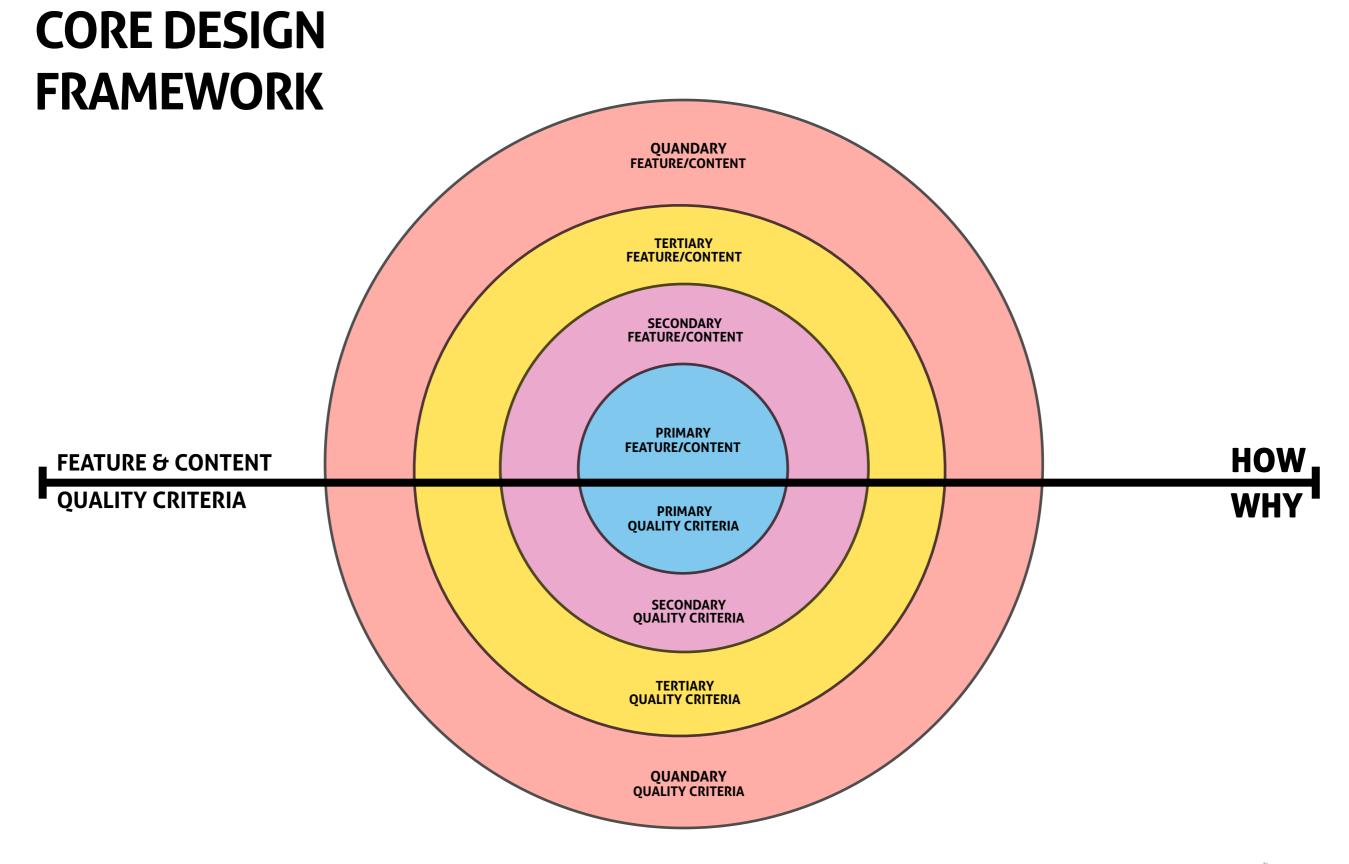


Remember THe Core Design



Rosenstand & Kyed 2013 + Vistisen & Rosenstand 2016

The core design manifests the quality criterias as the minimum viable feature and content...





We sketch how features and content can manifest the quality criterias

FEATURE & CONTENT

QUALITY CRITERIA

'BE FUN'

"LEARNING*

"USE FOR MARKETING"

"BE SUSTAINABLE"

"PROVIDE DATA INSIGHTS"

NORDSØEN MOVIE MAKER



IT'S A TOUGH BALANCE...

From Buxton's "Sketching User Experiences" (2007)

"Pesign is compromise."



between

forms
functions
styles
problems
solutions
stakeholders
knowledge domains

THE CHALLENGE QUA BUXTON

The hard part of working with reflective design problems

Getting the right design... ...and getting the design right

THE CHALLENGE QUA BUXTON

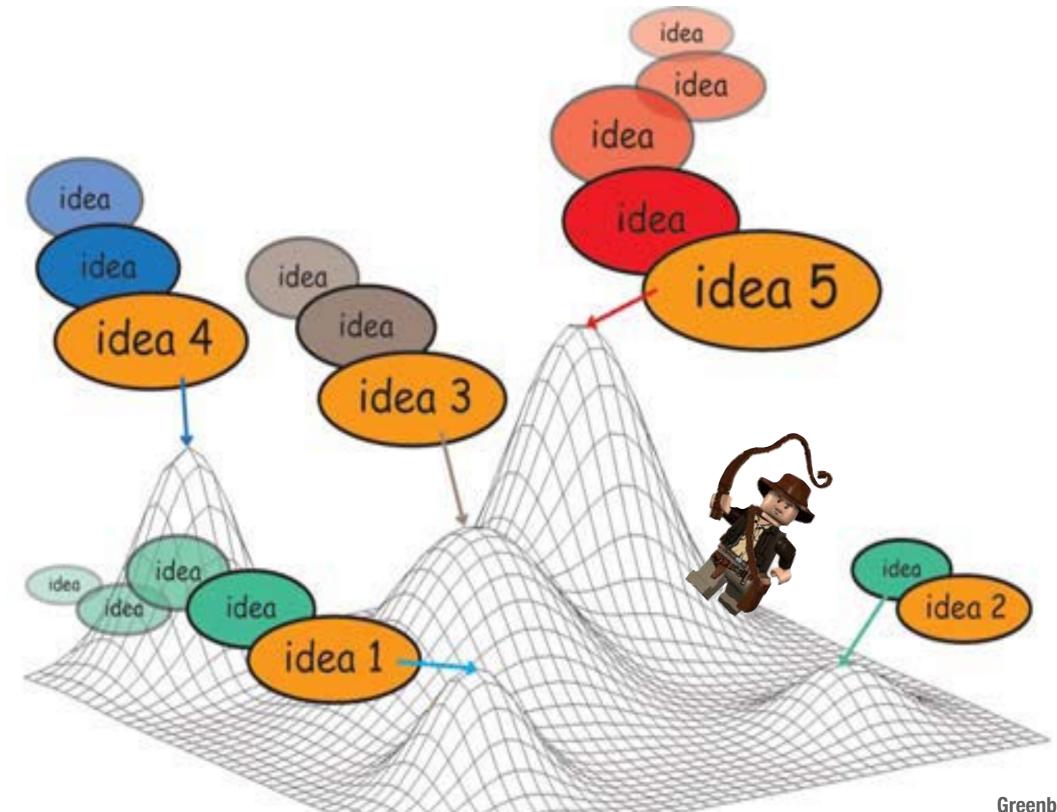
The hard part of working with reflective design problems

do we solve the right problem?

Getting the right design... ...and getting the design right

do we solve the problem appropriately?

REMEMBER THE HILLS!



...AND BUXTON WON'T SHUT UP!

Billy Boy makes a clear summary of why exploration matter

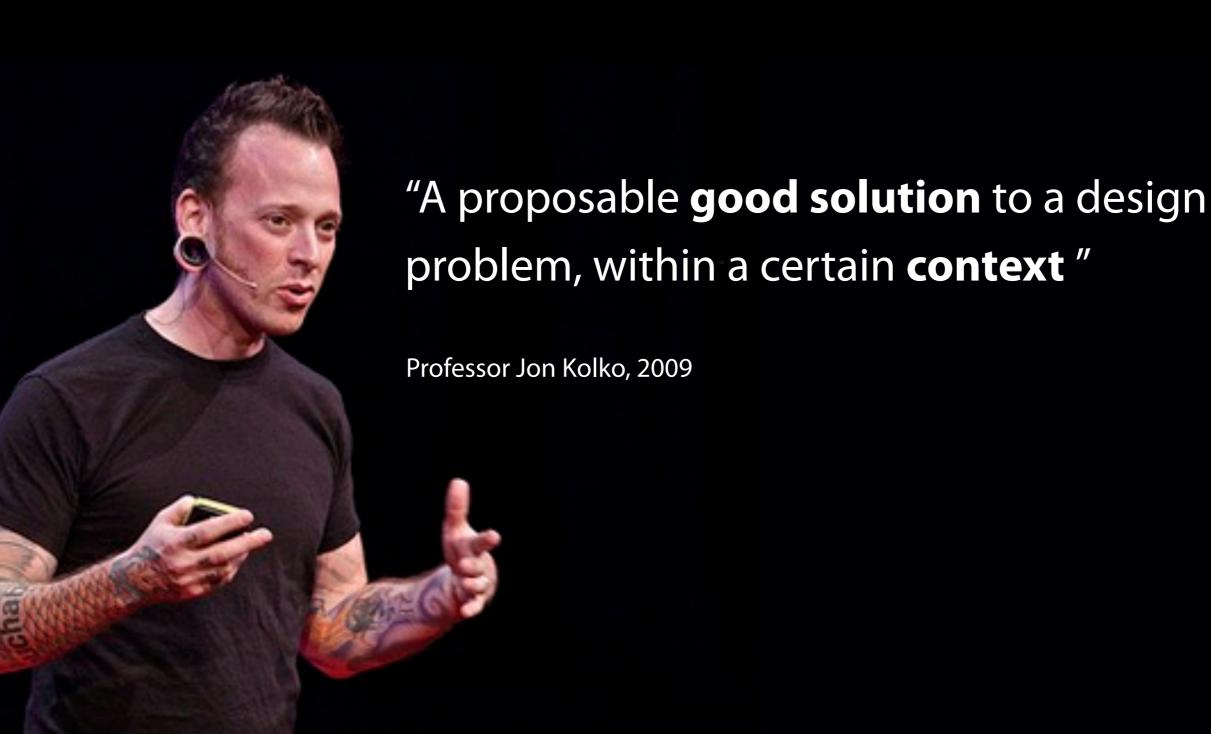
"Without **informed design** - technology is more likely to do bad than good"

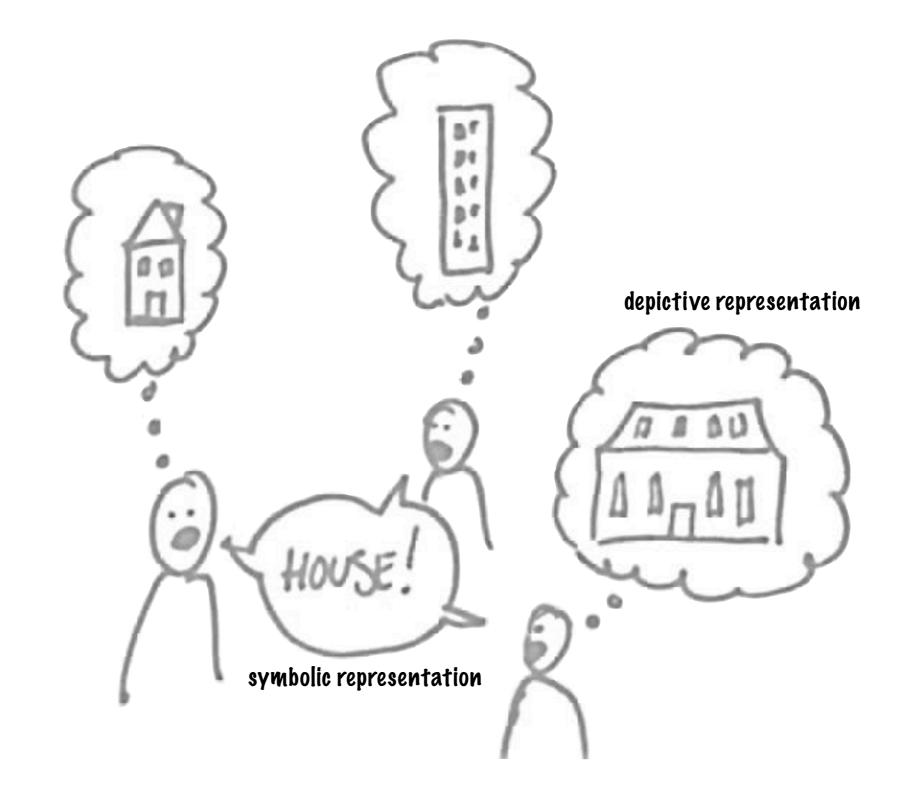
Buxton 2007



it's all in the What if?"

