


**INTANGIBLE
INTERACTIVITY**

DANIEL FINN

INITIAL RESPONSE



Intangible interactivity

For this project you will work within the realm of sonic, screen, projected or online platforms to produce a meaningful, provocative and evoking experience for person, audience and/or participant.

In the material world humans depend heavily on what they see and a phase of observation to evaluate the world around them. This opportunity can lead designers and artists to generate enlightening experiences.

Continuing in the parameters of the Lion's Gate Garden project you will develop an interactive installation for a specific audience/user/participant with the intention of invoking a specific narrative within them.

Your project may be a new concept or may be an evolution of the concept you developed in Project One.

#2 INTANGIBLE INTERACTIVITY

- PRODUCE A [MEANINGFUL
PROVOKATIVE
EVOKING] EXPERIENCE
- USING [SONIC
SCREEN
PROJECTION
ONLINE] PLATFORMS
- FOR [PERSON
AUDIENCE
PARTICIPANT]
- WITHIN LION'S GATE PARAMETERS

INTERACTIVE INSTALLATION FOR SPECIFIC USER/AUDIENCE/PARTICIPANT TO INVOLVE SPECIFIC NARRATIVE WITHIN THEM

FINAL DESIGN OBJECT OR INSTALLATION
DEVELOPMENT
A3 POSTER
FINAL DOC

CONTINUED

THIS COMIC ILLUSTRATES THE PHASES OF INTERACTION WITH THE DESIGN

IT REPRESENTS THE USER'S DIGITAL SELF AND WHEN YOU MAKE A POST AND RECEIVE A LIKE, SO DOES THE DIGITAL SELF

IT'S SHORT LIVED INCREASE IN HAPPINESS IS A GROUSOME REFLECTION OF YOUR OWN AS THE LIKE GIVES A SLIGHT DOPAMINE INCREASE, THE USER AND THE DESIGN FEEL THE SAME

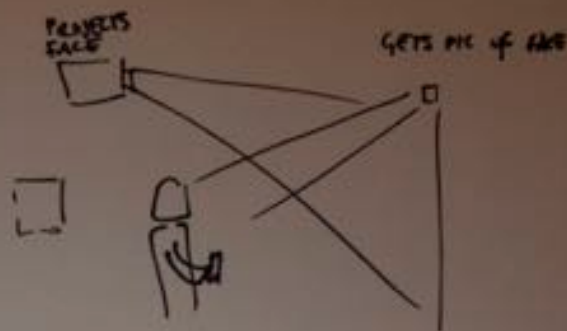
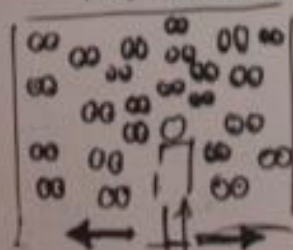




10% OFFERS OFFLINE



100s of FOLLOWERS



MAKE POST... 0 LIKES... 5 LIKES... 30 LIKES



1 PRESS = 1 LIKE



- THE DESIGN HAS AN ACCOUNT ON IG / TWITTER.
- WHEN A USER IS IN RANGE THEIR LATEST POST IS FOUND, THEY PRESS THE BUTTON & GAIN A LIKE.
- THE DESIGN POSTS THEIR POST AND GETS ALL THE BUTTUN LIKES

THE DESIGN HAS AN ACCOUNT ON INSTAGRAM / TWITTER REPRESENTING THE LIONS GATE GARDEN

WHEN A USER IS IN RANGE THEIR LATEST POST IS FOUND, THEY PRESS THE BUTTON AND GAIN A LIKE

IN ADDITION THE GARDEN'S ACCOUNT GAINS A LIKE, THIS IS ACCUMULATIVE FOR THE GARDEN

THE FACE OR AVATAR RESPONDS EMOTIONALLY TO THE INTERACTIONS AS A COMMENTARY ON HOW WE ARE AFFECTED BY OUR DIGITAL PROFILES AND WHEN THEY GAIN A LIKE WE GET A SMALL DOPAMINE RELEASE

