VINYL RHAPSODY
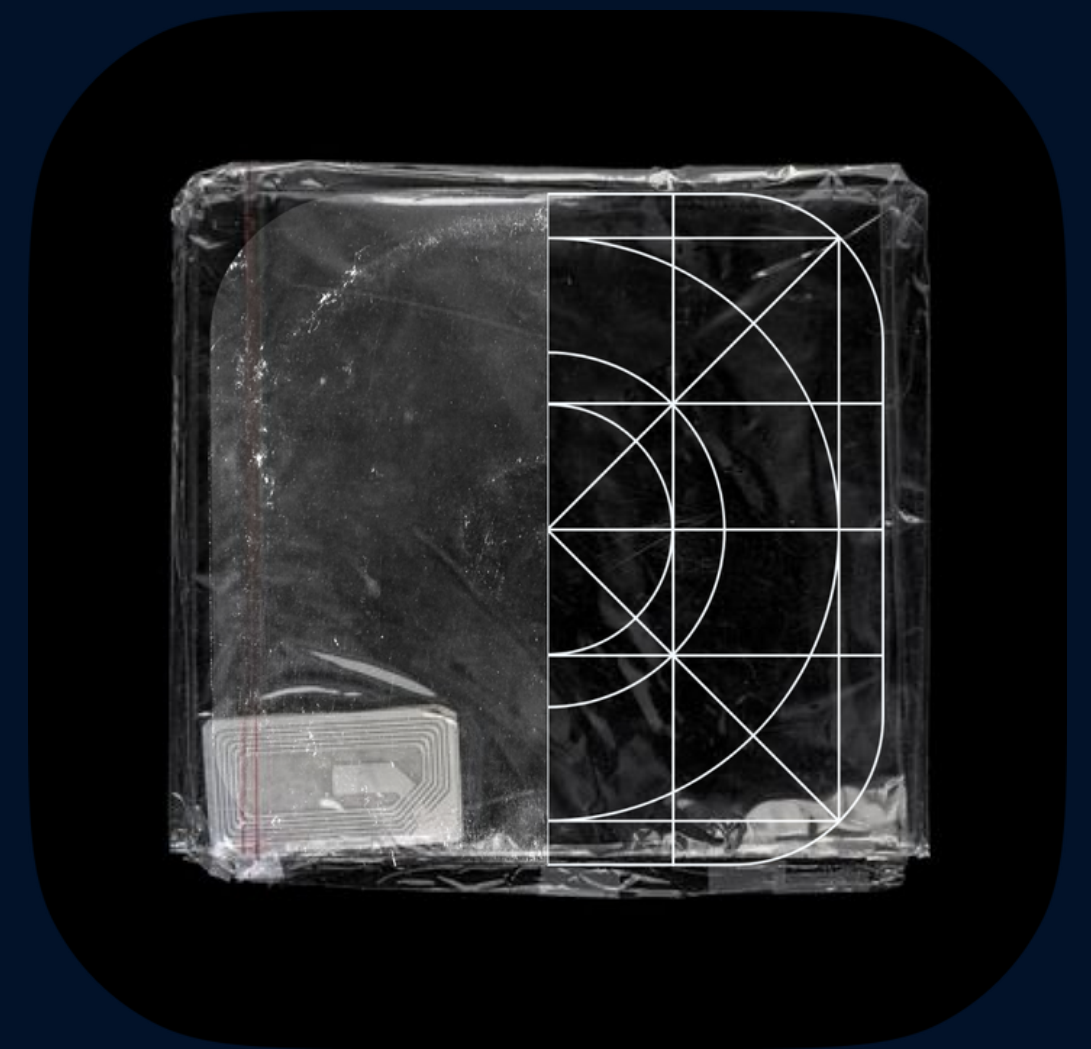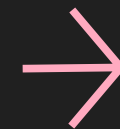
DAIEN LYU
s3755488

AR Scanner of Showing Dimensional Layers of Album Artwork in the Form of LP Record

▶ https://youtu.be/hMJcyOn7ius →

Talking about Retro visual style, a trend, has brought back to the contemporary culture, its impact spreads through multiple fields.

INFLUENCE ON MUSIC INDUSTRY

Such as the music industry, show business and etc., appealing to internet users, especially the Generation Z group, who most really haven't experienced using machinery players like vinyl players as main devices. They seem to take major interest in its derivatives, such as VHS filters, and Millennium devices.

SENTIMENTAL ENHANCEMENT

Meanwhile, they grow up with newer technologies like smartphones, VR, AR and etc., hence two of these elements combined together have generated curiosity. Different than retro marketing, where products or services are generally obtained, they are products that remind another group of customers of a past memory (ÖZKAN PİR, 2019), while they had a feeling of being in control, Generation Z feels like a stranger. But similarly, both retro marketings are fabricated as a fashion that offers a glimpse into romanticized stereotypes (2019).

INFLUENCE ON MUSIC INDUSTRY

To conclude, a balance between Generation Z and the other customers has formed, as there is space for imagination for all people to collaborate and explore new forms of delivery.
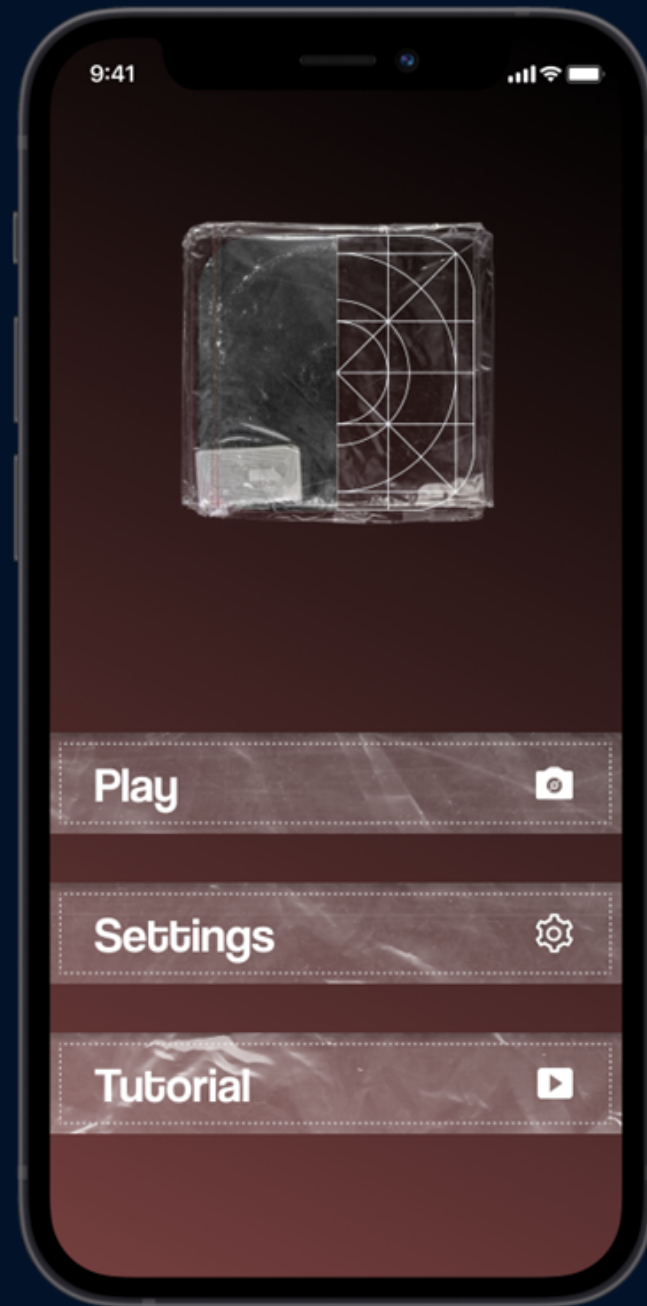
WIREFRAME
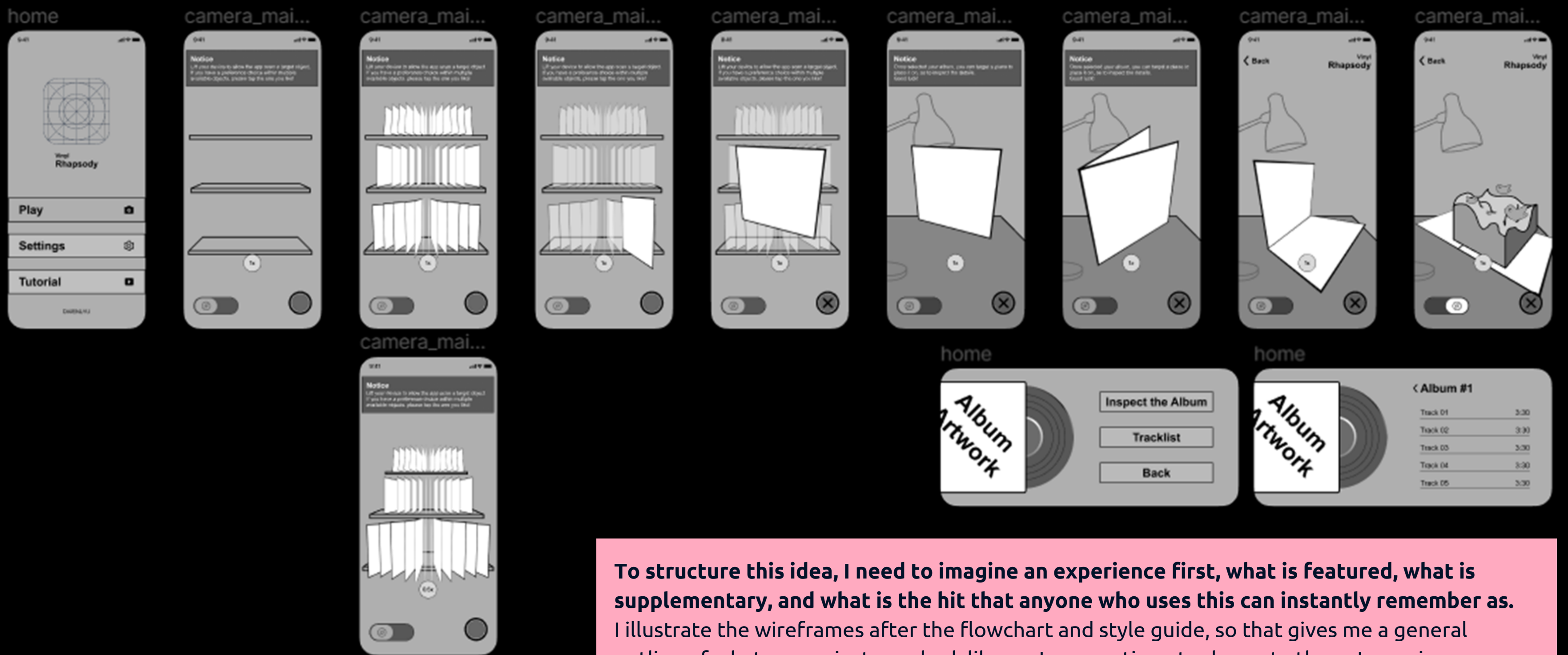
MOCKUPS

