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MA Motion Graphic Design
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MA GD: PGC ASSESSMENT

Date: 7/12/2009

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Research Aim

“An investigation into the concepts of constructed space mediated through the use of video technology”

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Interactive Video Graphics

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Tableau Vivant

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- French for “living picture.”



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Research Questions

- How can cinematography techniques be used to transform real space in real time to evoke emotional responses?
- How can this be enhanced through the use of 360-degree perspectives?

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**Keywords
Inspirations**



Tableau Vivant **Cinematography**
Panorama **Everyday life**
Environment
4D **Contemporary**
Interaction Lomography **Urban**
Techniques **Keywords** **Life**
Philosophy
Human Behaviour Experimental
Narrative
360-degree Virtual Mirror
Perception Parallel world Reflection
New Media Me Perspective

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In PGC

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- Review an existing works
- Develop a body of work based on my research
- Early experiments

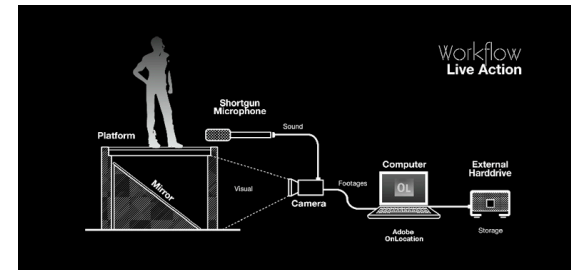


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Review an existing works

- SURFACE

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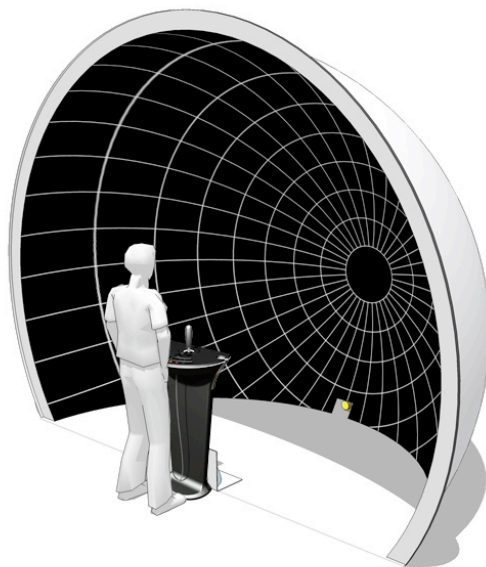


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Review an existing works

- I Cinema

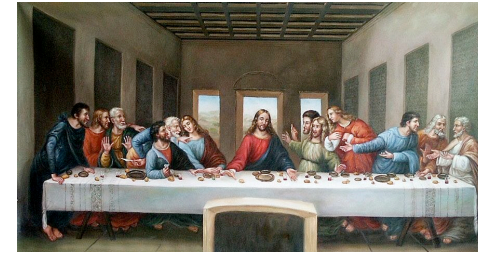
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Review an existing works