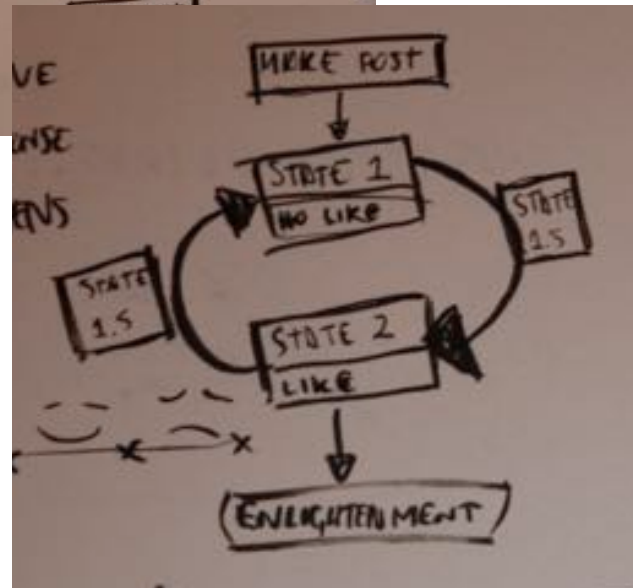
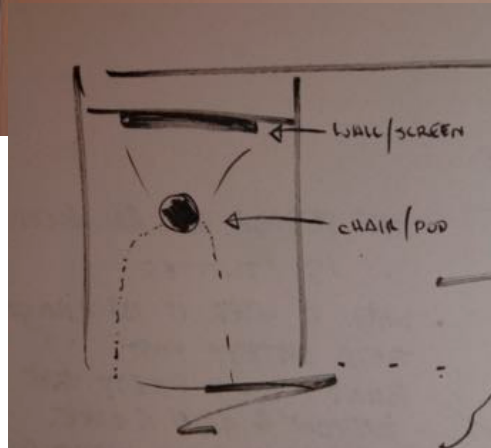
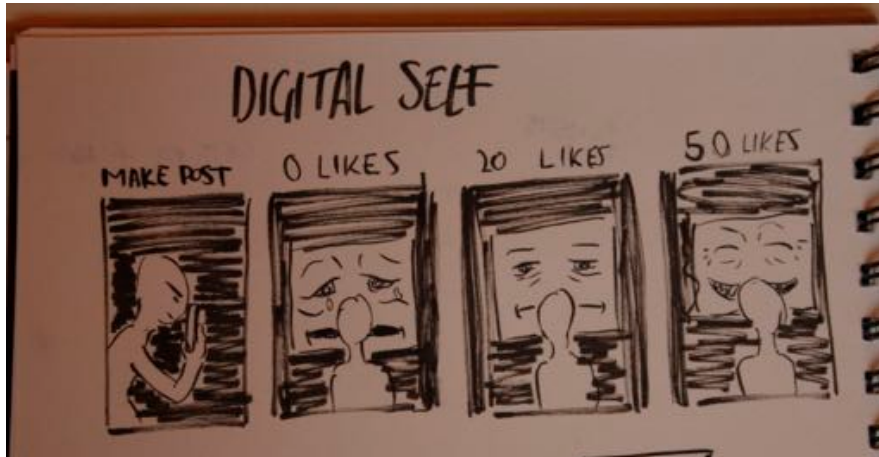
FIRST CONCEPT

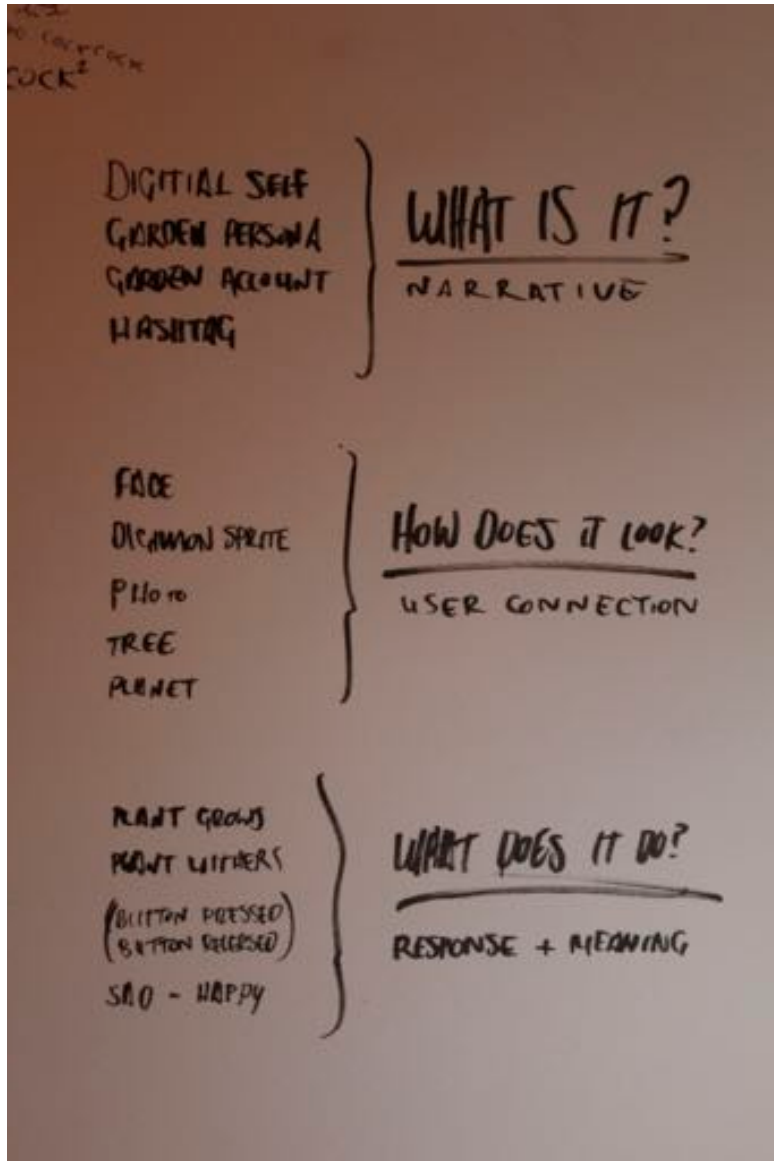
CHANGE FROM INITIAL IDEA AFTER THOUGHT AND DISCUSSION