With themes on, you can see that there are several distinguishable elements there. Some of them are like real objects like the tape buttons on the home page, and others feel flattened and simple.
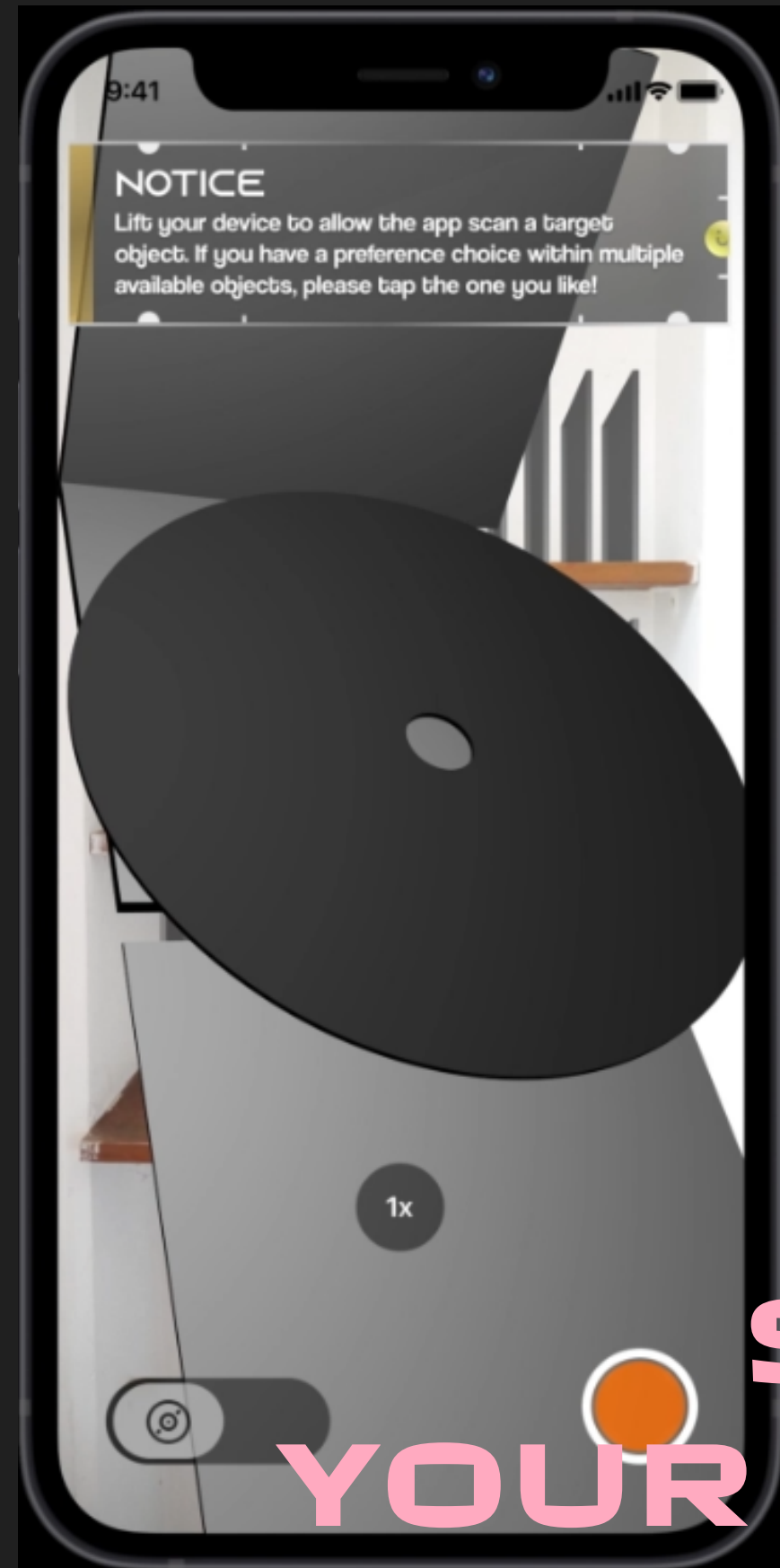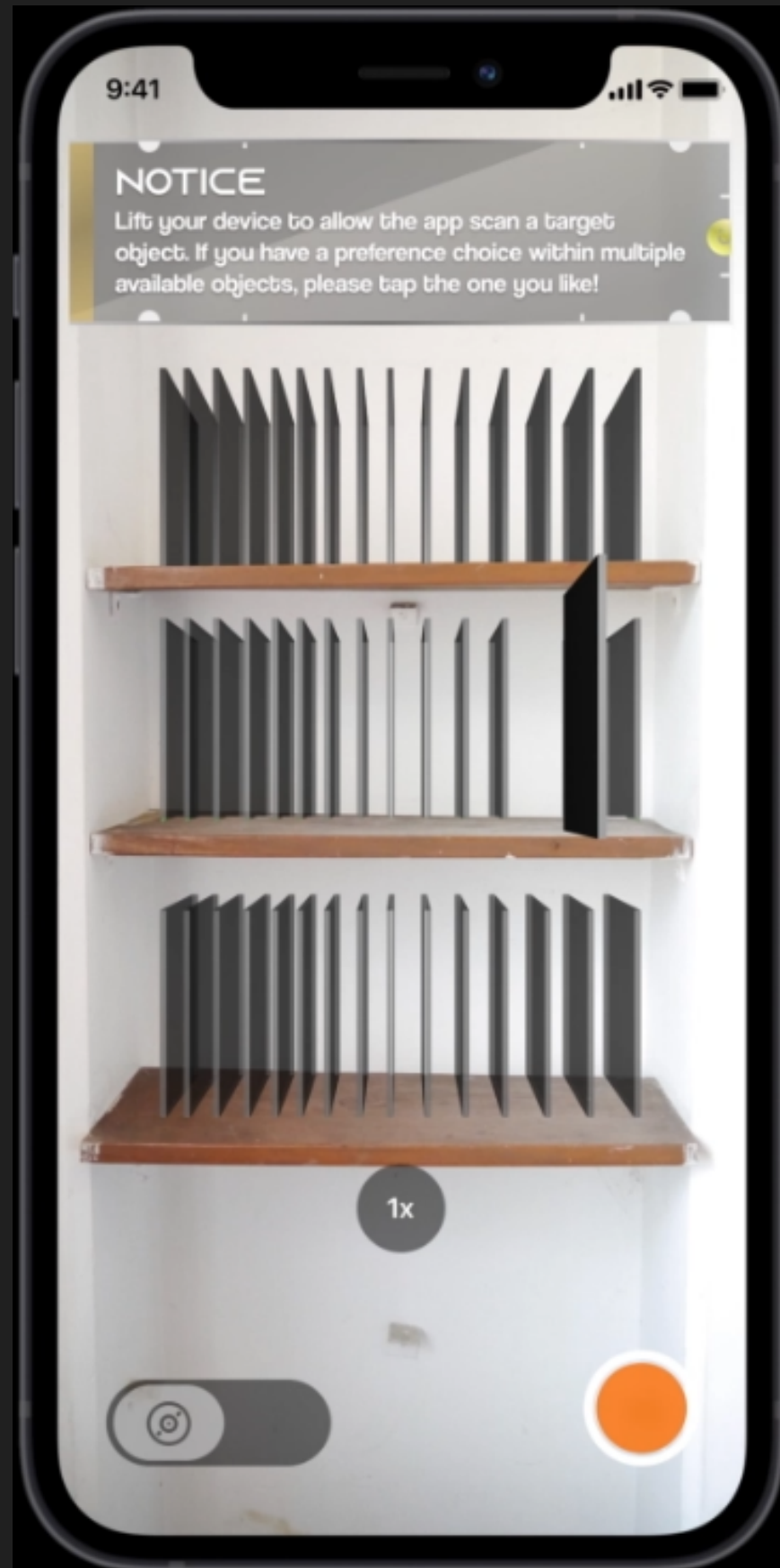
Home Page   **Main Page**   **Album Selected**   **Album Peeling off**   **Album Opened**