WHat if x condition(s) were true?





"Design is to design designs to produce a design."

DIEGETIC PROTOTYPES

"Filmic depictions of future technologies are actually 'diegetic prototypes' that demonstrate to a larger audience a technology's **need**, **benevolence**, and **viability**. Diegetic prototypes have a major rhetorical advantage over true prototypes: in the diegesis these technologies exist a 'real' objects **already implemented**, which **people actually use**."

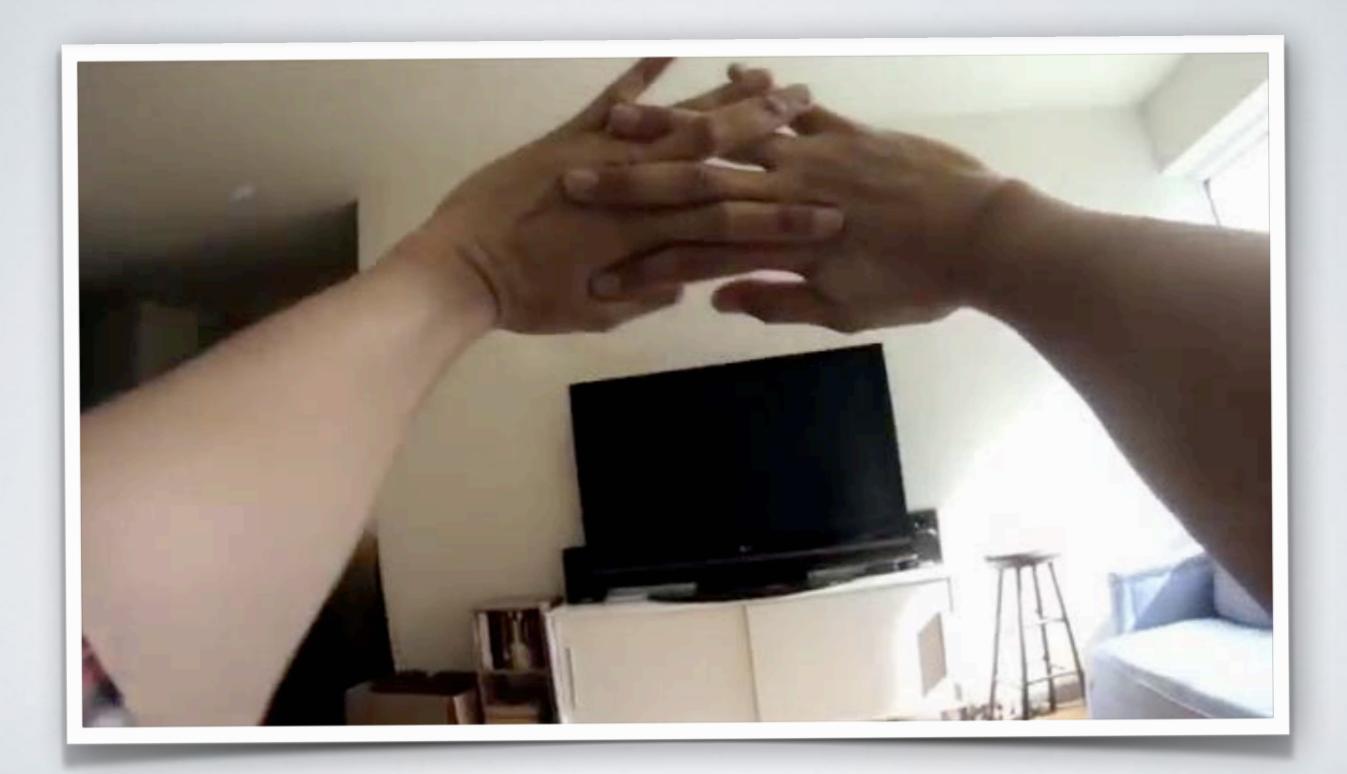
David A. Kirby "The Future is Now"

...stories matter a lot in terms of adopting an idea

...and it can be very rough

WHICH LEAD'S US TO WHY FICTION CAN BE USED FOR SKETCHING

Live Librarian Assistance & Media Distribution



"We're seeing the birth of a new epithet, the 'glasshole'."

Schneier, 2013



it's all in the What if?"

The Whatif

So a design fiction is:

- (1) something that creates a story world
- (2) has something being prototyped within that story world
- (3) does so in order to create a discursive space.

Although this definition appears straightforward, complexity arrives when we consider **what something may be**

The Whatif The qualified design guess

- (1) something that creates a story world
- (2) has something being prettif Xd within the Atory world What if X happen?
 (3) does so in order to create a discursive space.
 Under X circumstances, this would be true if X is real. Y would propaply Although this definition appears straightforward, complexity

arrives when we consider what something may be

GAME OF DRONES - 2013

A system for gamified drone-based civic enforcement

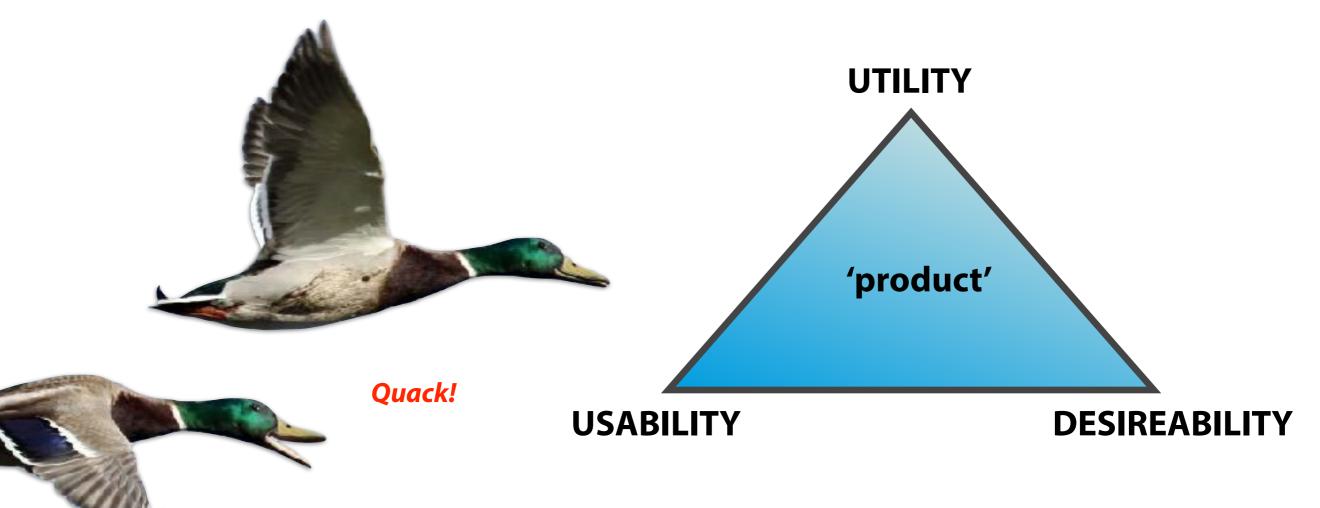
Prototyping around known needs and capabilities

Prototyping around unknown needs and possibilities

REMEMBER THIS SLIDE

Which aspects did you explore, and how did you do it?

"We regard the **form of a products as a synthesis** of what is **useful**, **usable**, and **desirable** - that is, the content and structure of performance, human affordances, and product voice."



SICHICHIC

...THE FOUNDATION FOR DESIGN THINKING

"A sketch is simply a line going for a walk"

Paul Klee (1879-1940)



Design sketching

THE SWISS aRMY KNIFE OF DESIGN ACTIVITY



SKETCH

PROTOTYPE

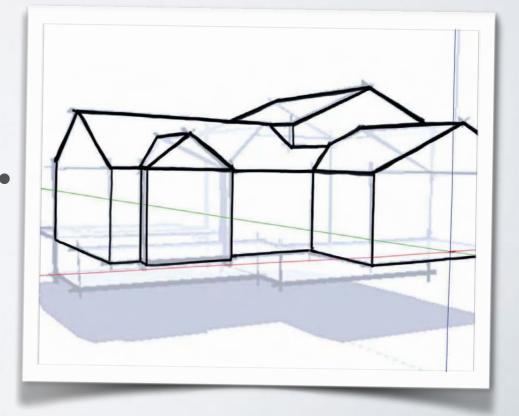
EVOCATIVE -	DIDACTIC
SUGGEST -	- DESCRIBE
EXPLORE -	
QUESTION -	-> ANSWER
PROPOSE -	-> TEST
PROVOKE -	-> RESOLVE
TENTATIVE -	SPECIFIC
NONCOMMITTAL -	-> DEPICTION



Sketching is NOT drawing! Sketching is designing

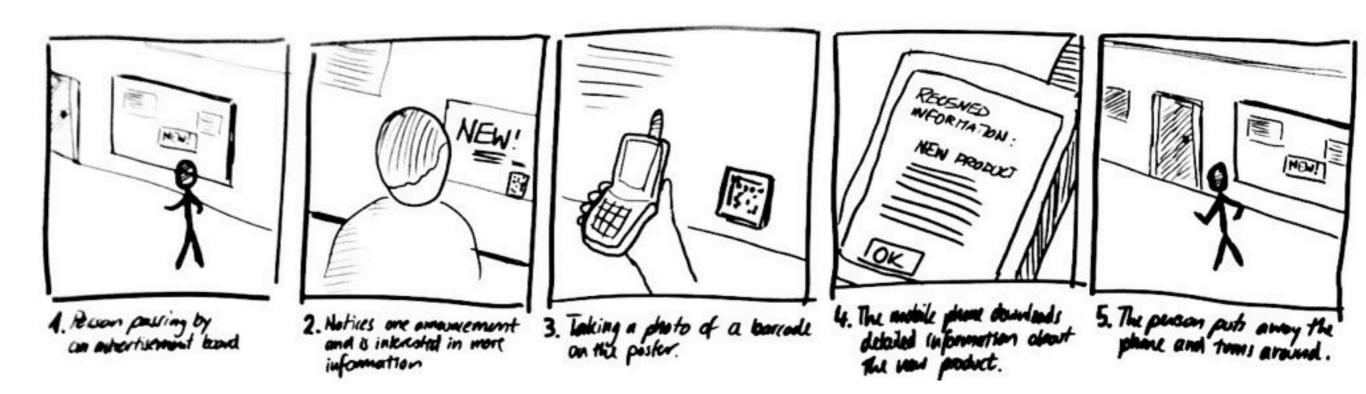
(and yes that makes a big difference)