THE USER'S ACCOUNTS ARE NOT RELEVANT AND COMPLICATE THE DESIGN, ONLY THE GARDEN'S SOCIAL MEDIA ACCOUNT WILL BE NECESSARY

RATHER THAN ACCUMULATE LIKES AND HAVE A GRADUALLY CHANGING VISUAL, WILL HAVE A SHORTER REACTION TIME FROM 'LIKED POST'. THE FACE SHOWING THE EMOTIONAL RESPONSE TO SOCIAL MEDIA LIKES WILL CHANGE FROM A DEPRESSED LOOK TO A SMILE MUCH FASTER, AND THEN RETURN TO THE IDLE DEPRESSED LOOK READY TO BE INTERACTED WITH AGAIN. THE REASON FOR THIS CHANGE IN PACE IS THAT USERS ARE UNLIKELY TO STAND AT THE FACE FOR A LONG ENOUGH AMOUNT OF TIME DUE TO THE SIMPLICITY, THEY WON'T SEE THE CHANGE FROM SAD TO 'HAPPY', THE SHORTER PHASES WILL ALLOW USERS TO EXPERIENCE THE WHOLE LOOP OF THE INTERACTION IN LESS TIME, ADDITIONALLY IT WILL BE MORE PERSONAL AS IT TAKES ONLY THE USER'S SINGLE LIKE TO TRIGGER THE ENTIRE RESPONSE WHEREAS INITIALLY THE IDEA WAS TO HAVE A COMMUNITY OF USERS AFFECT THE FACE BY GIVING A LIKE WHICH WOULD INCREASE THE HAPPINESS SLIGHTLY EACH TIME

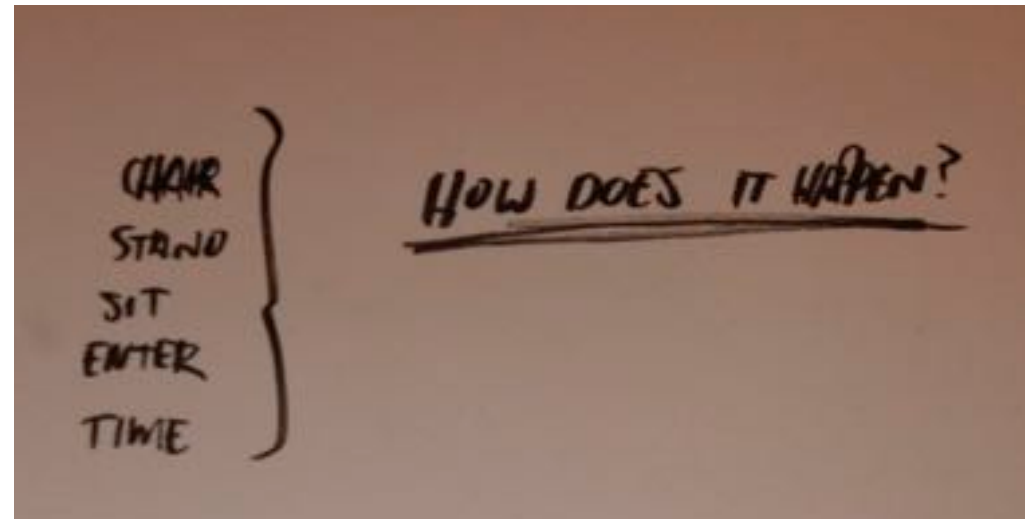
THE FACE WILL STILL LOOK UNHEALTHY AND THAT THE SMILE DOES NOT SEEM GENUINE. THIS IS TO MAKE THE DESIGN MORE SHOCKING AND UNCOMFORTABLE FOR THE USERS