SELECT
YOUR ALBUM
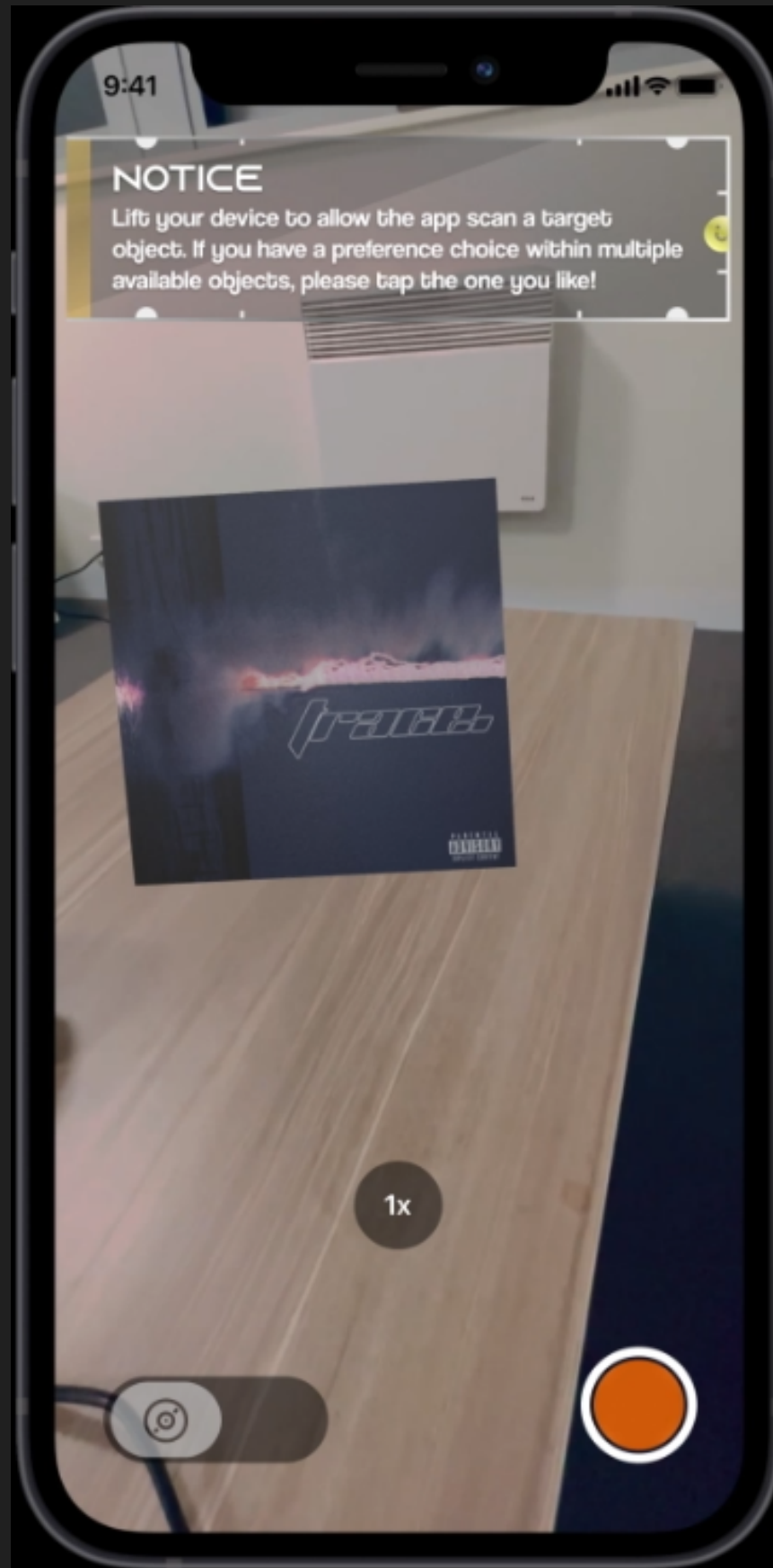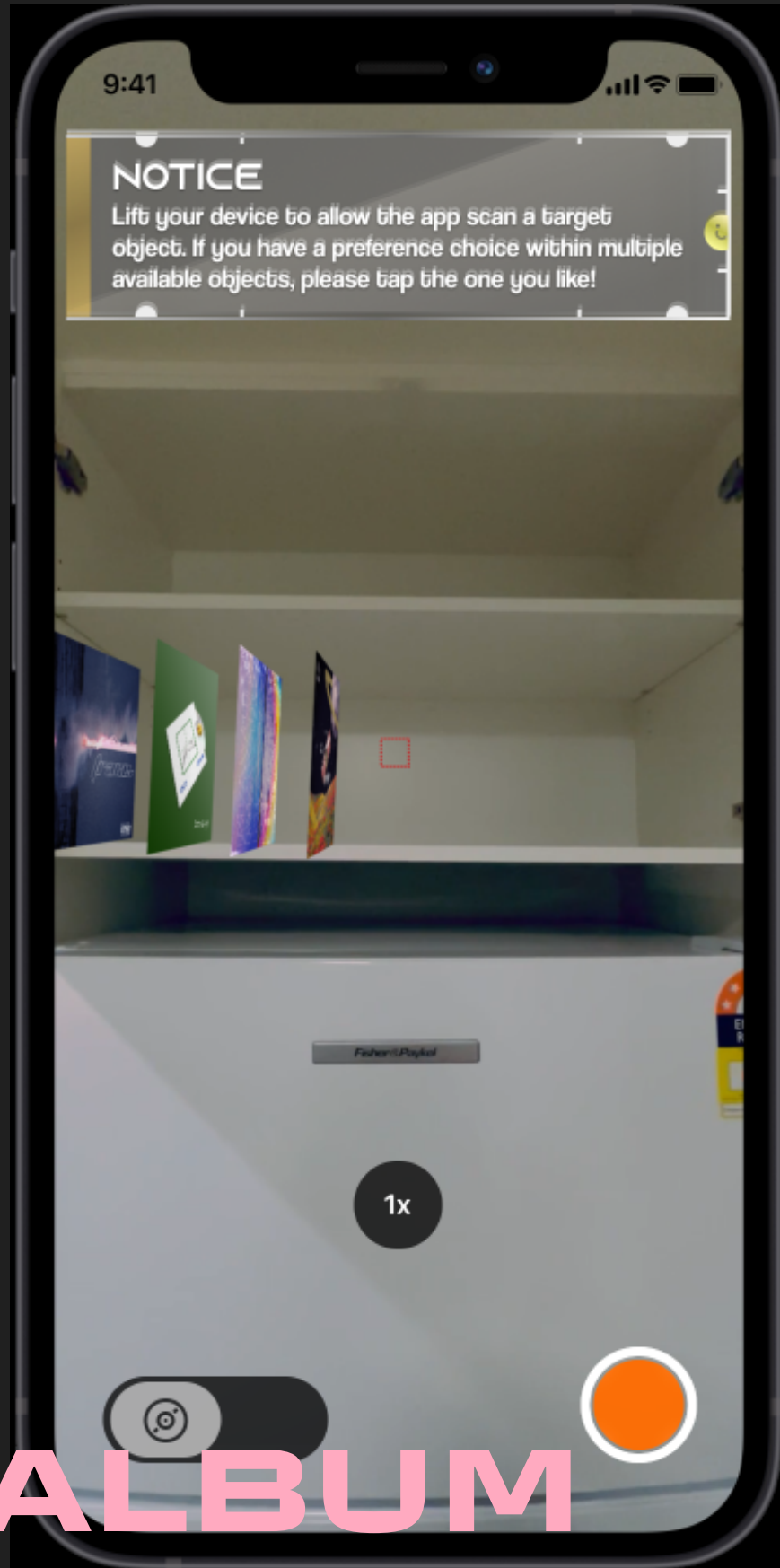
OPEN YOUR ALBUM
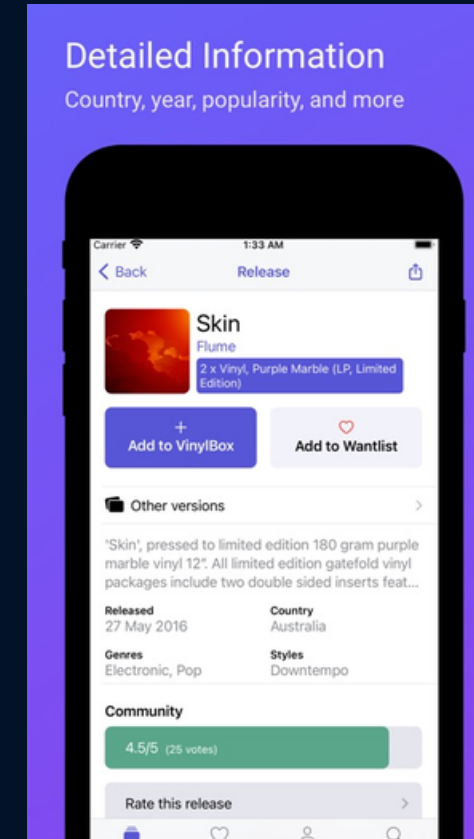
Presentation
- **AR Tease - WDDC 2022**
- **VinylBox**

VinylBox is a vinyl collector community allowing to collect and preview virtual music based on the physical albums already own or wanting to purchase. It also serves as a review site like Yelp where you can search for multiple versions and details of albums, such as inner image scanning, authors, and even instrument

Technique

Target Object

Tones

Inner World
i. Gift Box

Piano Grand (midi)

