

A G I W O R K S H O P



BARCODE JUNGLE >

PITCH: CONTEXT

What field does your work sit within?

My project is focus on the field of digital arts. It associates reality and virtuality. Among the animation and artistic stakes, the attention is focused on the human being and the environment, by using AR tools in the service of exploring an unknow world, developing and using a visual language based on game and pleasure as mediums of the imagination.

Who are the outstanding practitioners within this field? What in particular do you draw from these practitioners?

Mirages & miracle - Adrien M & Claire B

It's an AR art exhibition that feels personal, that's not about the technology, but about the experience itself. It opens a world for me, that the digital technology can expand the possibility of the exhibition industry. Ranging from small to large-scale work, this corpus of installations offers a delicate coincidence between the virtual and the material using augmented drawings, holographic illusions, virtual-reality headsets, large-scale projections. It offers a unique ensemble of improbable scenarios that takes root in both the mirage and the miracle, and plays with the boundaries between true and false, the animate and the inanimate, the authentic and the deceptive, the magical, the wondrous, and the indescribable (2017, Adrien M & Claire B).

<https://www.am-cb.net/en/projets/mirages-miracles>

ARART

ARART is an application that breathes life into objects. ARART presents a new platform of expression connecting artistic creation with reality. It lets a new story unfold, as if time trapped inside the painting had been stirred alive. ARART offers a glimpse into the hidden story veiled behind the painting.

<http://arart.info/>

EyeJack

EyeJack is an Augmented Reality App and platform that specialises in the curation and distribution of augmented art. It cooperates with lots of artists, designers, animators and so on. This app can support AR technology for the art works.

<https://eyejackapp.com/>

Does your work examine any gaps or extend any work in the field?

The barcode jungle not only displays the work itself, but also gets the audience participating in the experience and interacting with the work. The audience can continuous feeling of an imaginary digital world tightly building upon the real world.

PITCH: CONTEXT



Mirages & miracle - Adrien M & Claire B

<https://www.am-cb.net/en/projets/mirages-miracles>



EyeJack <http://arart.info/>



ARART <https://eyejackapp.com/>

PITCH: RATIONALE & METHOD

What concepts are you examining in your folio work?

I will examine the barcode, metaphor of digital life, with natural environment and humanity. Within modern society, almost every product including plants and animals are barcoded and marked at certain prices. I will concentrate on displaying the link between barcode and the environment.

What do you want your Studio project to do?

I hope my project is to reflect on the influence of digital life on our environment and inspire people to observe this world better. My studio project is an AR card game and I wish it will be exhibited in an AR art show, which allows audiences to have more interactive experiences.

How will the work you do in the studio support your intention?

Through this workshop, I explored more game rules and contents as the framework and base for my project. I will also create statements, website, design and video trailer to promote my intention to the world.

What do you hope to establish through an engagement with your folio work?

I hope this can help to find a better way to associate the reality and virtuality. Through this project, I learn how to pre-produce, produce, and promote. Also, I experience the AR project-making process and learn Unity, Vuforia, Blender, and so on. I hope to master the AR technology and try different ways and formations of the AR art exhibition.

PITCH: OBJECTS & OUTCOMES

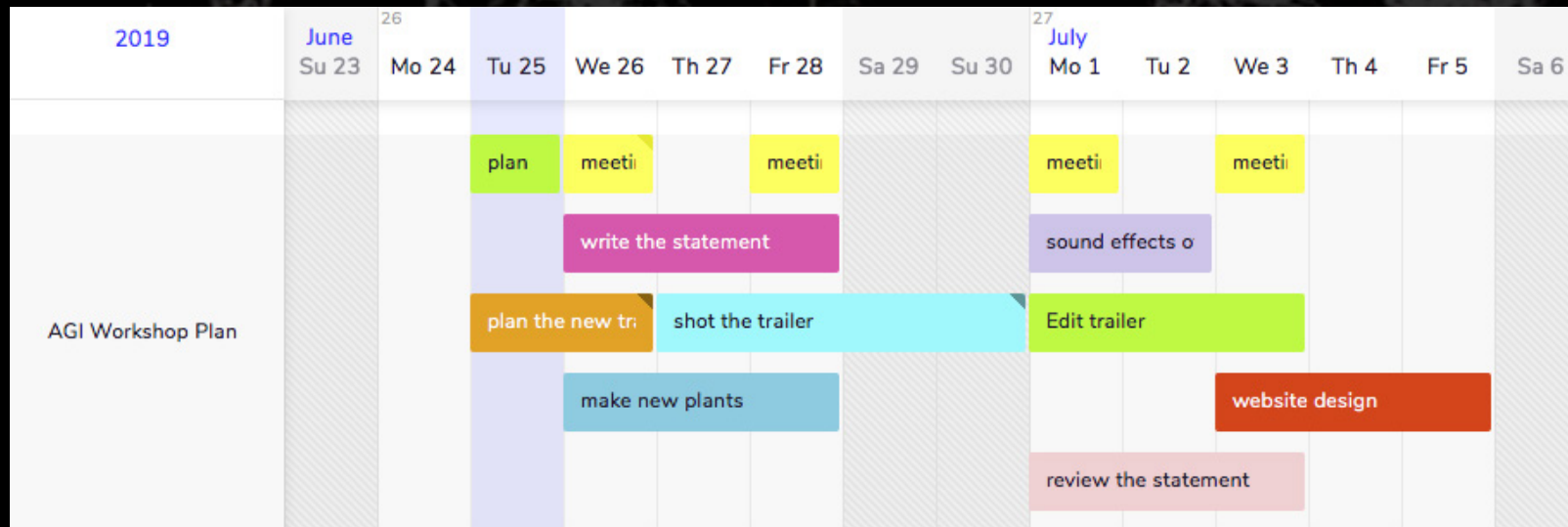
How do your folio outcomes show a novel engagement with the context, rationale and method described in questions 1-3?