AFTER ANOTHER DISCUSSION I DECIDED TO GO THROUGH THE ASPECTS OF THE DESIGN TO HELP LOCATE ANYTHING THAT MAY NOT BE CLEAR

ALSO I REREAD THE NOTES FROM THE MEETING WITH CALLUM (THE HAED OF THE GARDEN) TO RWEMIND MYSELF OF IT'S AIMS

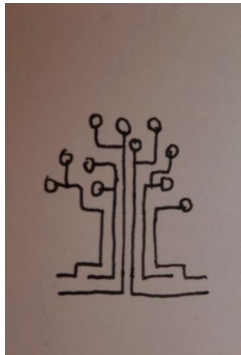
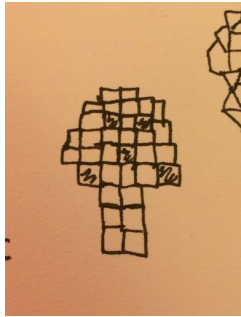


VISUAL IDENTITY

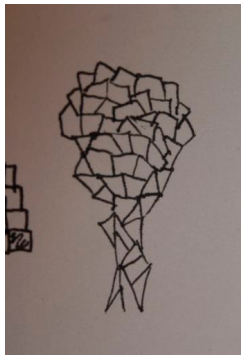


TOO DEPRESSING, THAT WAS THE POINT
BUT I THINK THAT A MORE NATURE
RELATED DESIGN WOULD BE A MORE
POSITIVE RESPONSE WHICH IS IN THE
AREA OF WHAT THE GARDEN ASKS

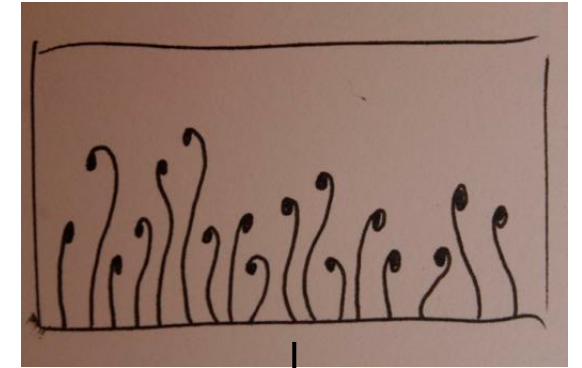
CONTINUED



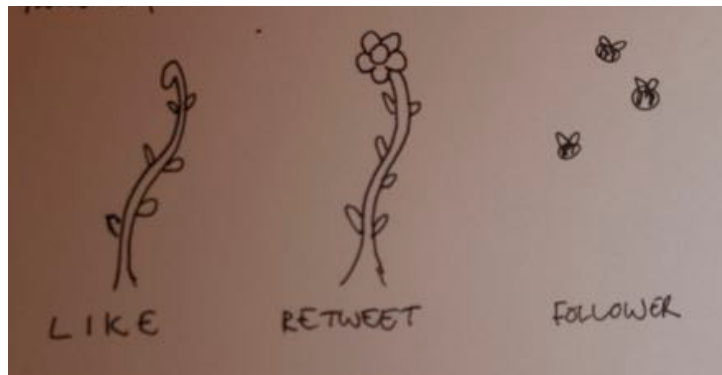
THESE TWO DID NOT MATCH THE VISUAL FEEL I HAD IN ME HEAD AS THE AIM WAS TO COMBINE DIGITAL AND NATURAL AND MAKE A DIGITAL GARDEN RATHER THAN DIGITAL SELF



I REALISED THAT THE DIGITAL ASPECT I WASNTED TO INCLUDE WOULD BE CONVEYED IN THE SCREEN, PROJECTION OR WHATEVER DISPLAY I WOULD USED – I THEN AIMED FOR A MORE ORGANIC LOOKING PIECE OF NATURE, LESS VISUALLY DIGITAL BUT STILL SIMPLE



DIGITAL GARDEN



RATHER THAN USE THE GARDEN'S SOCIAL MEDIA ACCOUNT WHICH WAS NOT ACTIVE ENOUGH TO USE IN THE VISUAL RESPONSES, I WILL USE HASHTAGS THAT RELATE TO WHAT THE GARDEN REPRESENTS, SUCH AS #SUSTAINABILITY WHICH HAS A MASSIVE AMOUNT OF ACTIVITY EVERY DAY