SKETCHING EXPERIENCES

Often we need to sketch more than just static states



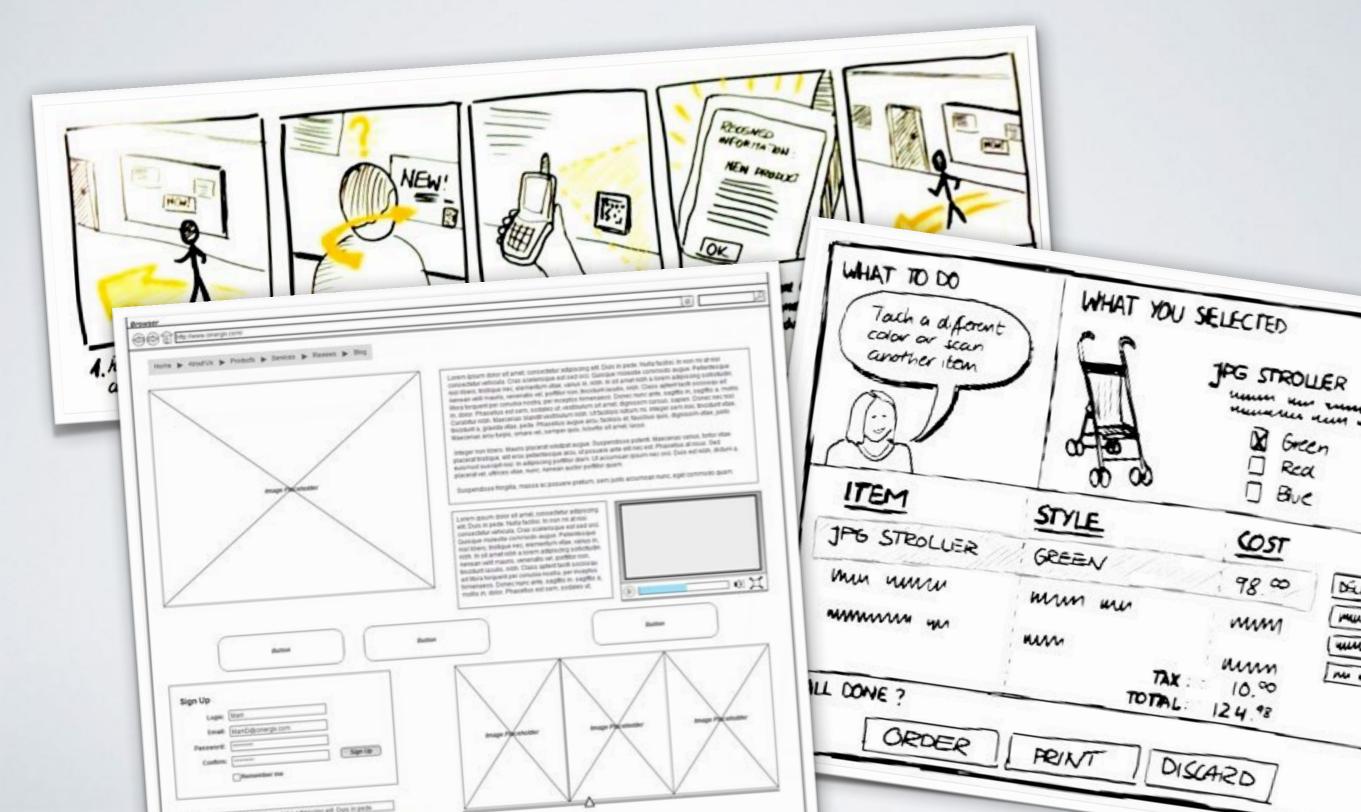
SKETCHING EXPERIENCES

Using different sketching patterns we may also add a little depth



PROBLEMS WITH SKETCHES

Great for a lot of cases - but often with very little dynamic



PROBLEMS WITH SKETCHES

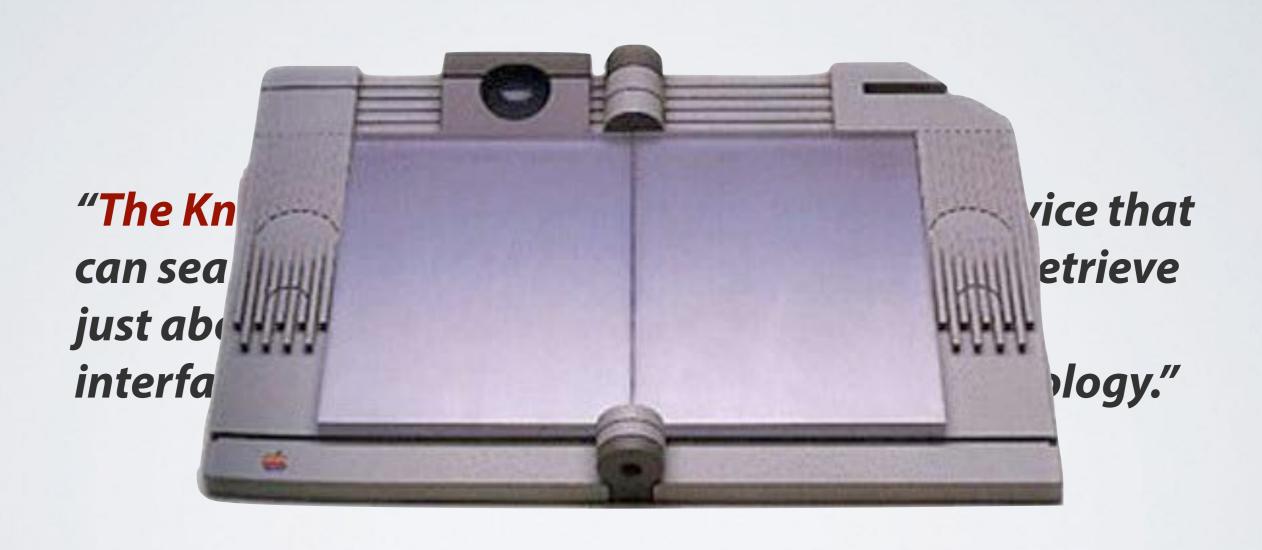
Great for a lot of cases - but often with very little dynamic

"The experience is so much in the transition"

Buxton 2006

Buxton holds that we are focusing too must on representing the states of a design proposal and thereby it glect the design of the ransitions (the in-ber veen the papers appens) rough time)

A CASE FROM PRAXIS...



What did we miss?



IT'S an old tale

apple experimented with design fiction in the 80's



VIDEO 1: https://www.youtube.com/watch?v=hb4azf6weoc&t=1475 VIDEO 2: https://www.youtube.com/watch?v=vwla_cde5ru

IT'S an old tale

apple experimented with design fiction in the 80's



and actually realised

...after the concept incubated for 20 years



and actually realised

...after the concept incubated for 20 years



https://www.youtube.com/watch?v=9s2oYUy_cVY

"The only way to engineer the future of tomorrow is to have lived in it yesterday (...)

It is **fidelity of the experience**, not the fidelity of the prototype, sketch, or technology that is important from the perspective of ideation and early design."



FROM LOWFI TO HIFI

Low-fidelity

Gestikulation

Words

Whiteboard scribbles

Paper sketches

Mixed modality

Mock-ups

Wireframes

Slidewares

Video sketches

Hi-fi prototypes

Coded prototype





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Coded prototype

Hypothesis...

Video & animation-based sketching gives high fidelity feedback with low to mid fidelity tools...





SO... VIDEO IN DESIGN

Using video as a design material

Video is an extremely flexible tool that can **capture real-world events** as they occur, either "staged" or "live". Video can illustrate ideas and concepts, and especially **dynamic events** such as how people interact with objects and computers. Video is a creative tool for exploring new ideas, **simulating new technology and allowing users to experience technology that does not yet exist.** Finally, video is a powerful communication tool, as part of a presentation, in a design workshop, or standing alone, enabling you to share results, discuss ideas and envision future designs.

...BLA BLA BLA

"The key difference between animations and classic film is that animation offers the producer the ability to have near full control of the material matter, and is not constrained from the present of the physical wind which the video media is mite (to R. Steph/son, 19

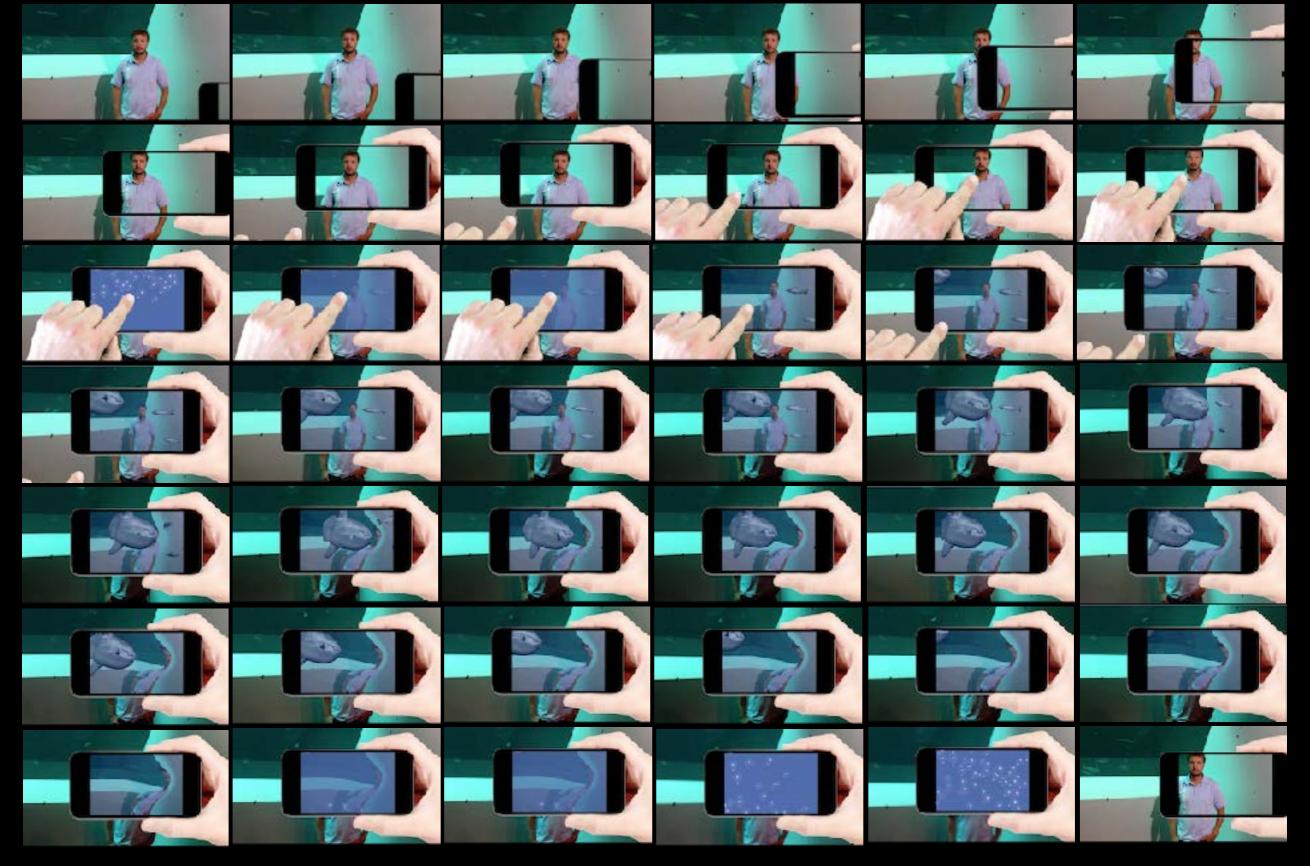
...adding dynamics

animation is suitable when static expresses too little









Pacing, rhythm (qualities in the medium) and **anticipation** (subjective to the viewer) is part of what the temporal information adds - it's the finer grains of experiential value in the sketch, which cannot be statically perceived