In Folio 1, there are 3 parts: website user interface, trailer and new plants. Website UI is a statement that describes the brief introduction of the whole card game project and allows audiences to understand the context and rationale. Trailer displays the AR animation which brings visualized experience for audiences, so that the audiences will have a better understanding of this project.

I also created a new 3D modelling plant called Nascent Fern. This plant offers audiences 360 degree view which will improve the interaction and involvement with the Barcode Jungle.

In Folio 2, I will keep improving Folio 1 trailer and website and also extend the game rules.

DAY 1: MAKE A PLAN



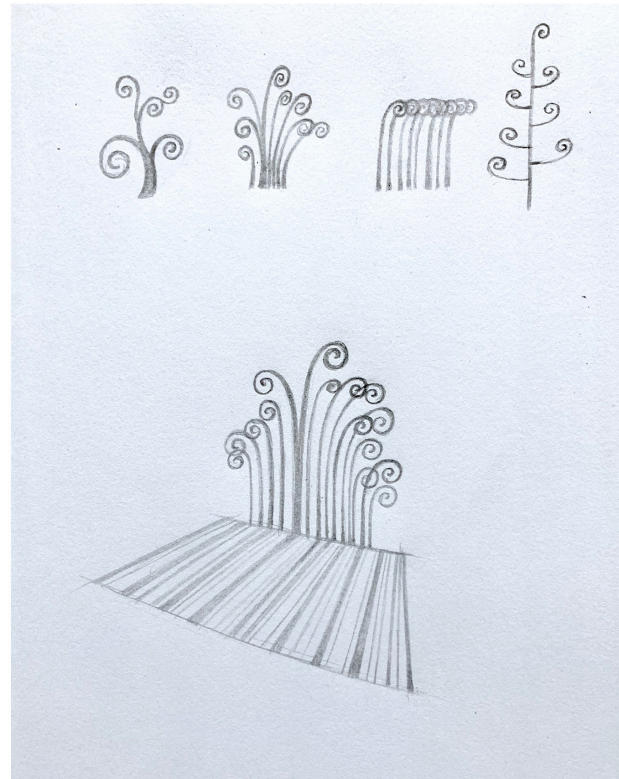
DAY 2: IMPROVE THE PROJECT



The Tree of Life, 1905 by Gustav Klimt



Nascent fern



Draft

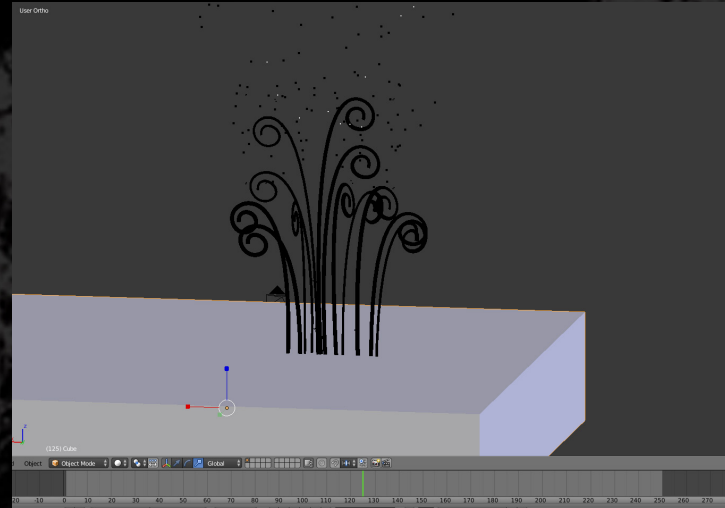
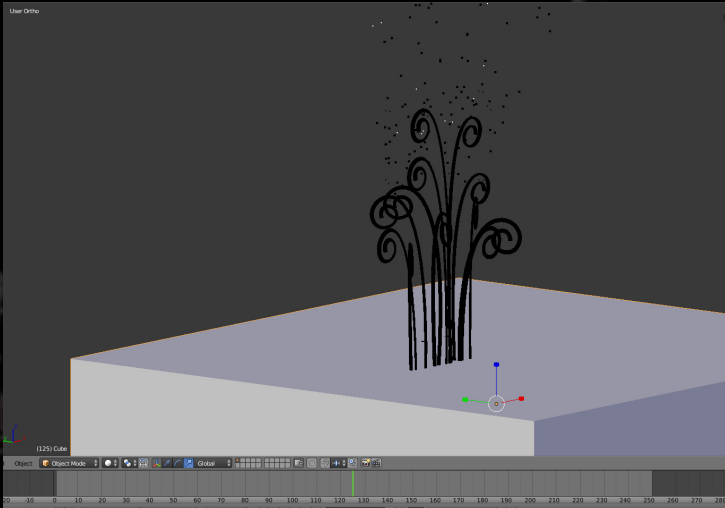
Make a new prototype: Nascent Fern