THE DIGITAL GARDEN SHOWS GROWING SPROUTS AND BEES TO ILLUSTRATE LIKES, RETWEETS AND FOLLOWERS

THE DIGITAL INTERACTION MAY TAKE PLACE OUT OF THE GARDEN, EVEN OUT OF THE CAMPUS

FOR ANYONE WORKING, STUDYING OR VISITING THE GARDEN THEY CAN SEE THE SPROUTS GROWING LIVE, ONE BY ONE AS EACH ONLINE INTERACTION OCCURS

THIS CAN LEAD TO WONDERING ABOUT AN EXPLANATION AND THEN TESTING OUT THE PHASES FROM ONLINE INTERACTION TO THE LIVE RESPONSE. THIS ADDS A PLAYFUL INTERACTION AND AN ELEMENT OF CONTROL OVER WHAT IS GOING ON

DATA GATHERING



AFTER LOOKING INTO SERVICES THAT WOULD ALLOW ME TO ACCESS THE API OF SOCIAL MEDIA SITES (AND ALSO PERSONAL PREFERENCE) I DECIDED TO CHOOSE INSTAGRAM OVER TWITTER

THIS WAS DUE TO THE EXPERIENCE OF THE APP, INSTAGRAM IS PRIMARILY IMAGE BASED WHICH IS MUCH MORE ENGAGING TO THE PUBLIC AND A LOT EASIER TO POST PICTURES AND VIDEOS THAT SHOW WHAT IS HAPPENING IN THE GARDEN

#CHOOSINGA#

I RESEARCHED HASHTAGS ON INSTAGRAM IN THE REGION OF WHAT THE LIONS GATE GARDEN AIMS FOR AND WITH A USEABLE AMOUNT OF ACTIVITY IN TERMS OR TRANSLATING IT TO THE DIGITAL GARDEN

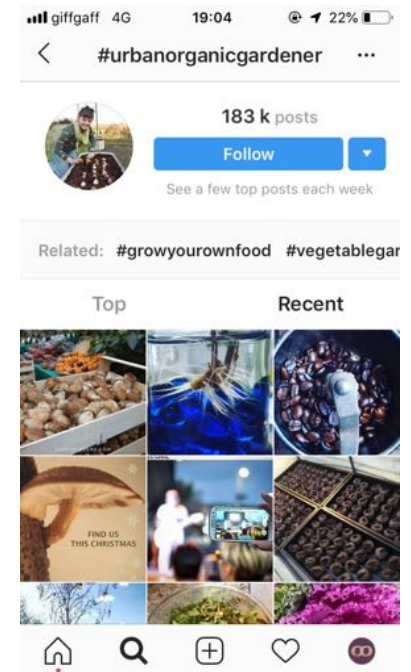
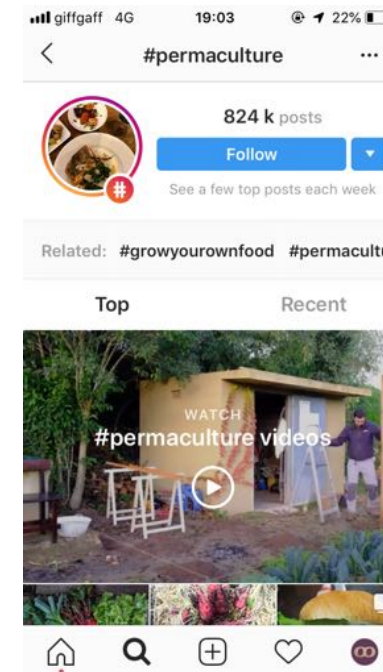
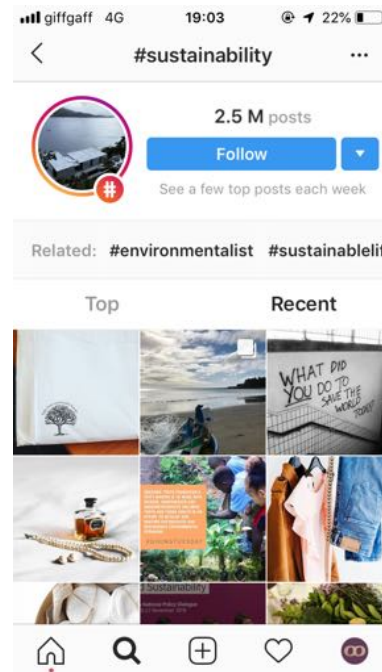
#SUSTAINABILITY 2.5M