- Tableau Vivant



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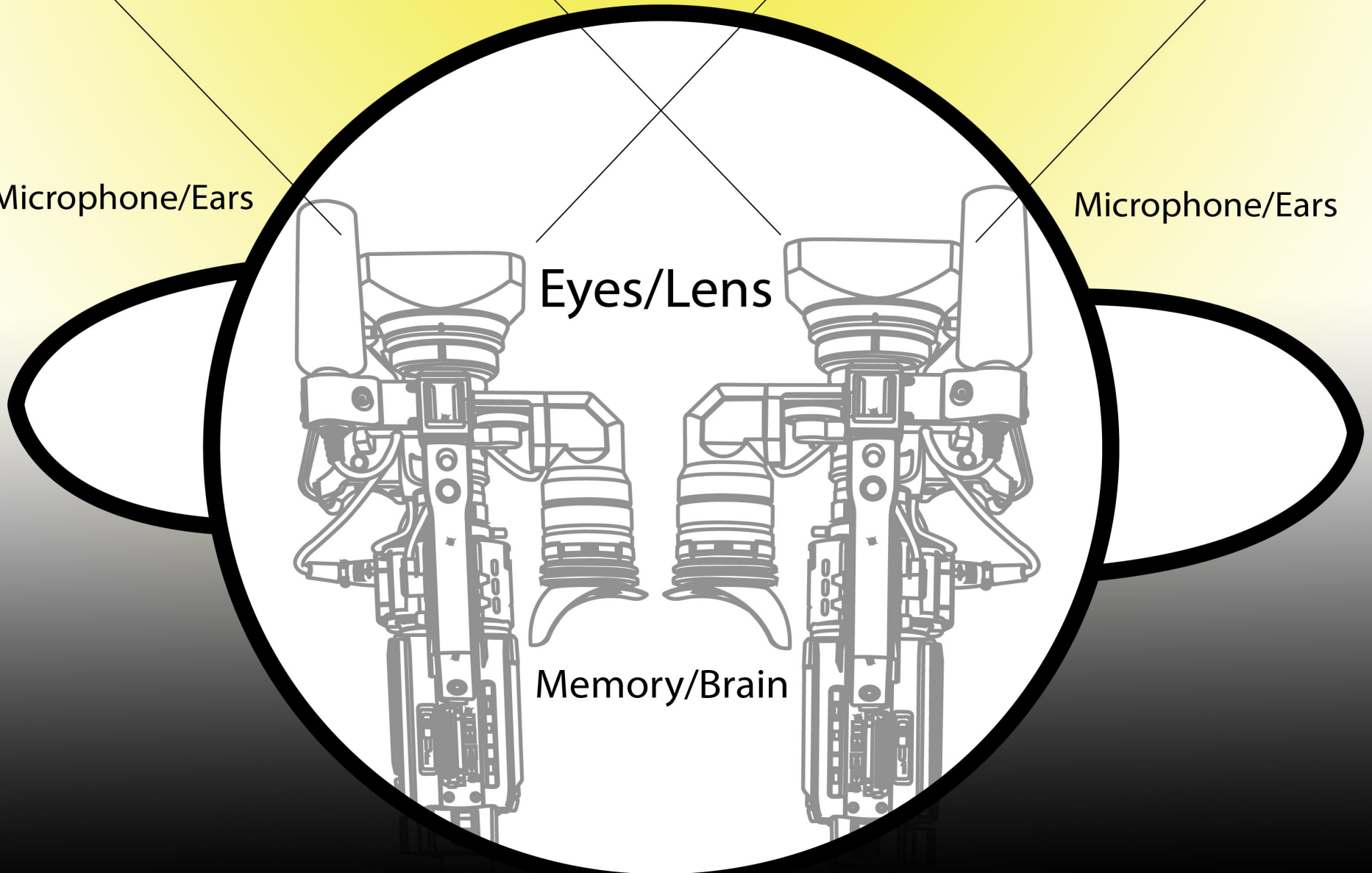
Compared Human perception with Video camera

Microphone/Ears

Microphone/Ears

Eyes/Lens

Memory/Brain



Clear

Blur

180°

Blur



Limitation of Human Sight

Early Experiment:
Panorama Experiments

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For PGD

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- Review existing works
- Interview
- Experiments: 2D, 3D, Video, Interaction, Model and etc.
- Questionnaire: Open-end
- Production Process: Pre-Production: Storyboard