Vinyl Player

1. Wanderers
2. Beat it
3. Thrillers

Ballet (toy player)
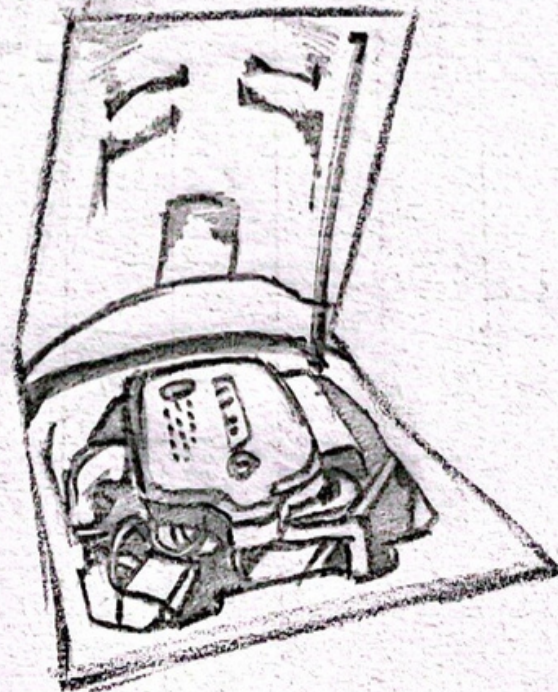
Car Engine
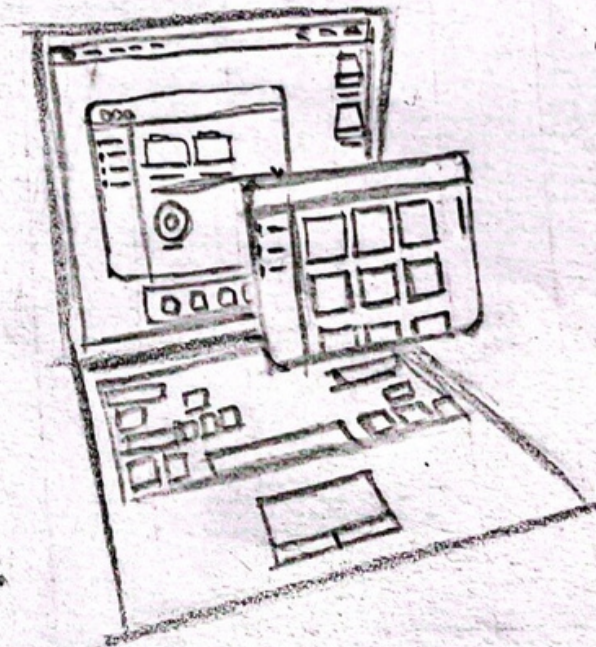
Laptop
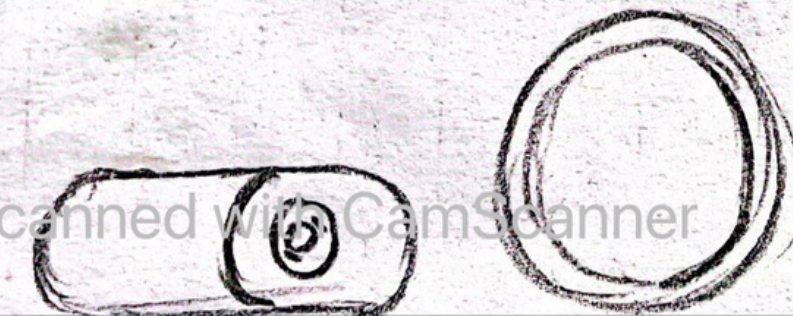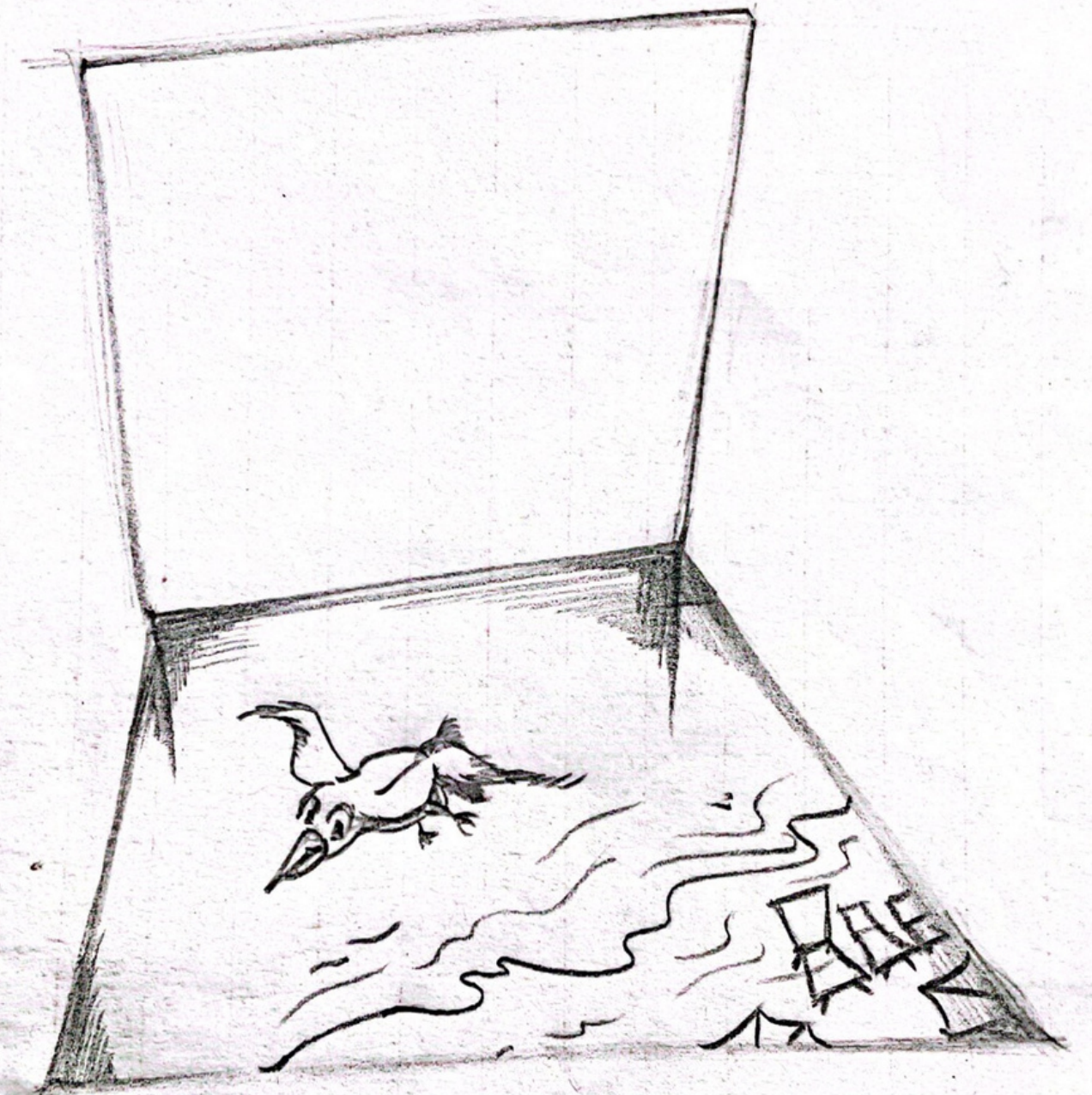
Different albums have their own effects, and each of the element stands out as the theme of the album or song. You may know everything about your favourite song, but have you anticipated this?
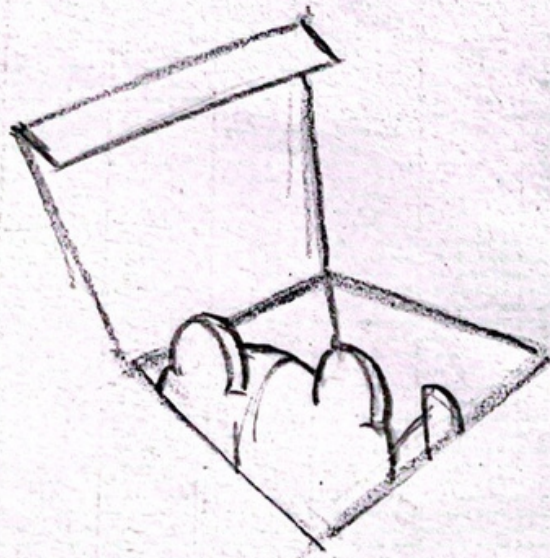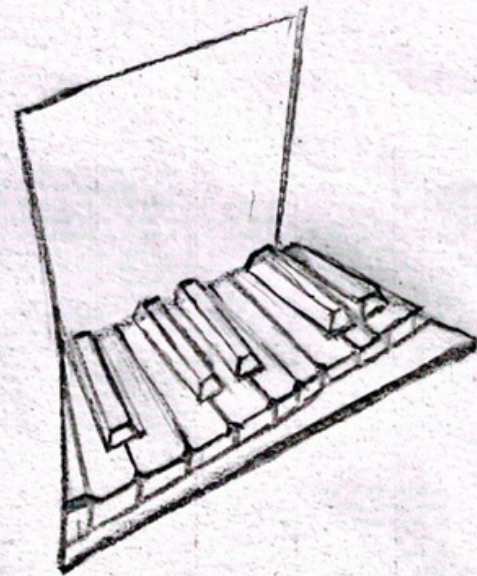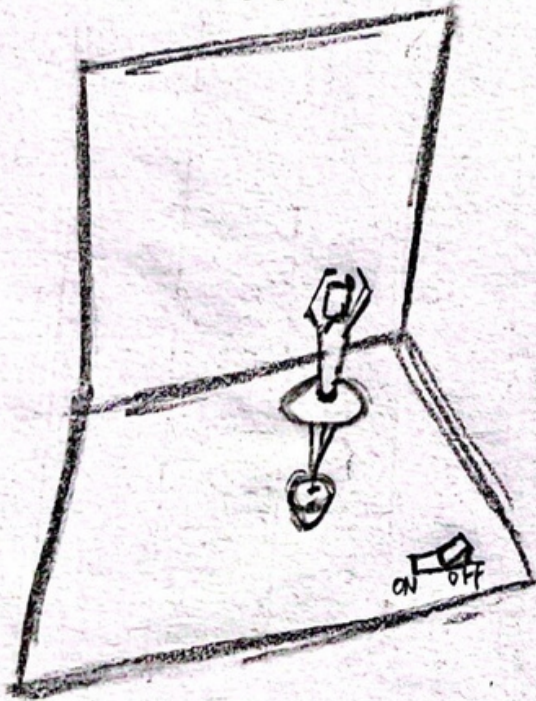
KIDS' SONGS