#PERMACULTURE 824K

#UNRABORGANICGARDENER 183K

#EDIBLEGARDEN 215K

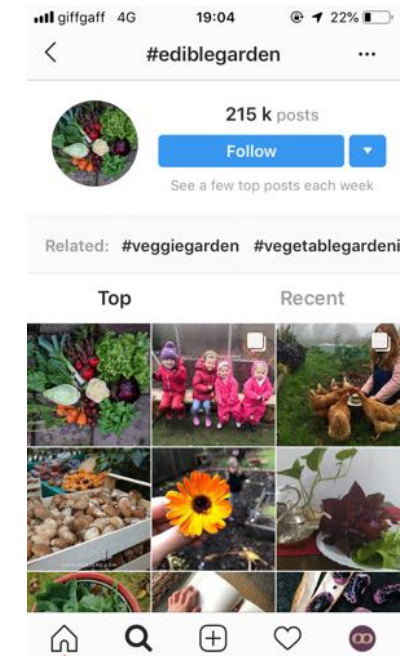
TO NAME A FEW BECAUSE THERE WERE SO MANY USED FOR SPECIFIC THINGS



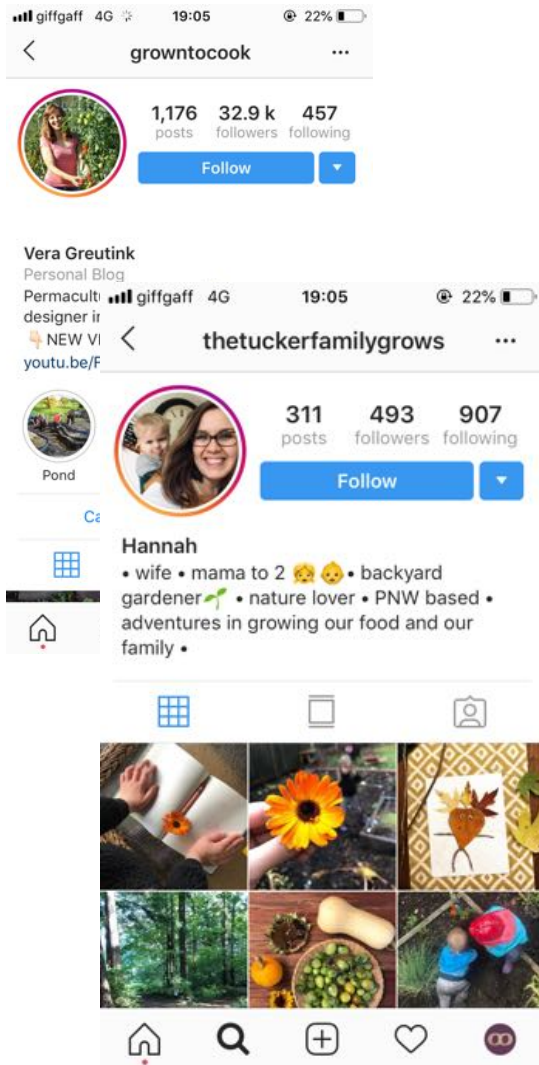
#SUSTAINABILITY WAS MY FIRST GO TO, BUT THIS SEEMED THE CASE FOR EVERYONE BECAUSE IT WAS BEING USED FOR ALL SORTS OF UNRELATED CONTENT LIKE FITNESS & FASHION

AS I GOT DEEPER I FOUND MORE SPECIFIC # AND THROUGH THAT I FOIUND USERS WHO WERE DOING SIMILAR THINGS TO THE LIONS GATE

THIS WAS A SEED FOR AN IDEA...



COMMUNITY



to do with hashtags, can you recommend one that is used by similar gardens or project to you? Also what does pnwgarden mean? I've noticed you and a bunch of other gardens use this?

Ok yes I would say that #ediblegarden is good for seeing others and getting advice or tips on food gardens

pnw is pacific north west which has its own climate and weather so there are certain pros and cons of gardening here hence the kind of community online

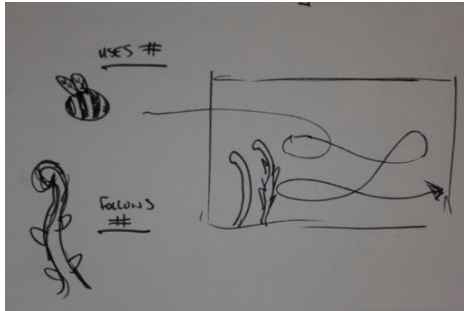
I SPOKE WITH A FEW ONLINE GARDENS / GARDENERS WHO WERE USING SIMILAR # TO ASK FOR ADVICE AND INFORMATION

THIS ADDED TO MY NEW IDEA OF LINKING GARDENS AROUND THE WORLD THROUGH SOCIAL MEDIA USING A HASHTAG AND THE DIGITAL GARDEN DESIGN AS A TRACKER, SIMILAR TO CYCLE PATH TRACKERS AS A COUNTER HOWEVER USING THE VISUAL ELEMENT TO SEE LIVE INTERACTIONS