FORMING CONCEPTS WITH THE USE OF VIDEO

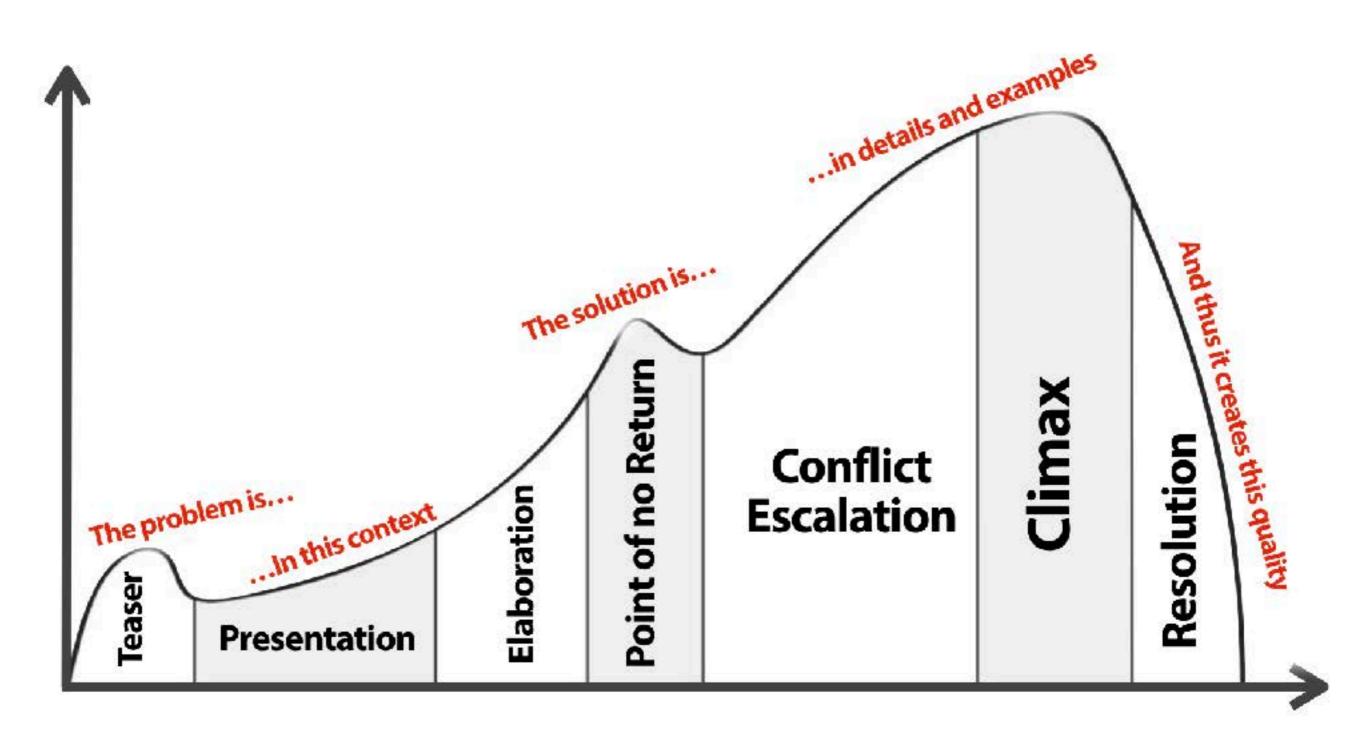




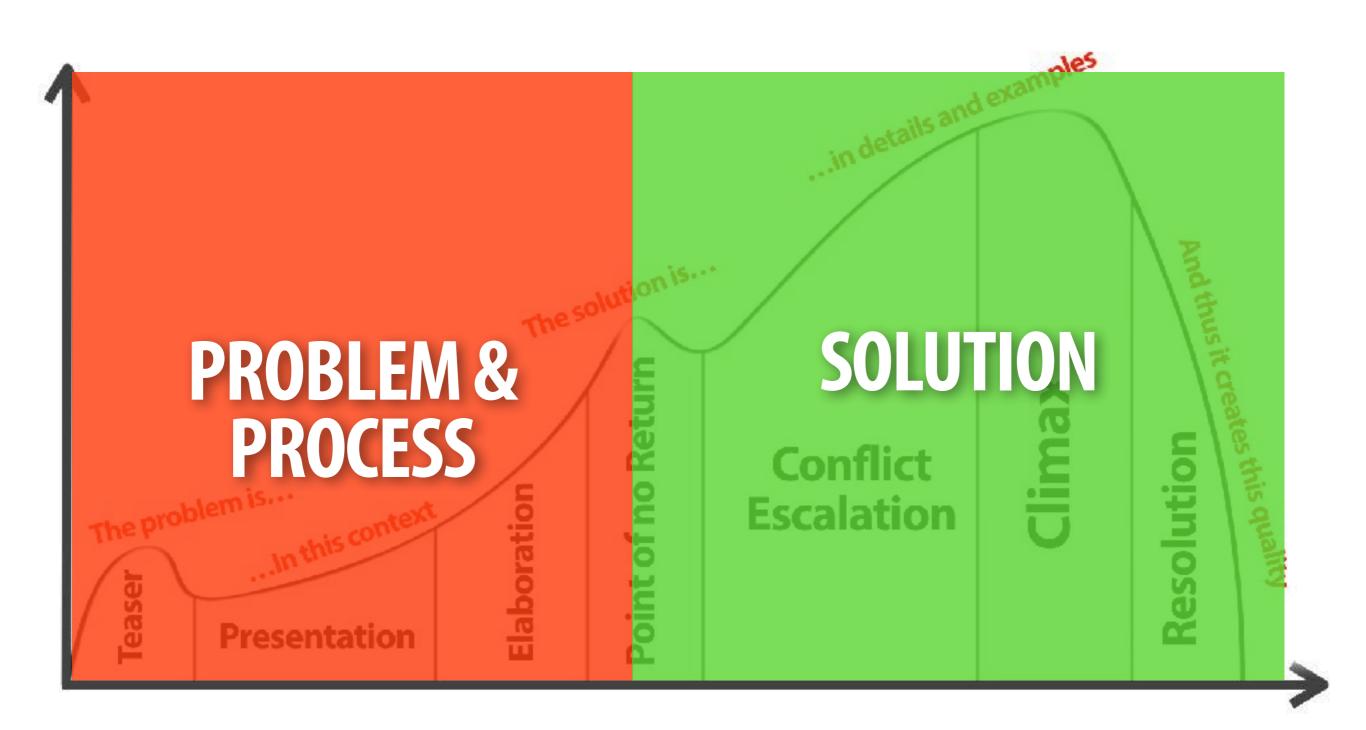
as a short story...



as a short story...



as a short story...







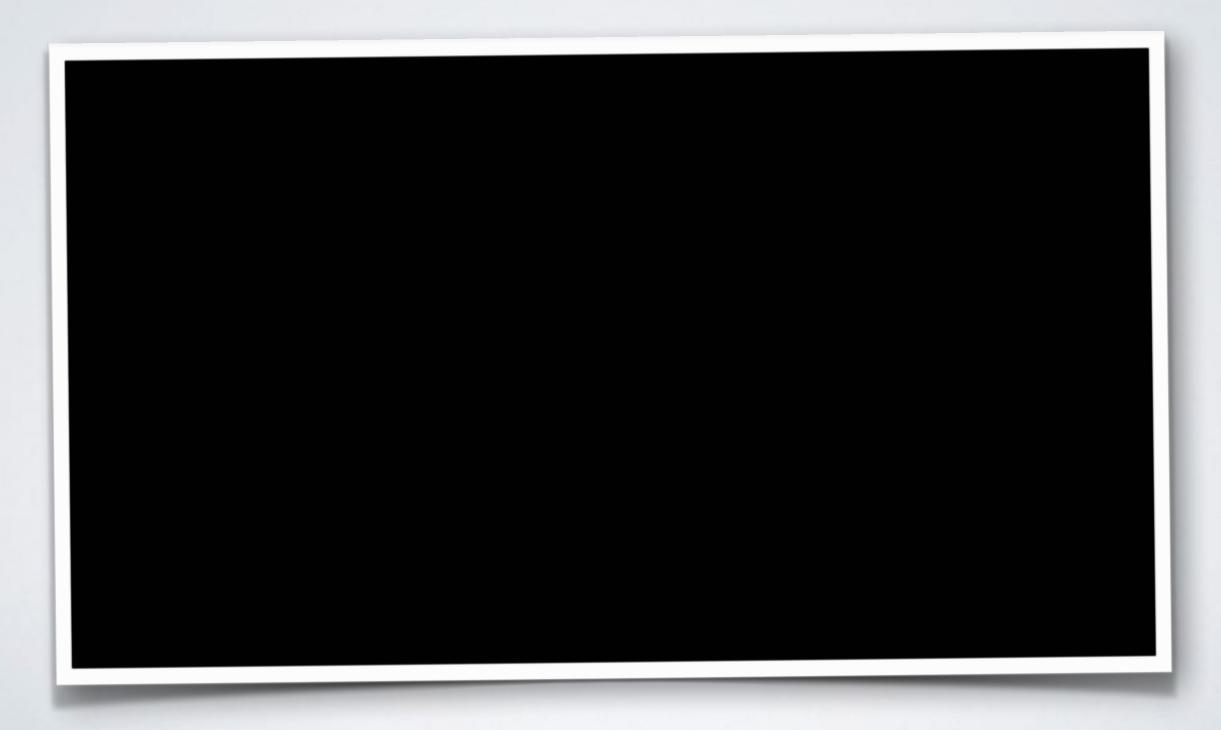




Taking a simple storyboard and making it into a video



Taking a simple storyboard and making it into a video



Much simpler fidelity, but better storytelling - good design fiction



Much simpler fidelity, but better storytelling - good design fiction



STOP MOTION STUDIO

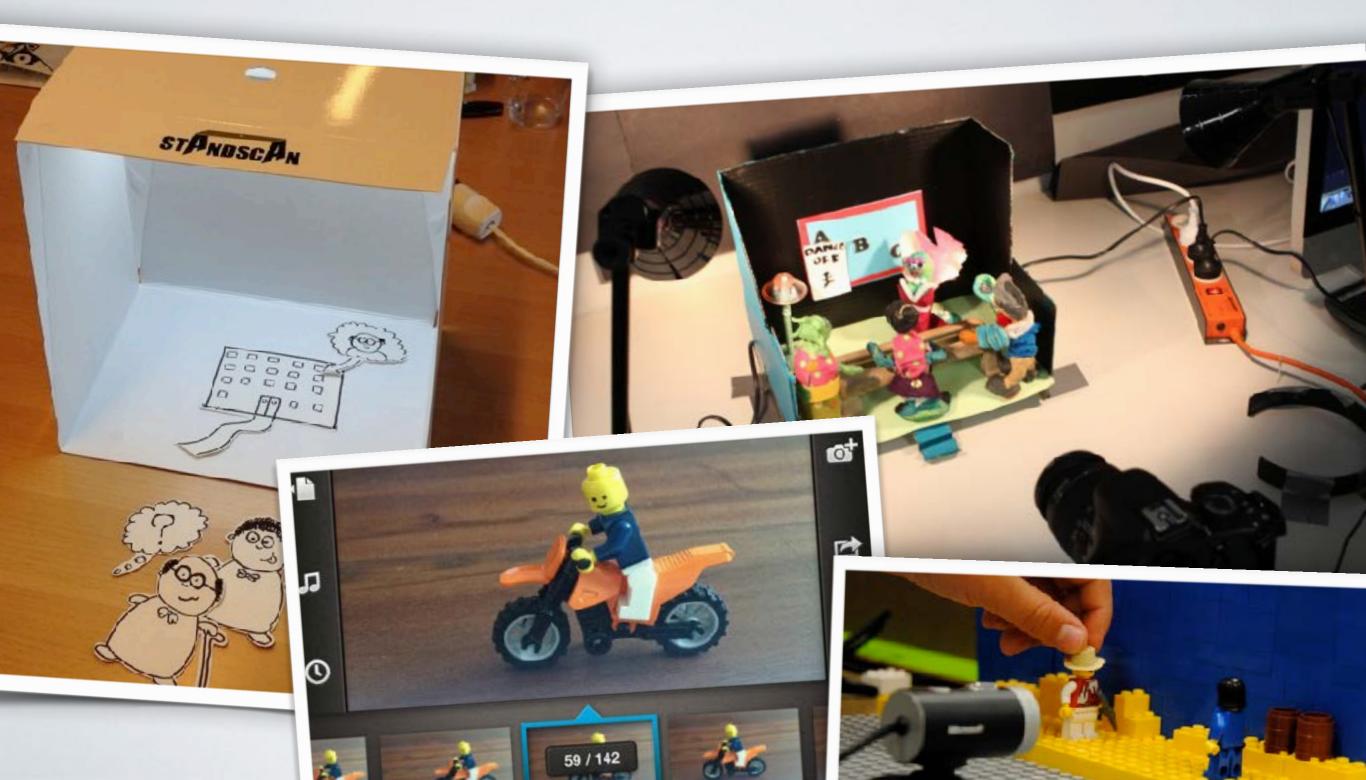




mobile, multiplatform, and free!