Describing a story, probably a teddy bear fighting for justice, so I designed a gift box with a teddy bear doll in a vinyl album when it is unfolded;

SONGWRITERS' SONGS

Emphasizing mental environments, and piano or guitar is an expressive representation, like A Thousand Miles, A Thousand Years, artists use piano melodies to immerse the audience into their state of mind

VINYL PLAYER

Implies a classic song that everyone remembers and loves

BALLET

Implying classical songs

CAR ENGINES

Implying some typical Hip-pop songs, artists sing about their rich life, especially wealthy cars, and they want to show these things with the audience, so that's what I headed.
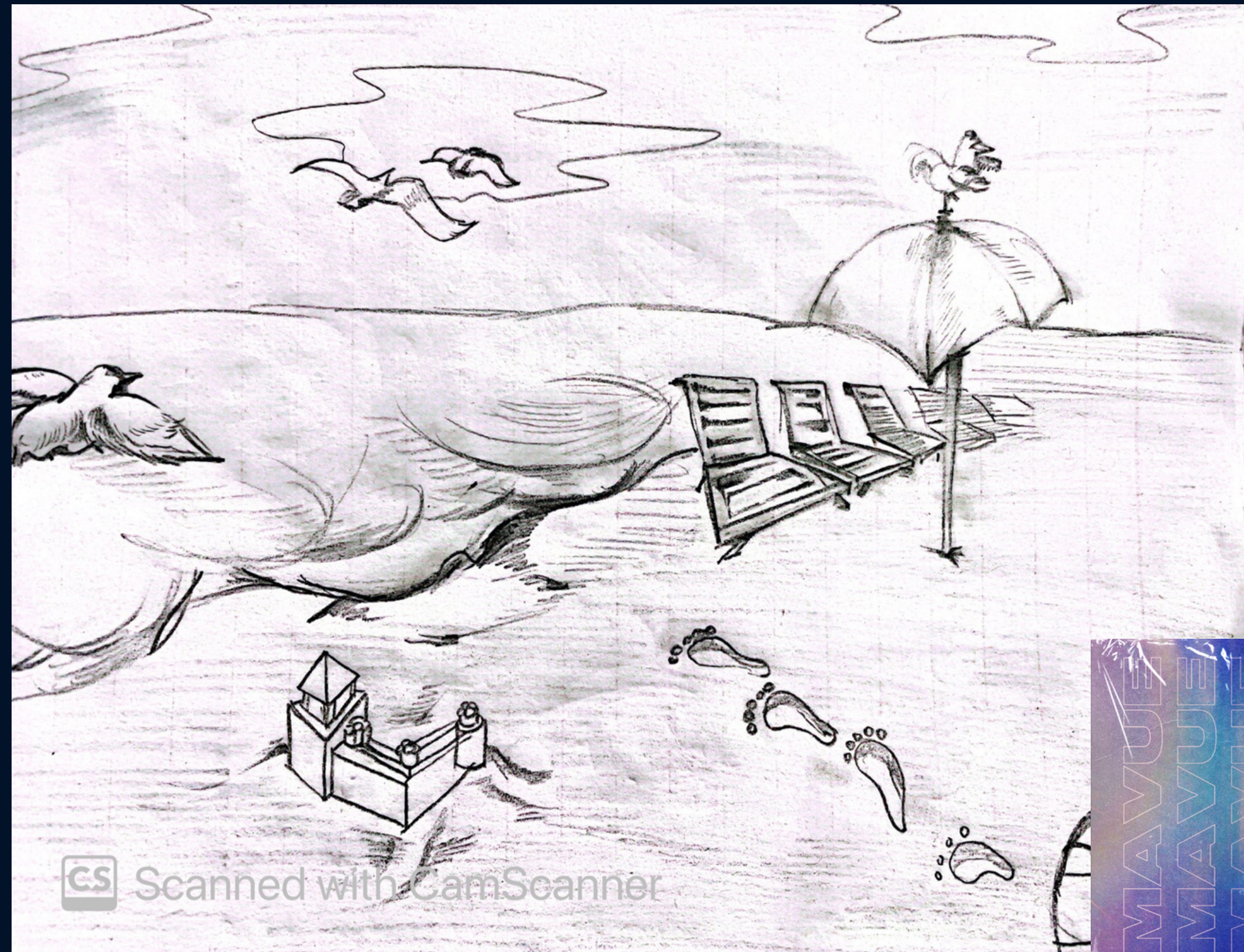
DESIGN SKETCHES