When I did research on the art work, The Tree of Life, 1905 by Gustav Klimt, I found out that the brunch of the tree of life look like the nascent fern. There were few curves In my former barcode jungle, so I thought maybe I can try to put some curve element in this environment.

Feedback

Kate reminded me that in my former jungle, the plants were in a 2D interface, and advised me that try to make the plants in a 3D interface, that audience can see the brunches from different angles.

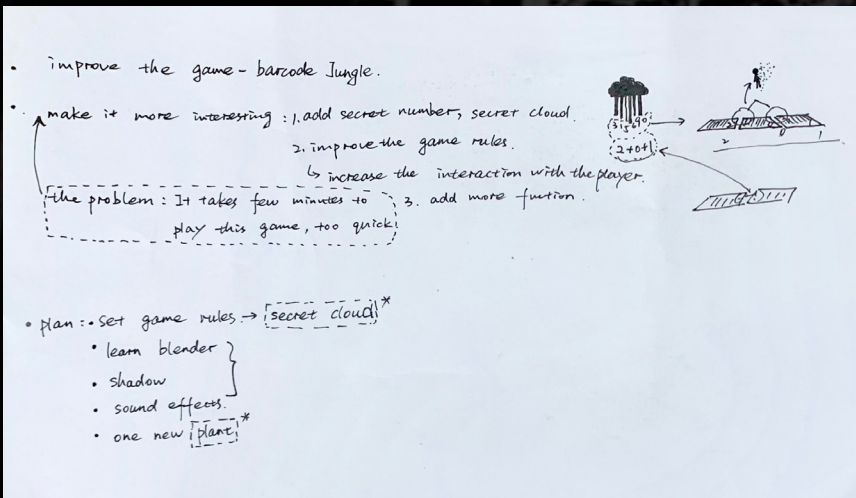
DAY 3: Model a new plant



Modeling

I use blender to modeling the nascent fern. It is a 3D model and its brunches can be watched from different angles. Actually, it is a 3D model, in aim to making it look like a 2D animation, I shade-less the 3D model, then it look like a 2D animation which can match the style of the barcode forest.

<https://vimeo.com/manage/345053442/general>



Problem

The playing experience is too quick.

Solutions

1. Expand the animation's time and movement.
2. Set more game rules.
3. Make more details.

Feedback

Kate advised me book a game test with classmates in magi studio to do research of the audience' experience of the game.

DAY 4: PROMOTING

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FLORA

BARCODE JUNGLE

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01 ABSTRACT

This project is focus on the field of digital arts. It associates reality and virtuality. Among the animation and artistic stakes, the attention is focused on the human being and the environment. By using AR tools in the service of exploring an unknown world, developing and using a visual language based on game and pleasure as mediums of the imagination.

02 GAME RULES

It is an AR interactive game. The player could have several barcode cards, before using augmented reality camera to scan, no one could know what it is in the card. After scanning, the user could find out what it is. It could be a tree, a flower, and so on. When scanning, the user could watch a short animation of each card, like the tree is growing out from the barcode and the cloud is moving on the top of bar code. And the user can build up his own digital world by putting the barcode on different location.

Also there are secret pattern on the edge of each barcode, the user can combine the two secret patterns of two barcode cards, when scanning, a secret creature will come out.

03 AUDIENCE

Children & Adult.

04 PROTOTYPY DESIGN

Game tree

Fluo tree

White pocket

Mushroom

Dandelion

Jungle colour palette

Five plants assets

ANIMALS IN THE JUNGLE

05

DEMO

06

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vuforia

UI Design

The online website is very important for promoting the project. So this week I focus on the designing the PC UI. This is a interface design I did for the barcoder jungle. The graphic design concept is making a newspaper style website matching the barcode jungle's basic palette, black and white, and I want the interface concise that user can read the information easily.

The content of this page is a statement of this project. The banner is a illustration showing the whole picture of the barcode jungle, concluding all the elements. Followings are the abstract, game rules, prototype design, animals, demo, they provide a quick look of introduction to the user.

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