STOP MOTION VIDEO

Classic animation with paper, models and timing



STOP MOTION VIDEO

Classic animation with paper, models and timing

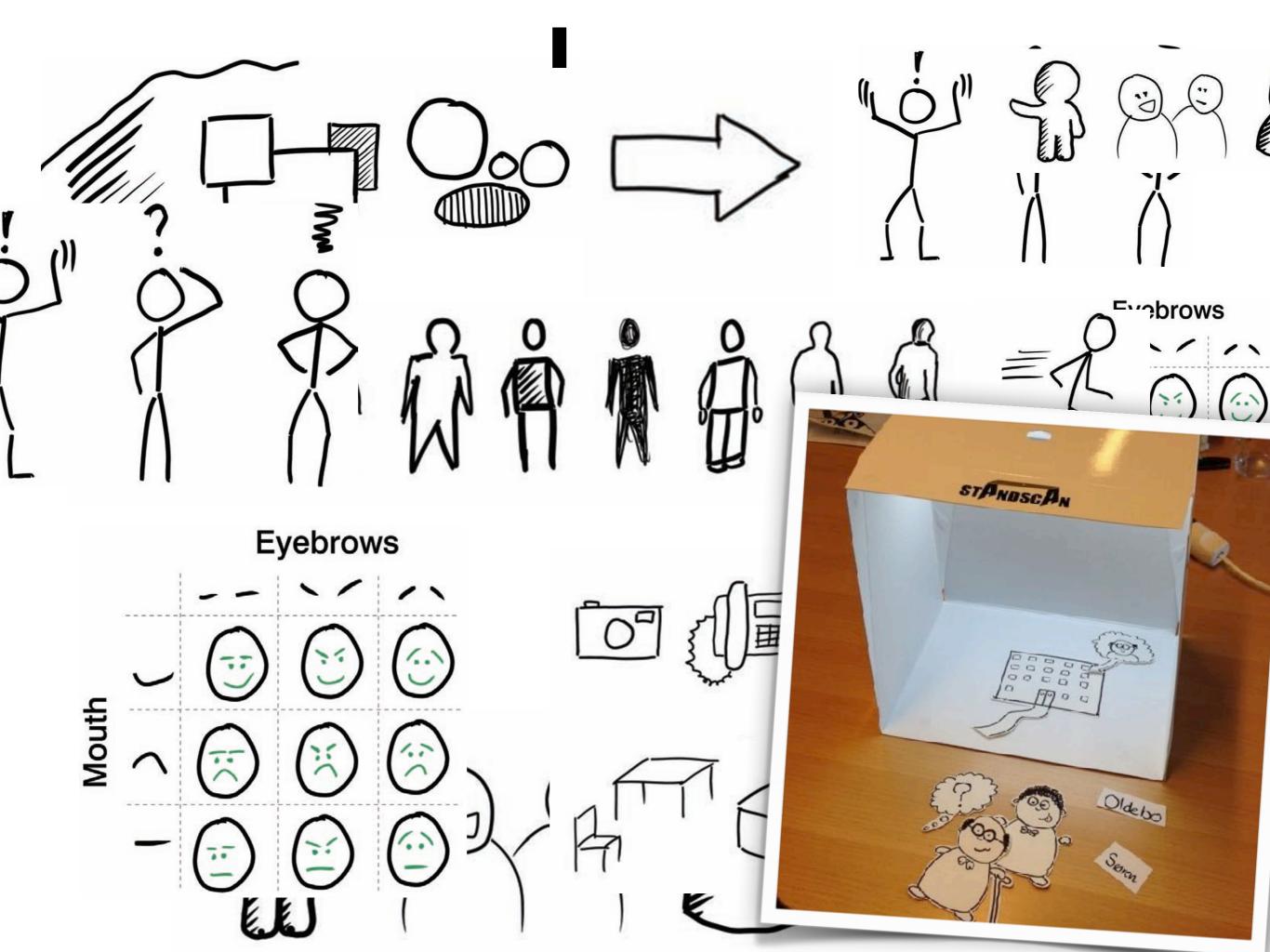
Simulation Analysis

Stop-Motion recreation of a transportation problematic scenario.



AUD Innovation AAU and UCN Universities









STOP MOTION VIDEO

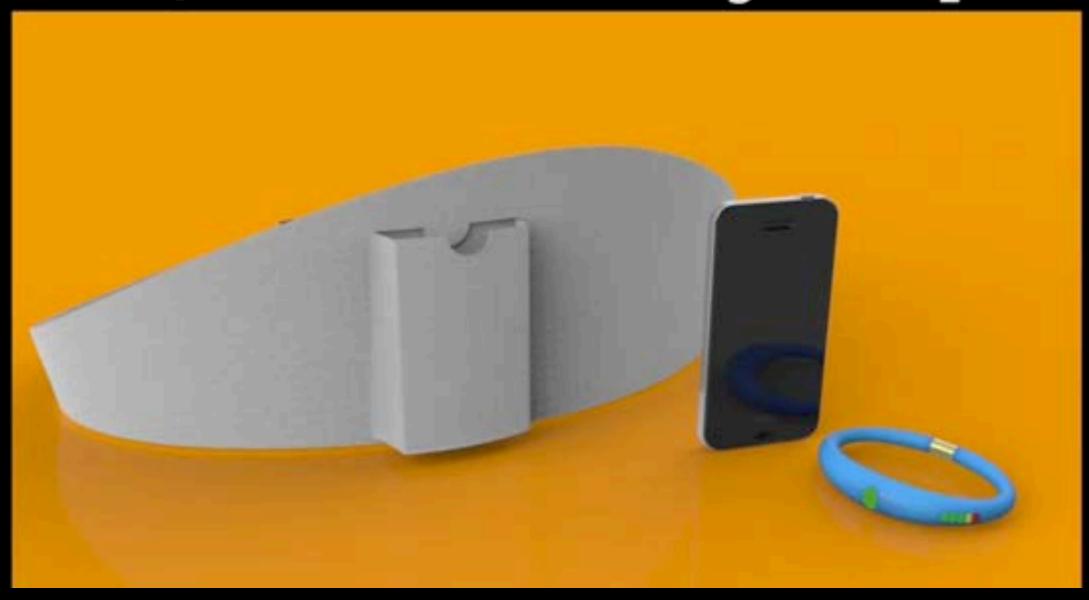
Classic animation with paper, models and timing



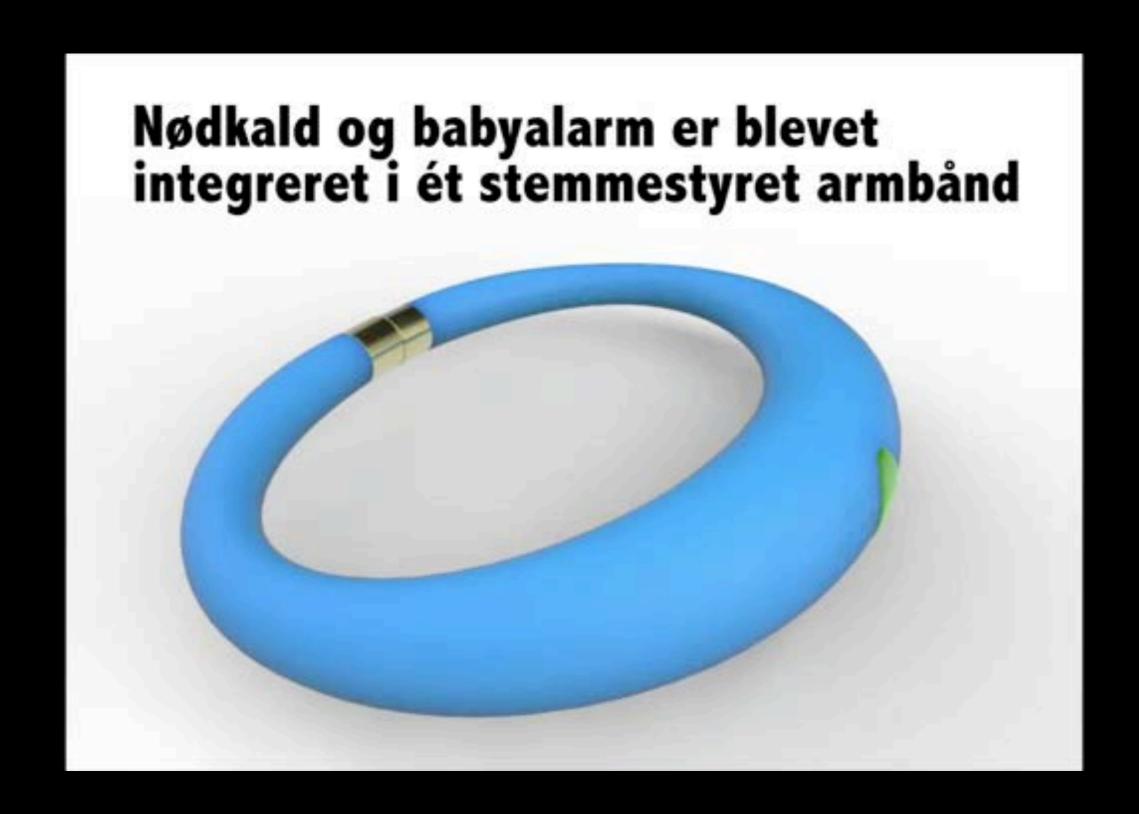
eksempel - easyhelp

Nu introduceres konceptet:

EasyHelp



eksempel - easyhelp



VIDEO LAYERS

Videos get augmented via animated special fx

PlayDots kan både benyttes indenfor sundhedssektoren og i det private hjem

VIDEO LAYERS

Videos get augmented via animated special fx



VIDEO LAYERS

Videos get augmented via animated special fx









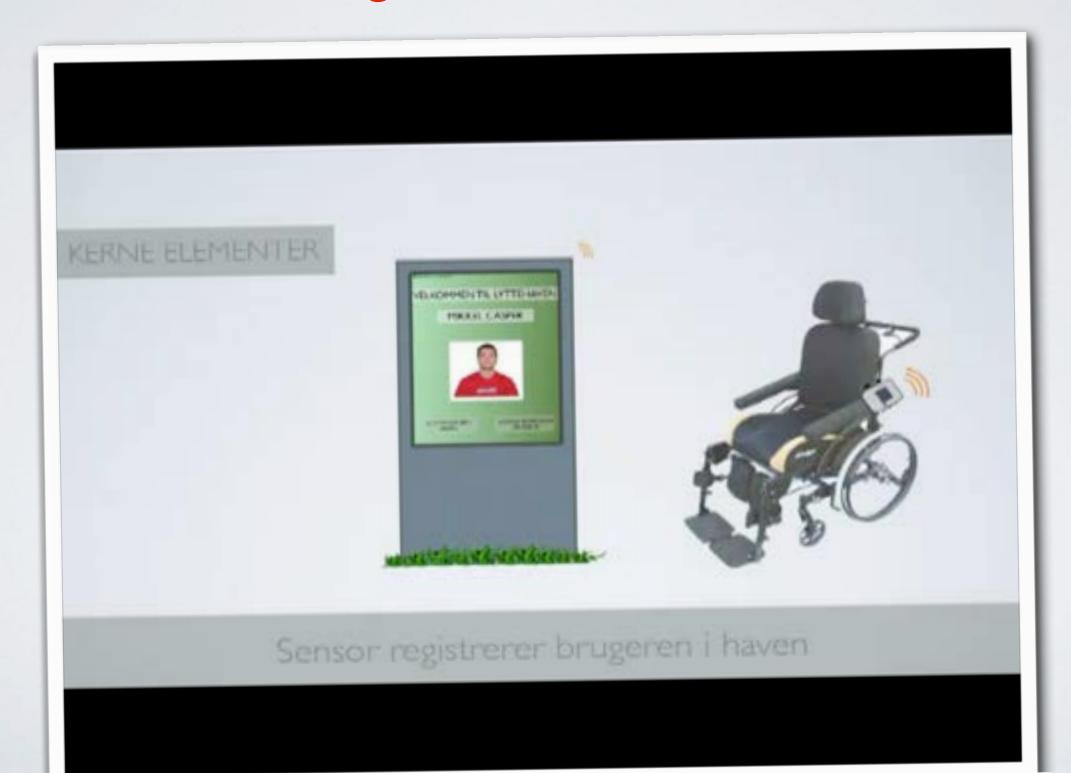










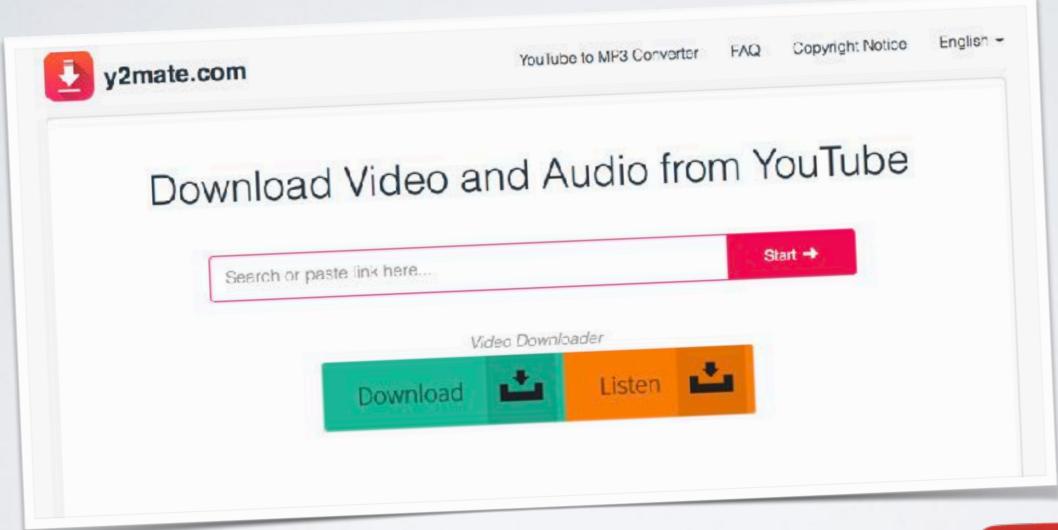






USING OTHER PEOPLES STUFF

Be careful with copyrights, but use it if it makes sense





either Grab Files or Use established tools



Pricing

Tour

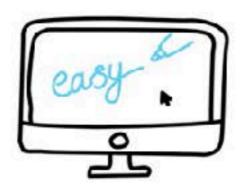
Scribe wall

News

Stunning, high-definition, whiteboard-style animation videos. Create your own with no design or technical know-how.



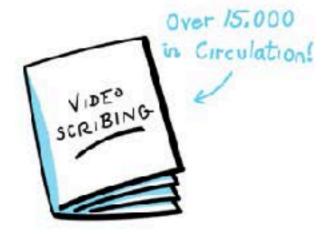
No.1 Whiteboard software over 500,000 in use!



Easy to use simple interface



15% better at getting your message remembered (than talking head videos)



Bite size tutorials and FREE ebook - support where you need it

either grab files or use established tools



use What's There

EXPLORE Y

either grab files or use established tools





Create

PRICING

BLOG

SUPPORT Y

LOGIN

SIGN UP

SQLUTIONS Y

Awesome Videos & Presentations

It's FREE and it's Easy

START NOW













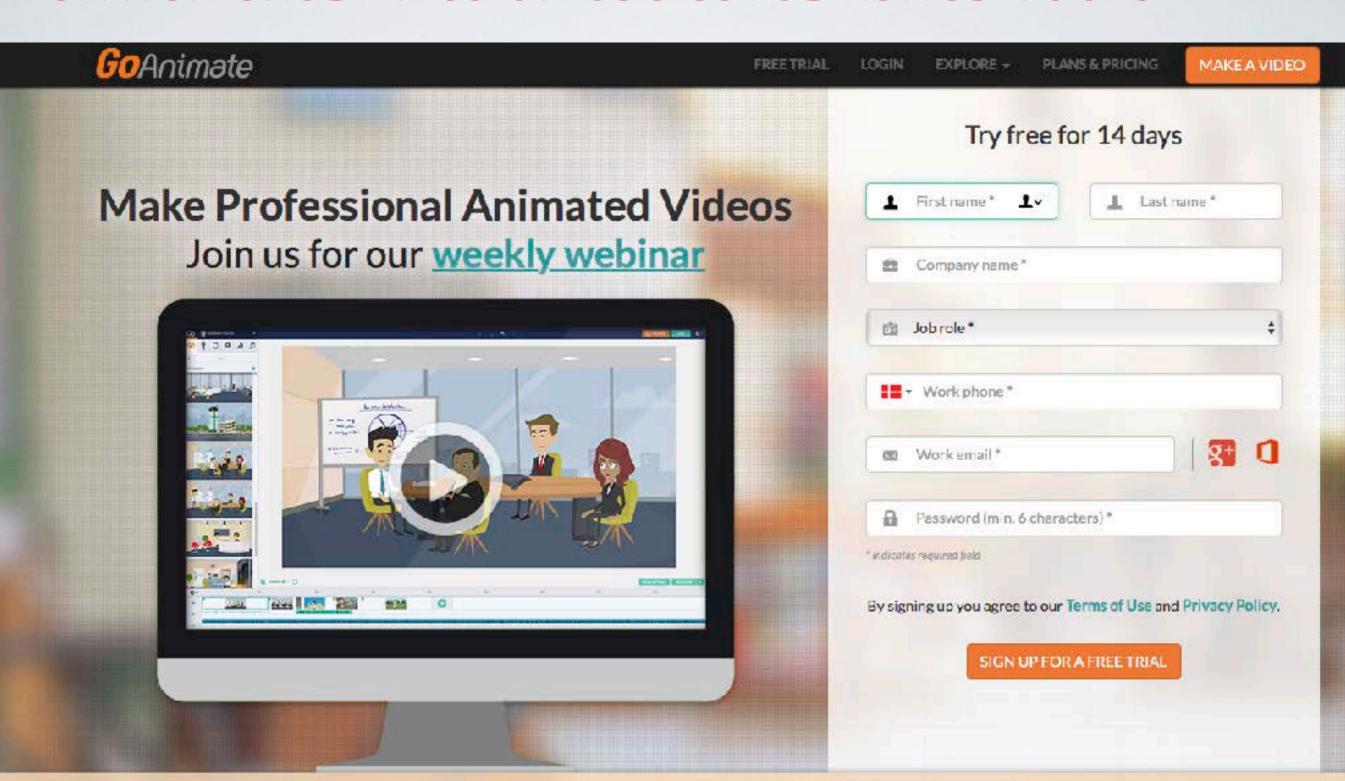




either grab files or use established tools



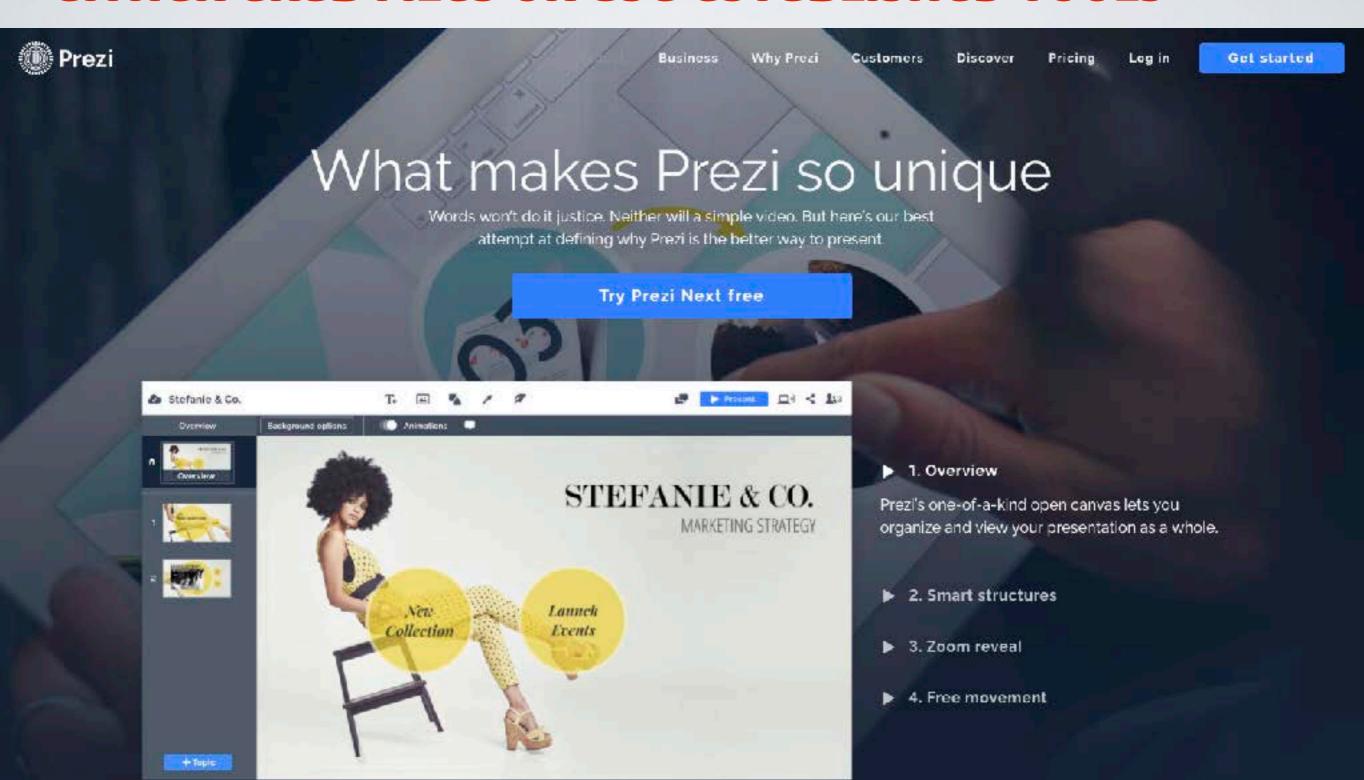
either Grab Files or Use established tools