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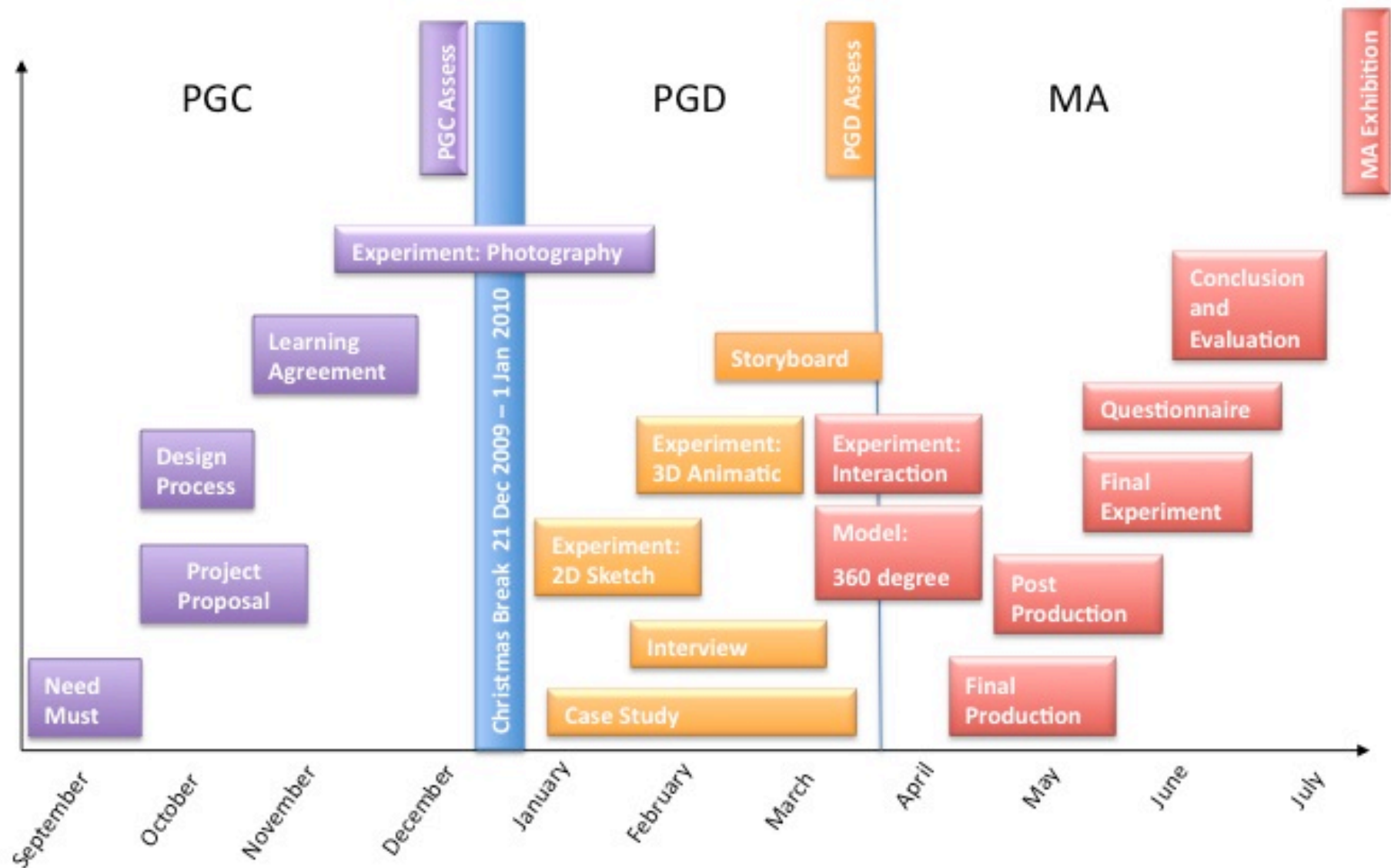
For MA

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- Final Production
- Post-Production
- Final Experiment
- Questionnaire: Open-end
- Conclusion and Evaluation
- MA Exhibition

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MA GD: Project Timetable



Target Audience

- Film Lovers
- Creative Practitioners
- Designer: Graphic, Interaction, Motion and etc.
- General Public

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References

- <http://suttana.wordpress.com>
- <http://www.surfacefilm.com/index.html>
- http://www.icinema.unsw.edu.au/projects/infra_avie.html
- <http://folksonomy.org.uk/?concept=522>
- <http://www.vroom.org.au/index.asp>

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Thank You
For Your Attention

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