Example: MA VUE

DESIGNING ALBUM COVERS
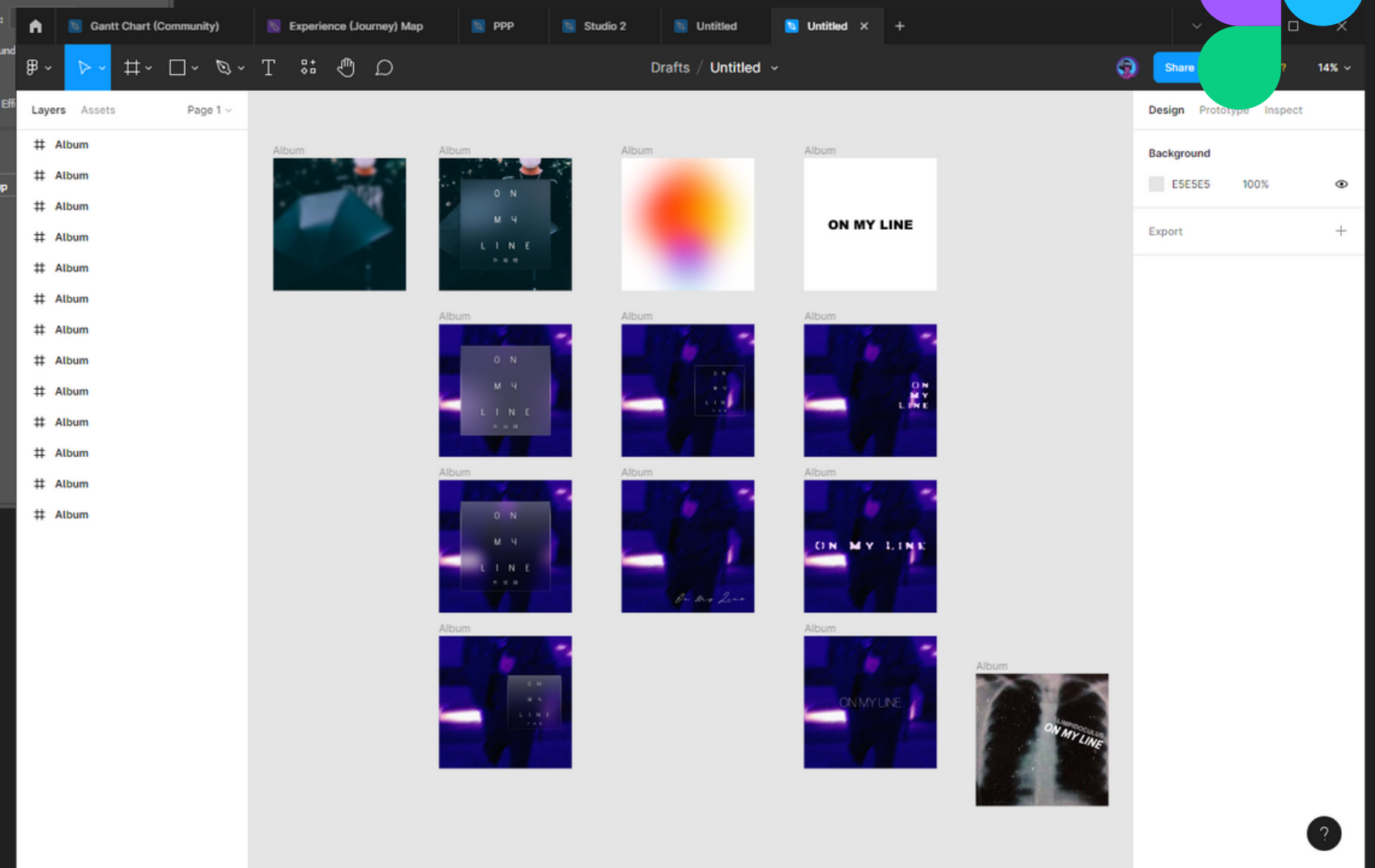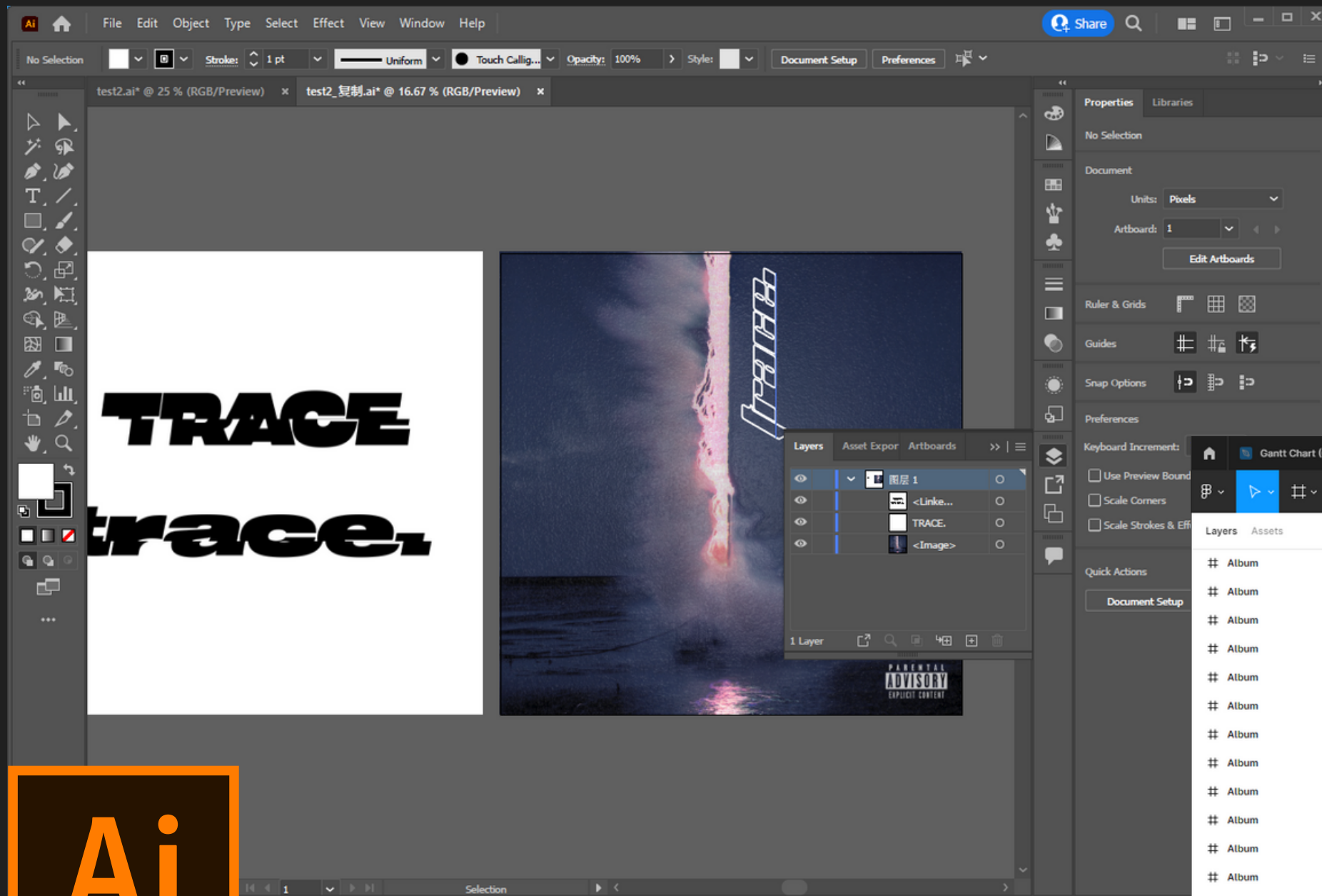
To efficiently optimise artworks, I choose the album covers that I previously designed for artists as there are available project files and immediate connections.
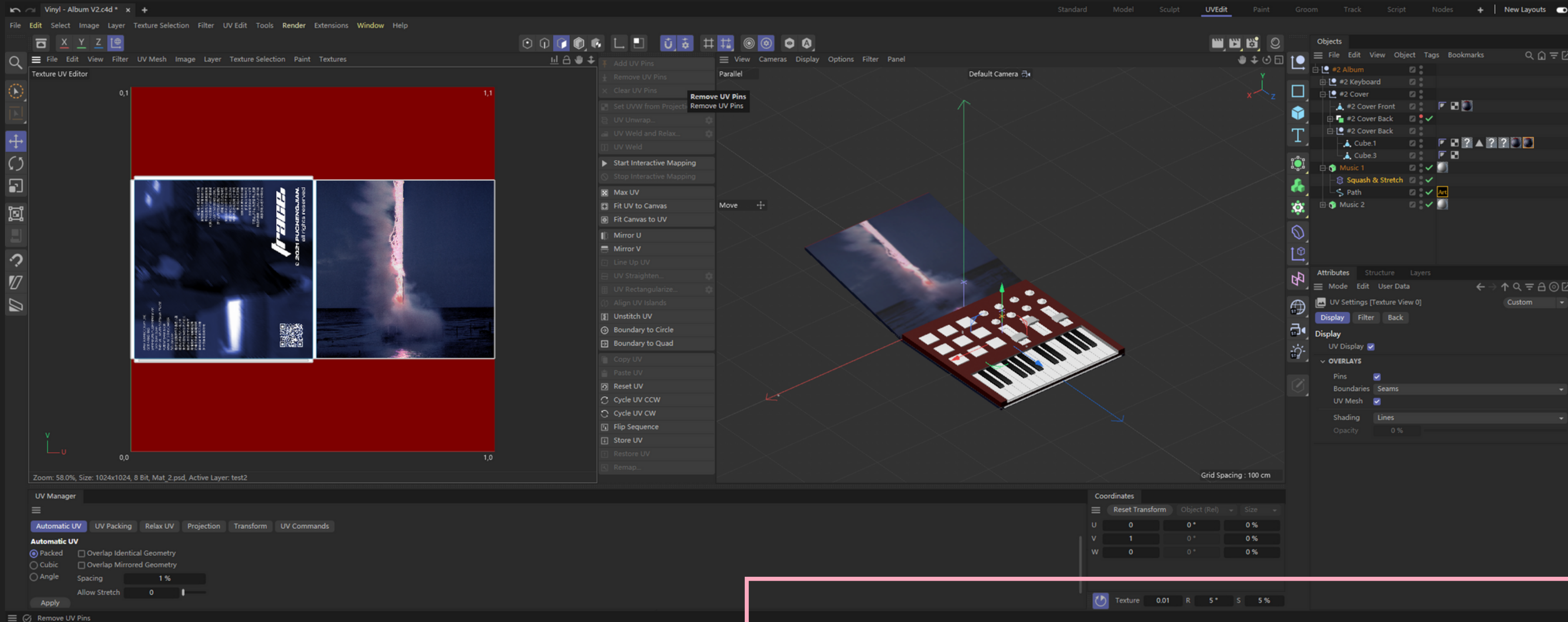
UV MAPPING

After having all albums, the UV Map is one of the most important elements in iimmersive experience, designing for the each original album cover.
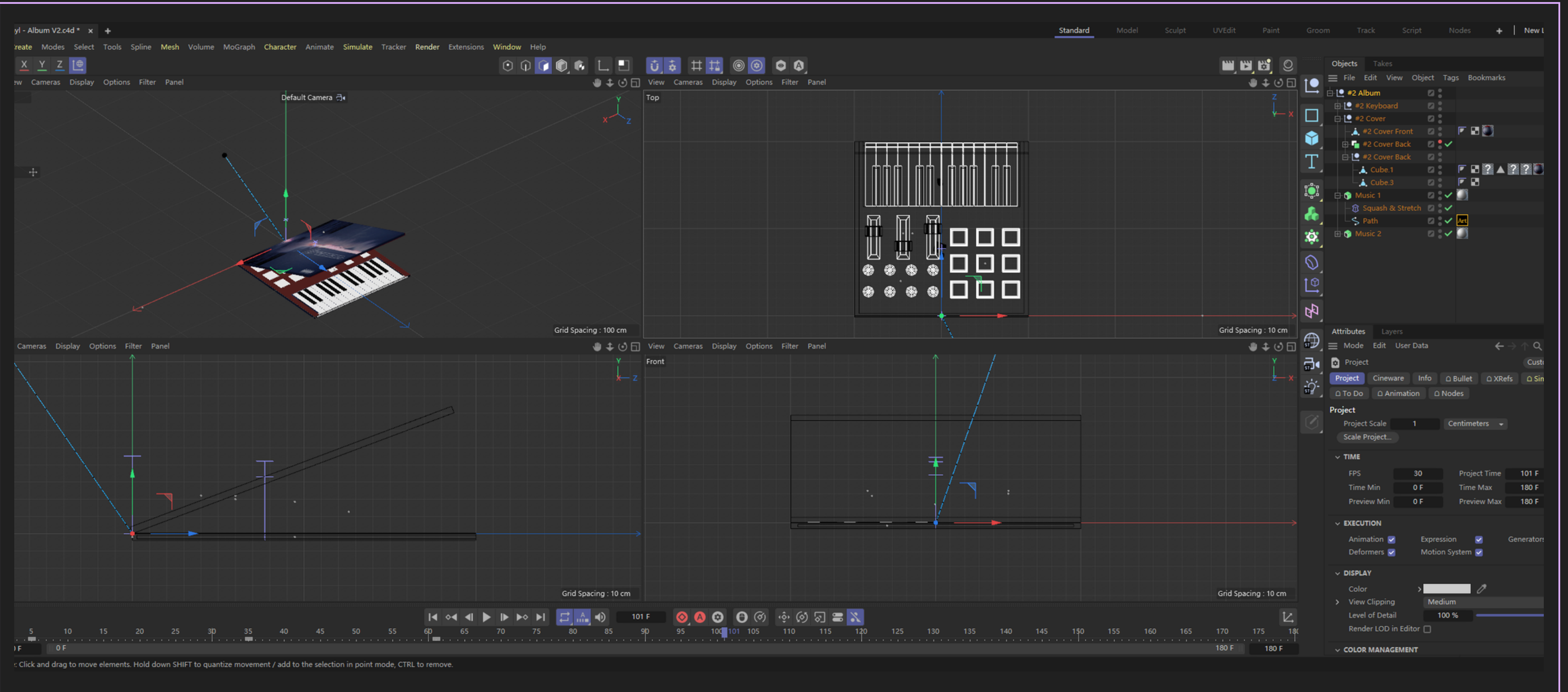
ENVIRONMENT DESIGN