THE KEY HASHTAGS I WILL USE ARE #URBANORGANICGARDENER & #EDIBLEGARDEN

THIS IS DUE TO THE AMOUNT OF ACTIVITY THE HAVE, #SUSTAINABILITY AND #PERMACULTURE SEEM TO BE TOO FREQUENT WHICH WOULD CAUSE THE INTERACTION OF THE DIGITAL GARDEN TO BE TOO FAST

DIGITAL GARDEN



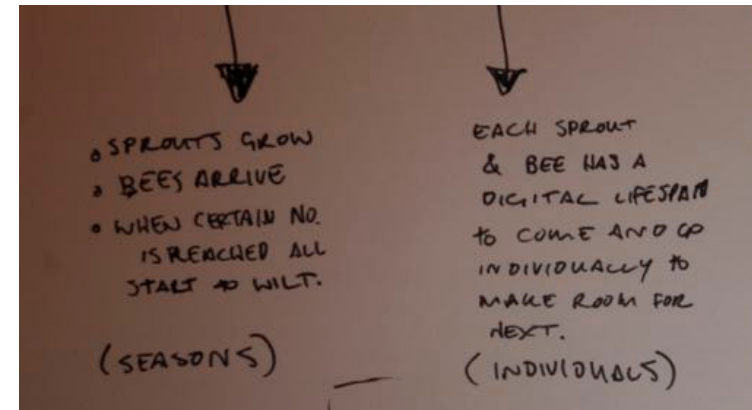
SIMPLIFIED SLIGHTLY TO FIT WITH THE USE OF A HASHTAG

THE DIGITAL GARDEN WILL FEATURE THE SPROUTS WHICH GROW EACH TIME SOMEBODY USES THE HASHTAG TO REPRESENT THE ONLINE GROWTH

A BEE WILL FLY AROUND FOR A LITTLE WHILE WHEN SOMEBODY FOLLOWS THE HASHTAG TO REPRESENT THE ONLINE COMMUNITY GROWING



THERE ARE TWO POSSIBLE DIRECTIONS OF THE CYCLE OF THE DIGITAL GARDEN I WOULD TAKE FORWARD BUT NEED TO CHOOSE ONE (SEASONAL OR INDIVIDUAL)



I DECIDED ON THE INDIVIDUAL OPTION DUE TO THE CONTINUOUS COMING AND GOING OF THE GARDEN RATHER THAN A BULK DISAPPEARANCE WHICH WOULD LEAVE THE GARDEN EMPTY FOR A SHORT WHILE

DIGITAL VIRTUAL RELATIONSHIP

POSSIBLE

- #SUSTAINABILITY
- #DIGITALGARDEN
- #URBANGREENGARDENER
- #EDIBLEGARDEN
- #WILPGARDEN

DIGITAL GARDEN IS
A REPRESENTATION
THAT CAN BE USED
ANYWHERE.

(USING # _____)

- WHEN IT IS USED IN
A POST ON INSTAGRAM
A BEE WILL FLY IN.
- WHEN THAT # IS ENTERED
A SPROUT WILL GROW.
- EACH BEE & SPROUT WILL LAST
A CERTAIN AMOUNT OF TIME
DEPENDING ON THE FREQUENCY
OF ACTIVITY.