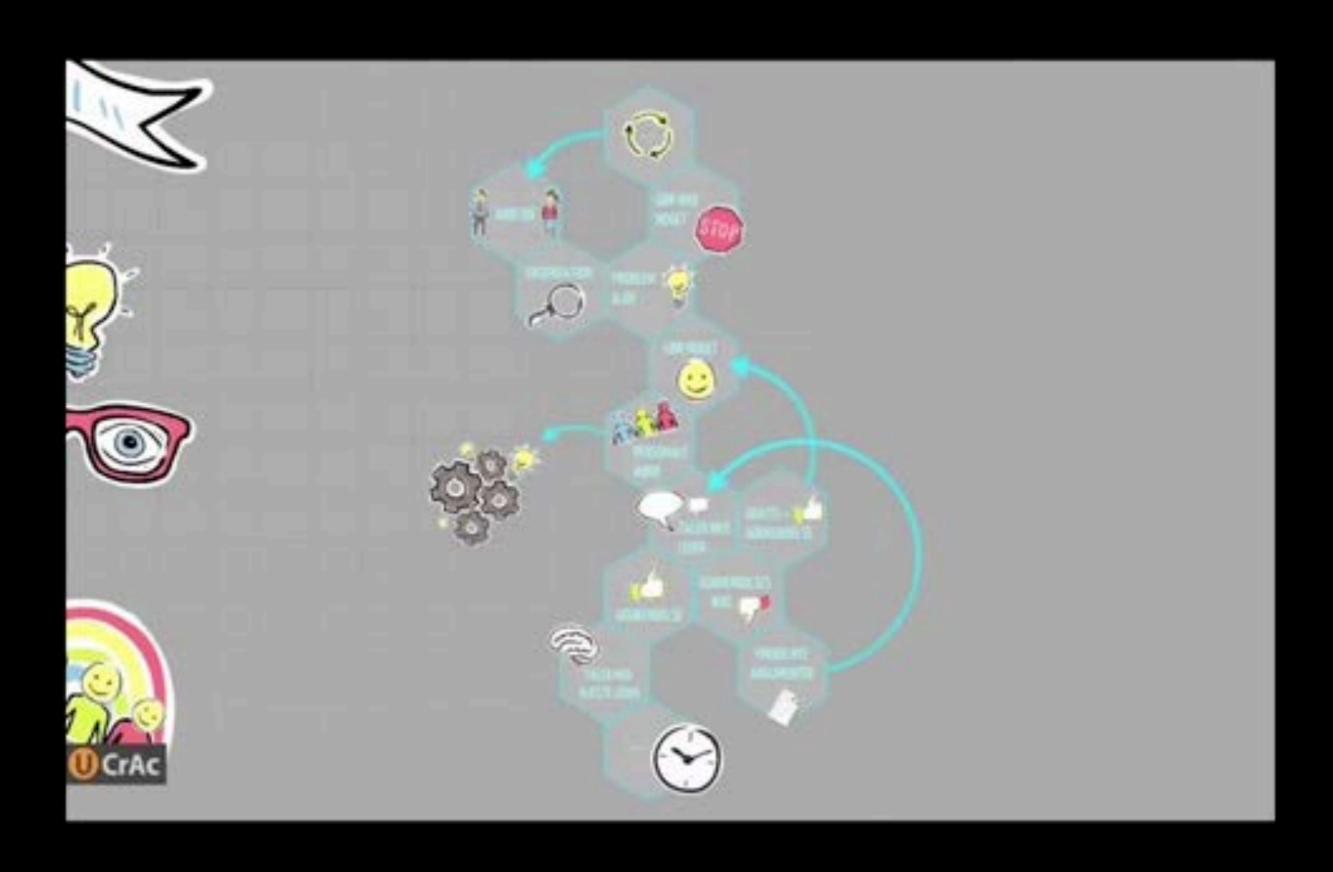
either grab files or use established tools



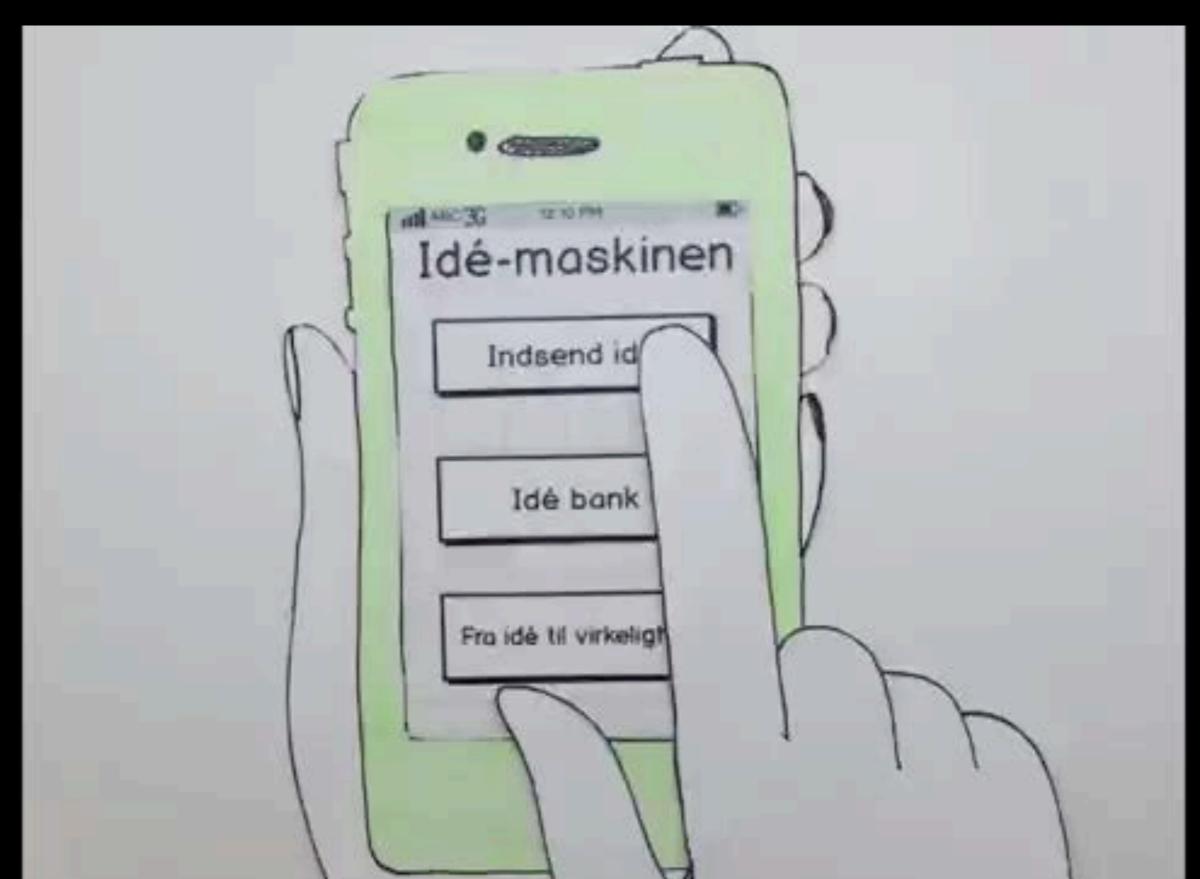
either grab files or use established tools



PRezi + skærmoptagelse



eksempel - processinfo



eksempel - processinfo



"IDÉ PLATFORM"

Ældre- og Handicapforvaltningen (ÆHF) har en grundlæggende vision om, at gøre den enkelte borger selvhjulpet og dermed understøtte livskvaliteten, samtidigt med at frigøre ressourcer i forvaltningen. For at det kan lykkes, er vi tvunget til at tænke nyt ift. løsning af alle opgaver og udnytte de muligheder, som ny teknologi og ændrede arbejdsprocesser bidrager med. Det kræver, at alle medarbejdere i ÆHF tager del i nytænkningen indenfor deres fagområde og at vi formår, at samle ideerne op i organisationen og dermed udnytte "de 1000 blomster der blomstrer".

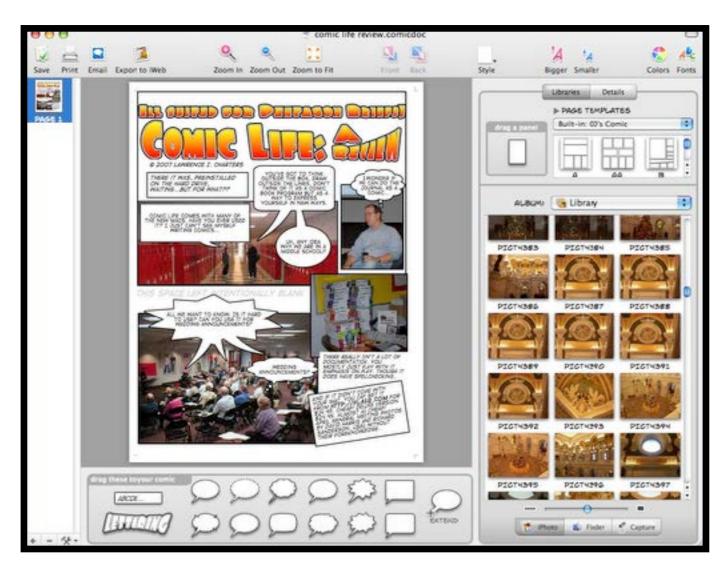


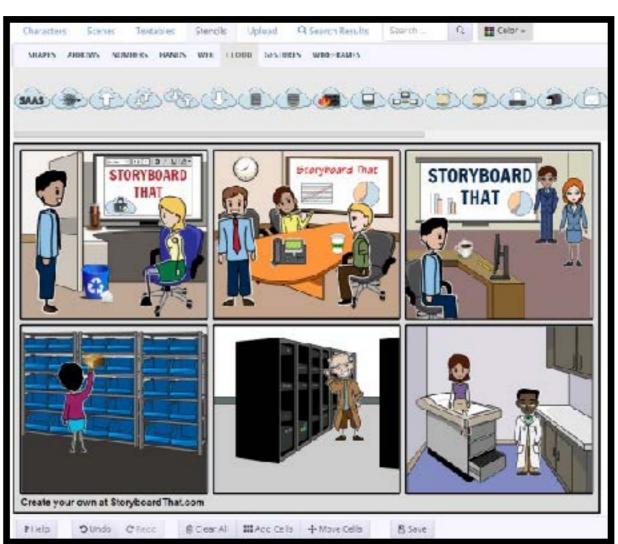


SOFTWARE TIL STORYBOARDS (OG ANIMATICS)

COMIC LIFE

STORYBOARD THAT





http://plasq.com/apps/comiclife/macwin/

http://www.storyboardthat.com

But, is video sketching allways a viable method?

FROM LOWFI TO HIFI

Low-fidelity

Gestikulation

Words

Whiteboard scribbles

Paper sketches

Mixed modality

Mock-ups

Wireframes

Slidewares

Video sketches

Hi-fi prototypes

Coded prototype

The higher fidelity...
...the lower flexibility

(again it's all about the compromise)



"éverything is best at something, and worst at something else..."