Technique in Cinema 4D
Squash & Stretch - Multi-dimensional Portal to transport an object from a flat image
F-curves - Optimize for a natural animation in real life

F-CURVES
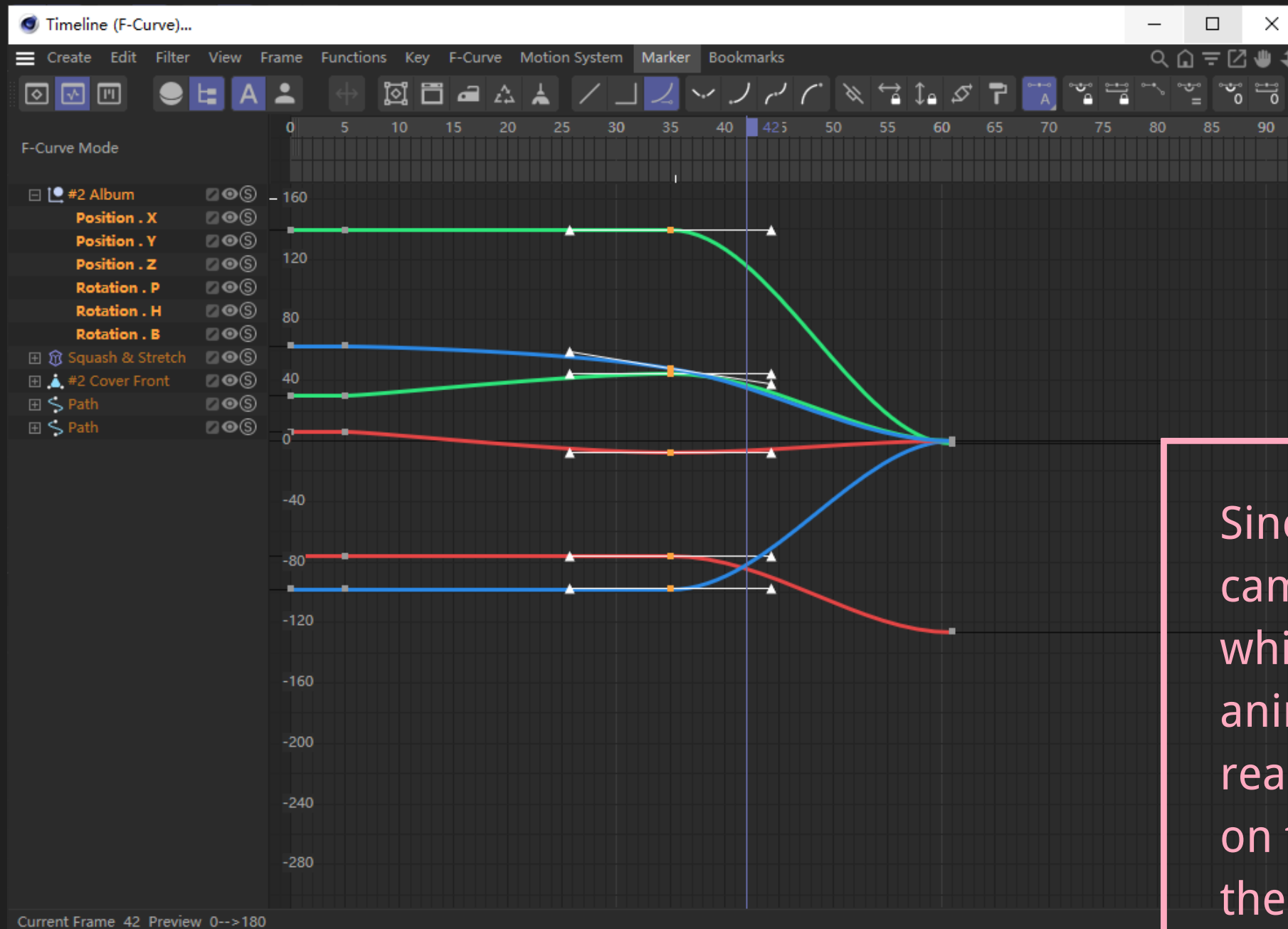
Since the animation for the demo is specialised in AR camera, so I picked a position and a camera angle in which the way that user may put their AR devices. The animation is simulating that an album is selected and ready to be opened on a table. You place the album on the table and unfold it in a usual way. You will see the flat images that is printed on the screen. But what makes it interesting is that the flat image will automatically pop up as a 3D layer and play music for you to interact. This is beyond the traditional experience when we bought a physically vinyl album.

SYSTEM
ICON

The icons are staying neutral and colourless in terms of styles to emphasize the content of albums instead of distraction. Just like exhibitions.

NOTICE

Lift your device to allow the app scan a target object. If you have a preference choice within multiple available objects, please tap the one you like!
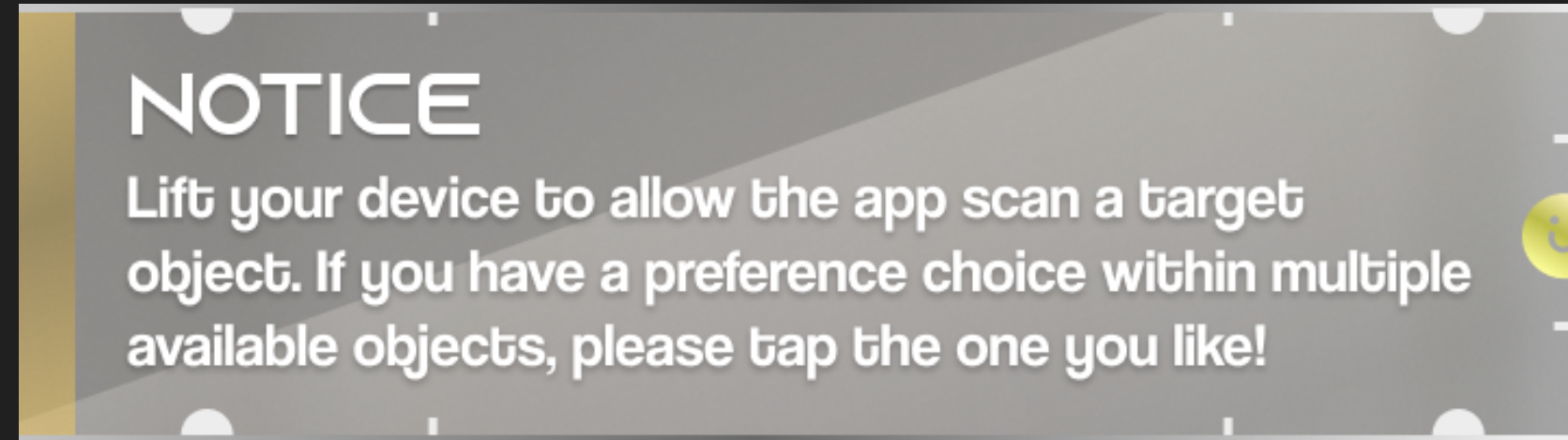
Notification Banner

1x

Zoom Button
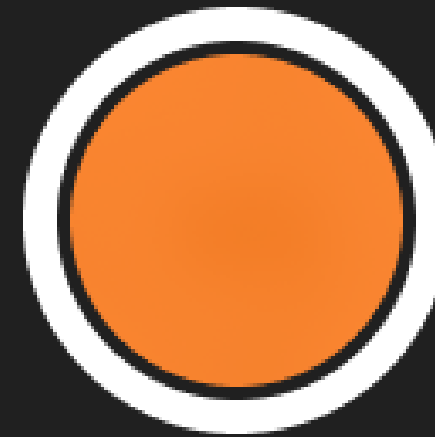
Capture Button
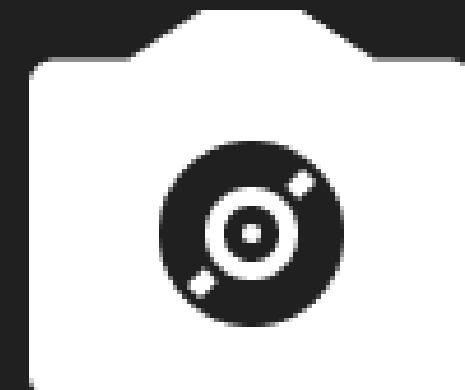
Play Button

