

PROCESS: NOKIA DESIGN BOARDS PITCH



Project Date // Autumn 2008

Studio // DAAP (Design Ideation II)

Time // 3 days

Assignment // Develop a series of design boards for a 30-second ad, based on a cellphone of choice. Begin by briefly researching a demographic, gathering reference material, and developing a persona. Finally, develop detailed design boards to propose the look and feel of the final animation.

Limitations // 4-6 frames; 1600x1200 final size.

Process Overview // Utilizing my personal process cycle, this Process document is organized accordingly:

1. Research & Analysis
 - A. Demographic + Persona
 - B. Concept
 - C. Visual Inspiration
2. Exploration
 - A. Storyboarding
 - B. Main Frames development
3. Refinement
 - A. Transition Frames development
4. Production (final JPEG with all frames)

1: RESEARCH & ANALYSIS

A. Demographic + Persona // My target demographic is represented by my developed persona, named "Jordan." He is a 17-year-old, African American male living in an urban environment.

Jordan is physically active and enjoys city nightlife. He likes a wide variety of modern, popular radio music, including Rock, Hip-Hop, R&B, and Pop. He is interested in expanding his musical horizons, and very much associates his personal image/style with his musical preferences. He is passionate and excited about music. He loves the feelings and emotions evoked from his favorite artists and songs.

Jordan uses his cell phone for two main reasons: communication, and entertainment. First, he texts his friends and girlfriend, and keeps in touch with family and relatives. Second, and most importantly, he uses his phone as entertainment: he searches for/buys music, and uses his built-in speakers as a personal jukebox in public or with friends.

B. Concept // My concept, then, was musical discovery and individuality. In line with Jordan's persona and interests, I wanted to create a modern, urban feel that displayed music as intense and powerful. I wanted to develop a visual style that represented the cosmic nature of music for Jordan - to him, music is a huge, intriguing galaxy full of diversity just waiting to be explored.



1: RESEARCH & ANALYSIS (cont'd)

C. Visual Inspiration // Before beginning the visual exploration stages, I gathered several images that represented my demographic and the ideas I wished to convey. These research images influenced my final visual style.

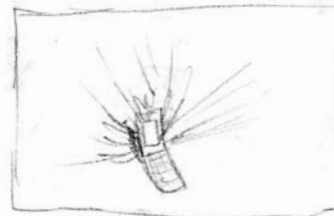
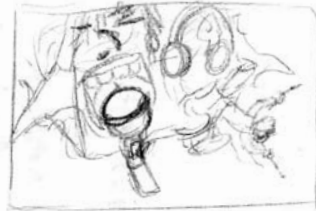


2: EXPLORATION

A. Storyboarding // My next task was to begin developing basic frame explorations for my visual style, based on my demographic, persona, and visual research. The visual concept I explored was in line with my developed concept of musical discovery and individuality: I wanted to make the cell phone seem like its own little world that was unique to the individual, and that my target demographic could connect with.

This in mind, I decided to explore the idea of the cell phone "containing" each musical interest of my demographic. I sketched out different things that could then get "sucked" into the phone, to simulate this idea.

It was also at this time that I begin to brainstorm ideas for a thematic catch phrase that captured the essence of my concept.



Theme:

- "Discover a world,"
- "Find your inner beat."
- "What's your rhythm?"

phone flips closed

2: EXPLORATION (cont'd)

B. Main Frames development // With a basic idea for a visual concept explored in my storyboards, it was time to bring my ideas into Photoshop.

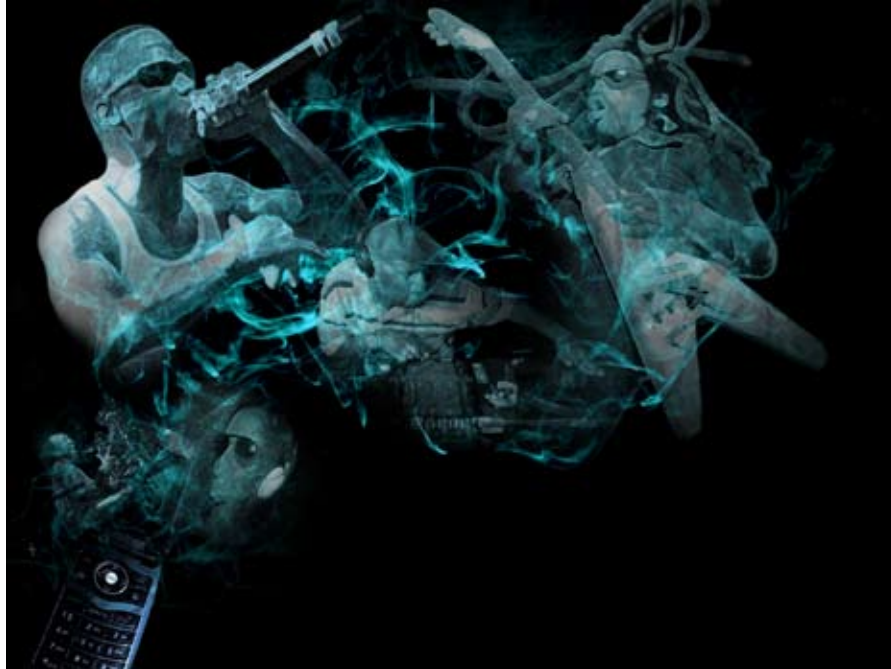
I used the idea of smoke to make it visually intense and mysterious, and to represent the cosmic nature of music for Jordan - to him, music is a huge, intriguing galaxy full of diversity just waiting to be explored. The hazy effect and neon colors visually suggest urban nightlife and the glow of city lights at night.

I decided to change the flow of my visual 'story' from my storyboard. In my storyboard, I began with a visually intense frame, and reduced the intensity over the frames, concluding with a simple, open frame. I felt that the 'story' would feel more complete if it began and ended with a simple frame, making the middle frame the intense visual climax.

With these changes in mind, I developed the following visual style for my first, third, and sixth frame.



First Frame



Climax Frame



Last Frame

3: REFINEMENT

A. Transition Frames development // With a set idea for my beginning, concluding, and climax frames, I began to develop ideas for transitional frames, keeping my 6-Frame maximum limit in mind. To add visual dynamism and interest, I incorporated the idea of depth/zooming in Frames 2 - 4. In Frame 5, I finalized my thematic catch phrase based on my concept. At this stage, it was necessary to make sure the viewer could follow from one frame to the next, so there had to be enough similarities between the frames to allow for this visual connection, but enough differences to justify making the frame a part of the design board pitch.



Frame 2

Frame 4

Frame 5

4: PRODUCTION

Final Design Board // In an attempt to simulate a real-life situation where a design board would need to be developed in a matter of days, I completed all phases of this project in 3 days.

Overall, this project forced me to work efficiently, and narrow my ideas quickly. It was also my first time formally developing a persona based on this demographic research. I am very pleased with the results of this project, and I feel these 6 frames accurately describe the projected animation and its visual style, with appropriate relation to my persona.