Buxton 2010

EXPERIMENT WITH FORMS & MATERIALS





FOLLOW aLongs on:

THE FULL SCENARIO FROM THE LECTURE:

SHORT 15-20 MINUTE INTRODUCTIONS FOR SPECIFIC EFFECTS

- Part 1: Setting up Adobe Premiere CC to be used for sketching
- Part 2: Using Green Screen effects in Adobe Premiere
- Part 3: Using Green Screen and Keyframed animation
- Part 4: Using Stop Motion and timing controls

SOUND RESSOURCES

music: <u>Http://freemusicarchive.org</u>

SOUND FX: HTTP://soundblake.com

GREEN SCREEN'S ON THE 10TH FLOOR







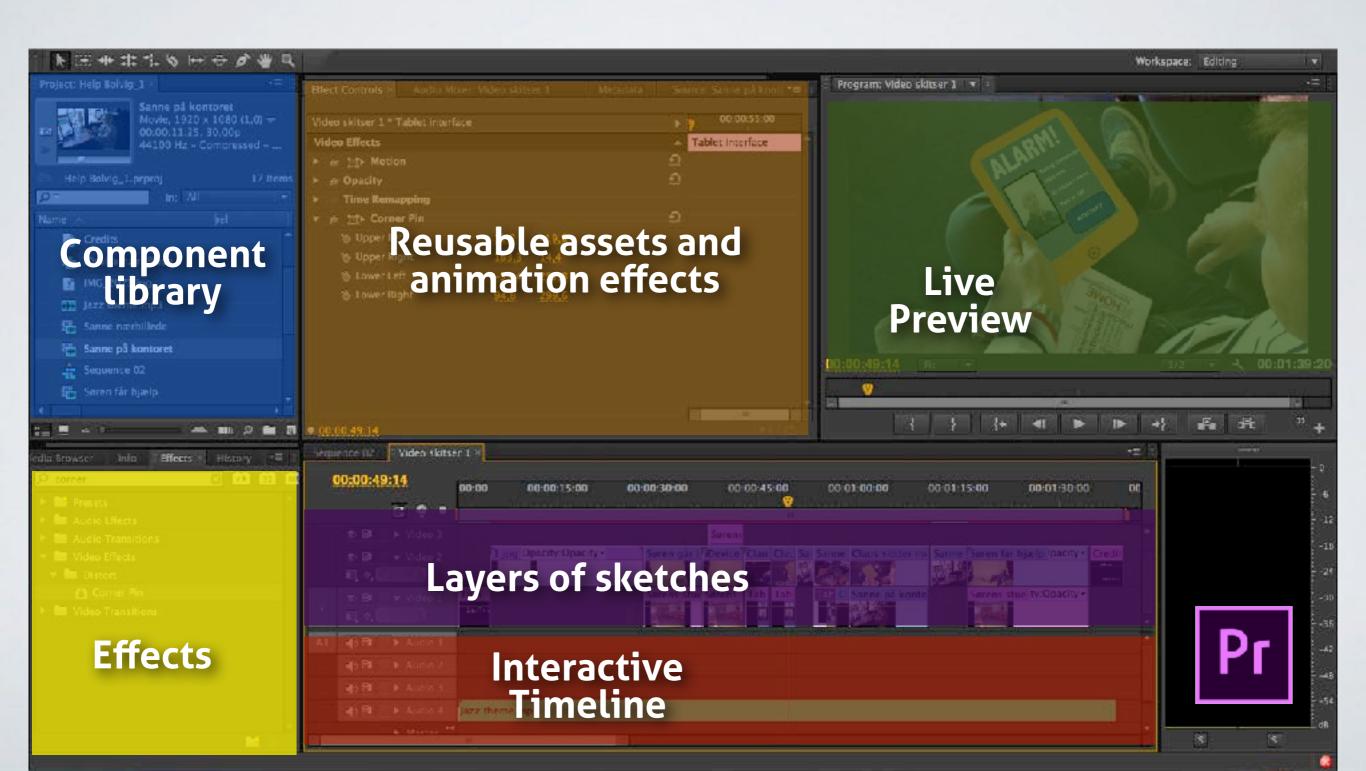
SOFTWare

PREMIERE IS SEMI-PRO, BUT Easy TO Learn



SOFTWare

PREMIERE IS SEMI-PRO, BUT Easy TO Learn



Remember

It's not about Hollywood style effects

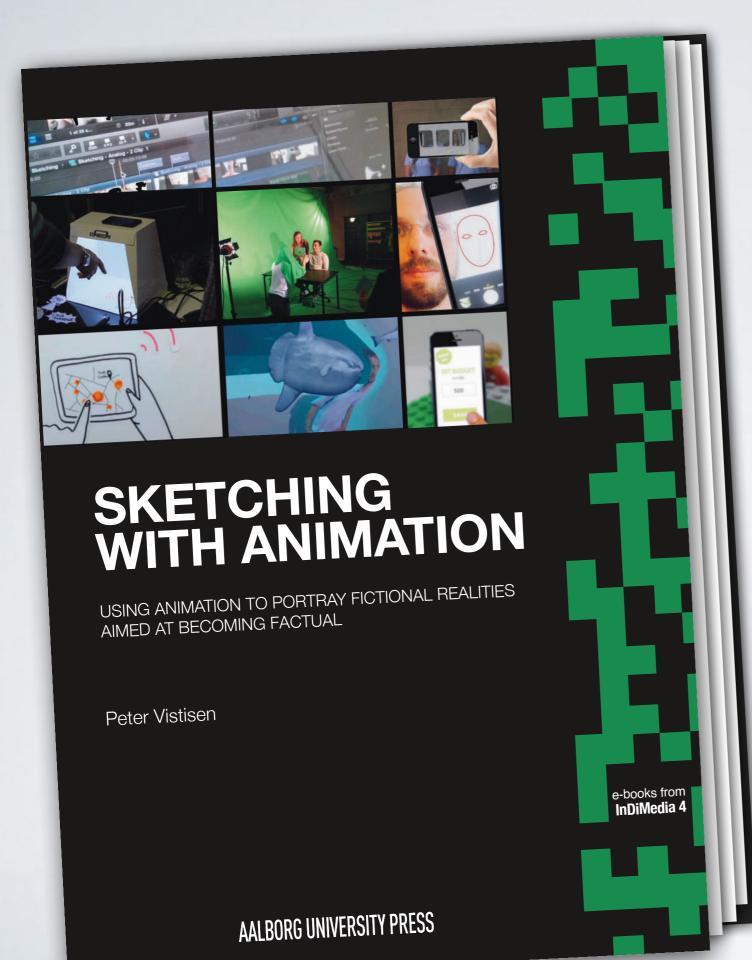
Get to test of many raw ideas

Combines techniques to new forms

Save everything you create!

(your portfolio will love you for it)

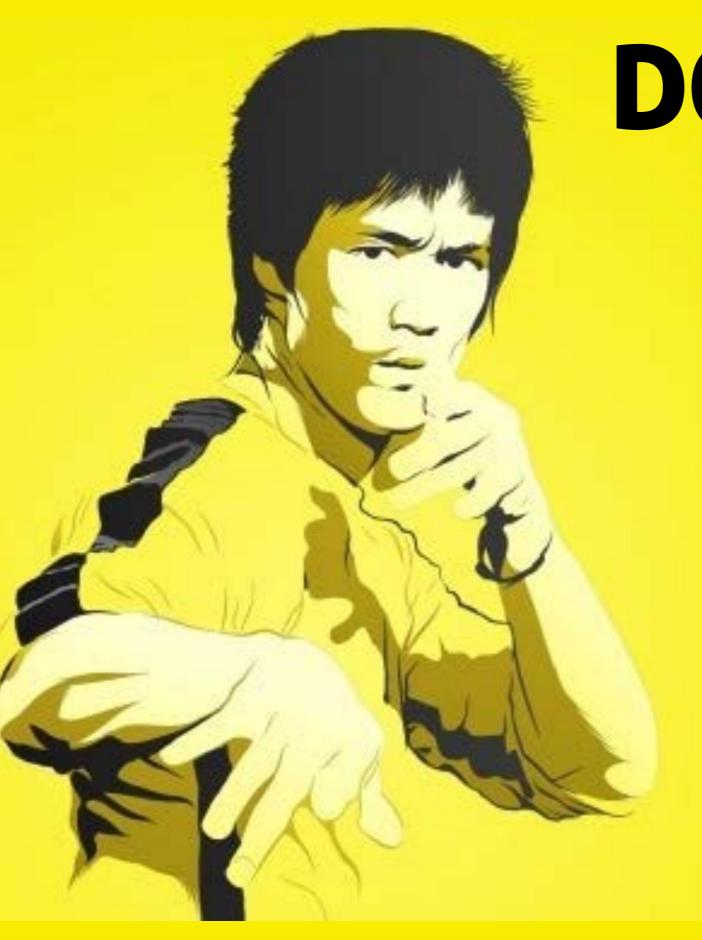




Free ressource on sketching and animation

E-book and a few print copies

Pick up a copy if you like



DON'T PANIC!

"I fear not the man who has practiced 10,000 kicks once, but I fear the man who has practiced one kick 10,000 times."

— Bruce Lee



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GREEN SCREEN'S ON THE 10TH FLOOR





if Im not around, and you need help

Kristina Maria Madsen

- Adobe Badass Level 99
- Design Ninja
- And can also tell you to Google obvious problems :)



OUESTIONS? GO SKETCH!





Basic Idea



entire service system

NORDSDEN MOVIE MAKER

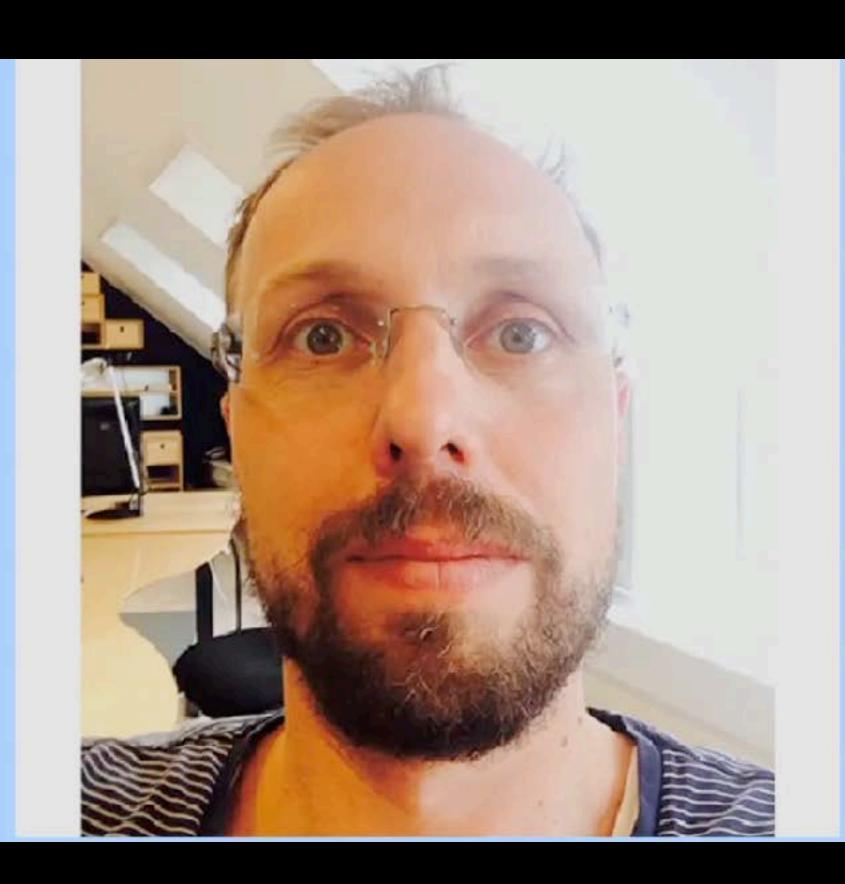
Optag sjove film med vores gratis iPhone app!



Technology constraints

WHAT IF CANNOT EXPLAIN TECHNICAL CONSTRAINTS WITH WORDS





PUBLIC INFO



a PROPOSAL

How can we **create gravity** for an new innovative idea, without actually having to **spend ressources** to produce a working prototype?