Toggle Music On/Off

Colour Palette

#9CFFFF #C6D3E9 #1C2535 #FFB7B7 GRADIENT
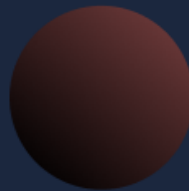
normal   hover   activated

NOTICE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

NORMAL   HOVER   ACTIVATED

NORMAL   HOVER   ACTIVATED

MAIN TITLE   Azonix

Main Title   Coolvetica

STYLE
GUIDE

VINTAGE + FUTURISTIC

SPLASH SCREEN

TUTORIAL

PREFERENCE → **SOUNDS**

PREFERENCE → **GRAPHIC**

PLAY

SETTINGS

RECOGNITION → **PLANE**

RECOGNITION → **SHELF**

USER FLOWCHART
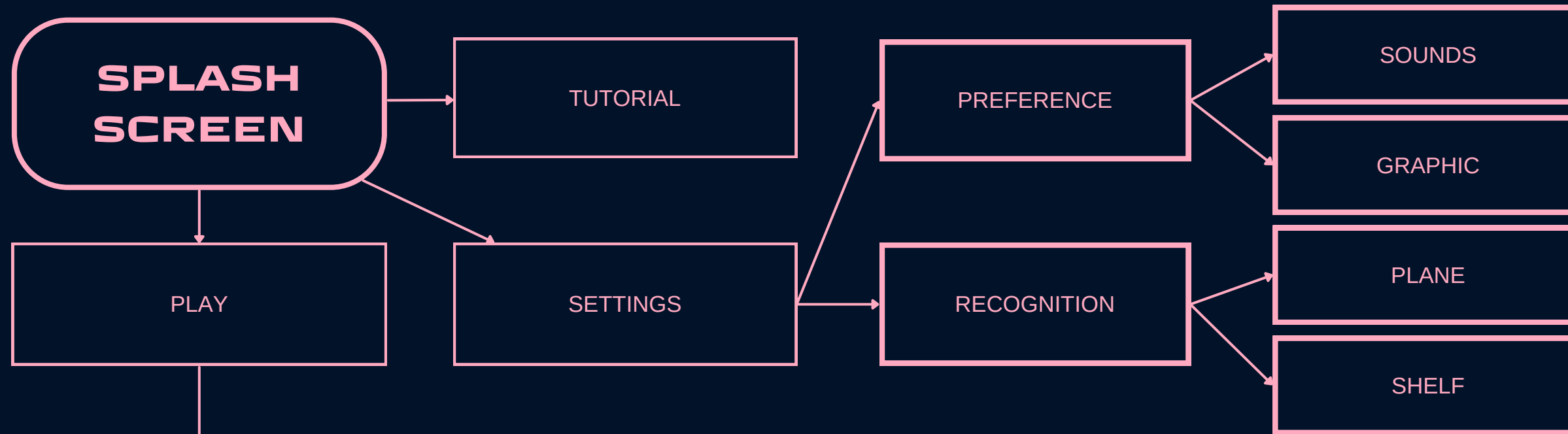
Guidance Overlay:
Loop Animation
Tap to Dismiss
Guide to a surrounding plane

Vinyl Player and Albums appear:
Animation - Push, inertia and bump effects (Natural)
Sound Effects (Successful Deployed)

Scaned a shelf/plane:
Creating an invisible plane
ontrigger, play a polishing
effect on the surface

Tap the Album:
Peek (Confirmation
on selected album)
Pop - Flip animation

Inspect the Album:
The Album rotates to horitonal angle, used
as a plane
Elements pop out in a vertical level based
on the album

Camera gets close to the artwork:
Individual element is interactive or looped animation

Try to simplify the
usage and functions
and access to them
with just GESTURES,
UNIVERSAL BUTTONS.

Horizontally expand the
experience rather than
creating separate
functions.

GANTT CHART

	August	September	Oct

Phase 1 ● Jul 19 - Aug 23 ● 36 days

- Moodboard
- Revision
- Wireframe
- Style Guide
- User Flowchart

Phase 2 ● Aug 2 - Sep 27 ● 57 days

- Visualisation
- Demo
- Mockup
- Asset Generating
- Project Setup
- 3D Animation

Phase 3 ● Sep 6 - Oct 11 ● 36 days

- UI Development
- Function based meta-projects
- Propaganda
- Debugging
- Play Testing
- Pre-Release
- Final Release
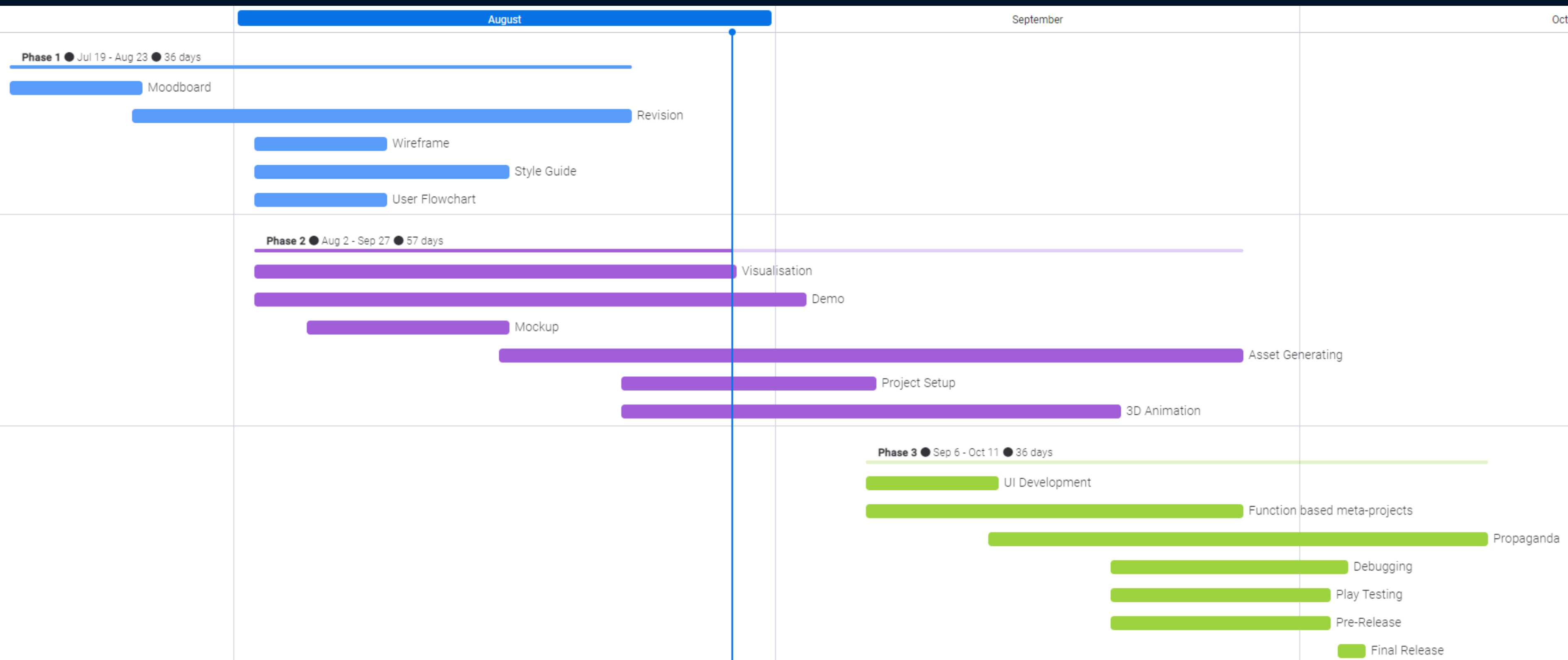
FUTURE FOLIO 2 PLANS

MAJOR

•**Sweeteners**: Ability to show animations, visual effects
•**Album Availability**: More albums to inspect and interact, which means more collaborations!
•**User Interface**: More interactivity on elements for a more playful experience
•**Localisation**: Tailored various themes for different albums

MINOR

•Responsive Design: More platforms to join
•Social Media Sharing: Ability to record custom demos in a form of .mp4 or gif

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REFERENCE

First of all, let me give you a quick introduction of this app. The name is Vinyl Rhapsody. Briefly, this is an AR Scanner of Showing Dimensional Layers of Album Artwork in the Form of LP Record. To use the app is simple, once it is uploaded in App Store, you can download it and open it on home screen just like your other favourite apps. Great, once we ware in the interface, we can select what we are up to do, you can have a look at the tutorial, to see how fun it will be. Press play to enter the main experience, the app will directly take you to the camera, ready to place the albums with a container near you. Usually it looks for shelves, so we can aim at a shelf just near us. Once it is located, the albums will automatically placed right on the plane and play a beautiful animation. Then, it is time for you to pick an album!

Select your album, it pops out as you wish, and now just like the one you saw it in the store, it is wrapped with plastic, so slide with you finger to peel off this layer, then the album is yours!

Opened the album, the detail has no any other difference than the physical copy, looks like you've selected one indie record, nice taste! And it is time for some music, right? While you are listening to the tunes, the images will automatically pop out from the album, great for immersive listening.

And wait, there is more! If you move your device forward into the album, you will have a better view of the inside world, and the bottom is not that shallow! It is like looking at a Lilliput world from the sky while you are still reading an album instead of a story book!

And that is what it will looks like in the final outcome. If you wish to mute, please tap the record toggle; if you wish to see another one, tap the cross at the bottom right to close the album and put it back to the shelf again. So that is Vinyl Rhapsody, my goal is to simplify the user interaction and make one paradise for music lovers to imagine their world.

DETAILED USAGE