THEY CAN JOIN BY USING

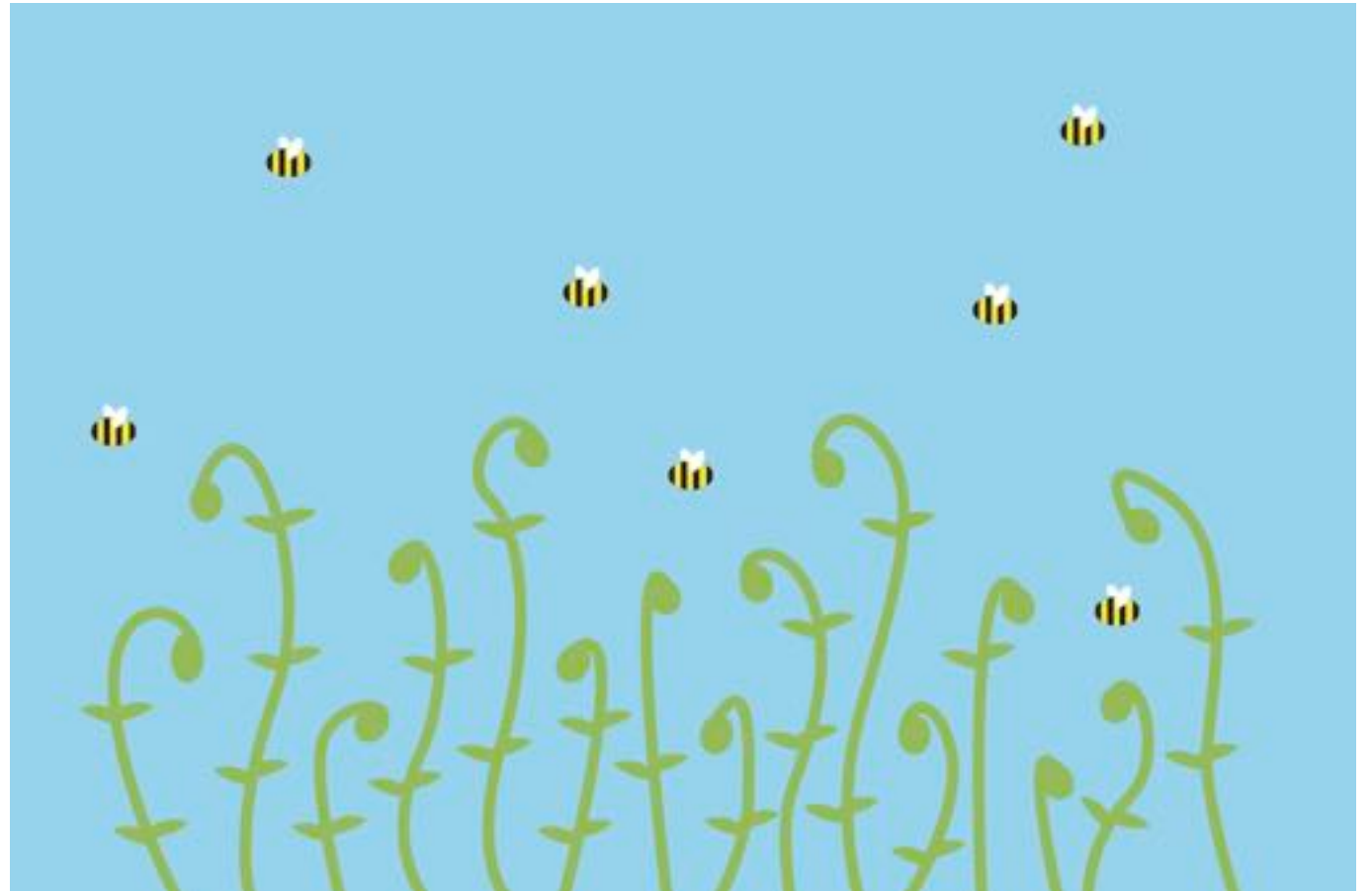
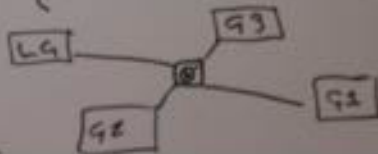
THEN:

- COLLABORATE
- COMMUNICATE
- SEE IDEAS
- SHARE UPDATES

_____ WILL BE

A TEST EXAMPLE FOR
WHEN / IF MANY SIMILAR
GARDENS USE A COMMON
HASHTAG TO CONNECT AN
ONLINE COMMUNITY

NOT JUST AMONG THE
GARDENS BUT TO ANYONE
WHO SEES / SEARCHES #



LOCATION



MADE EACH SPROUT AN INDIVIDUAL PNG FILE WITH NO BACKGROUND, ADDED ALL TOP THE SKETCH, THEN FOCUSED ON 1 TO APPLY ALL THE CODE FOR ITS FUNCTIONS, THEN TO APPLY THAT CODE TO THE REST OF THE SPROUTS

I LOOKED THOROUGH SEVERAL SKETCH EXAMPLES FOUND ONLINE AND IN PROCESSING TO FIND SOMETHING THAT WOULD ALLOW MY SPROUTS TO MOVE UP, I TESTED THEM WITH MY SKETCH AND CHOSE 'FLOAT' WHICH SEEMED TO WORK NICELY AS I COULD CHOOSE THE SPEED AT WHICH THE OBJECT WOULD TRAVEL



NEXT I TRIED TO FIND A LINE THAT WOULD ALLOW ME TO STOP THE FLOATING SPROUT AT A CERTAIN HEIGHT WHICH I HAD SET WHEN IMPORTING ALL THE INDIVIDUAL SPROUTS (PLOTTING THE PNG AND SCALING IT)

AFTER THAT I HAD TO FIND A WAY TO HAVE THE SPROUT REMAIN IN THE STOPPED POSITION AND THEN RETURN TO THE OFF SCREEN POSITION

