

Los Tres Fantásticos

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Interactive Design for Entertainment – MM3301

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SUMMER SHORTS - Proposal

Subject

“Summer Shorts” is an interactive online video festival for current Art Institute of California – Los Angeles students to exhibit their video portfolio pieces for an audience of potential employers, potential students, family and friends.

Summer Shorts is an ART INSTITUTE of CALIFORNIA - LOS ANGELES Digital Video Festival website that will feature festival winners (short films created by students in the Digital Filmmaking, Game Art & Design, Animation, Audio Production, Motion Graphics and WDIM majors), festival updates (dates, press releases after winners announced, etc.), festival forms for interested participants, and "channels" or "categories" for different jury awards and different lengths of films. The site will be designed to appeal to current students interested in participating and also as a calling card piece for the Art Institute of Los Angeles to appeal to potential students and increase bragging rights.

Goals

Designer Goals: The goal of our design team, Los Tres Fantásticos, is to create a unique design that incorporates film festival site standards (easy to understand subject areas, consistent navigation, recognizable iconography in film player buttons, etc.) while also creating a strong digital brand identity for the "Art Institute of California Summer Shorts Online Film Festival." Our design goal is to create a brand identity that will set the festival apart from other "Summer Shorts" festivals (using a cliché name but branding it so it becomes OURS), that will focus on the location of the festival (similar to other known festivals like "Sundance", "Cannes", "Austin", etc.), that will steer clear of "film" icons (film reels, clapboards) while instead focusing on the "digital" aspects, and that will be updatable in future years.) We also intend to create something that is easy to use, easy to manage and informative.

Client Goal: The client has requested a site that is "simple" to use, provides an archive of past films and showcases current student work for the purpose of appealing to potential employers and potential students. The client also wants to prove that they are competitive with larger film and video schools (such as USC, UCLA, Loyola, Los Angeles Film School, etc.).

User Goals: The student user of the site will visit looking for information on how to participate and to find out the dates of the show and deadlines for festival entry. The "potential" student visitor will be viewing the student shorts to view the quality of the work (visually, story-wise, audio) so the player technology and the subject area divisions ("channels") will be key. Potential employers, friends and family will be visiting the site to view specific works by specific students (so a search function should be obvious and intuitive). Finally, competitive institutions and festivals will view the site to see what our school is offering.

Brief

The Art Institute of California - Los Angeles Summer Shorts Online Film Festival, as designed by Los Tres Fantásticos, will be a site that invites the user into an online "festival" experience using recognizable iconography and intuitive navigation. Using the "Summer Shorts" title as a starting point we will create a non-cliché branding design that can be re-used and updated as the festival ages. Video site standards will be followed, to a degree, to create a sense of familiarity for the first-time user and organization (navigation and subject divisions) and search keywords will be strictly structured.

Audience “Personas”

Sally Studios is a creative 20 year old looking to transfer from her community college to a more specified “art” school where she can (be near the beach) specialize in a media-related major. Sally regularly visits websites like LAFilm.com’s student showcase (for creative inspiration), MySpace (for exposure to new musical artists) and Apple’s site for movie trailers. She likes a high quality experience on the Internet and she knows she wants to have a career in the Entertainment industry but she doesn’t know what she’s interested in yet. Sally has visited several “career college” sites but the overly-hyped marketing scares her away and she’s very aware when the example student work on the site hasn’t been changed in a few months. She’d rather go on to a school message board on Facebook or MySpace to ask the current students how they really feel about the programs they’re in.

Matt Shark is 29 years old and has been working within the television and film industry for 6 years. He’s incredibly creative and driven and has moved through the ranks quickly due to his dedication and his audacity. At 29 he’s already directed 15 music videos for major artists and regularly works on commercials with his network of buddies. He’s hired because of his work ethic and he knows where he’s going. Though not much older than the typical A.I. student, he is well-connected and has proven his worth in the industry and is therefore often the crew member put in charge of hiring Production Assistants and Interns. Matt regularly visits sites like AdCritic.net and TheHollywoodReporter.com (and pays for membership) to keep current with industry news, keep tabs on his colleagues, generate potential connections and learn about new business opportunities. Though Matt doesn’t enjoy “student films” per se, he will download and archive video clips on the Internet that inspire him.

What the SUMMER SHORTS site will convey:

- That the Art Institute of Los Angeles is always up to date, current and on the cutting edge.
- That the quality of student work is excellent.

- That the school is competitive.
- That A.I.C.L.A. should be taken seriously.

What will users get out of the site?

- A competition
- An opportunity to show off their work on a well-trafficked site
- Networking opportunities
- Current updates on peer accomplishments
- A “jealously” reaction to incite them to be a part of the competition (or the Art Institute itself)
- Mentorship/Internship opportunities
- Creative inspiration

Summary

Inspired by audience research, we specifically envision a site design that will present student work as ART by featuring student and film biographies (photos of the shoots, storyboards, script segments and etc. that show off the collaborative nature of projects), crew lists (a “who worked with whom” networking opportunity), downloadable reels (so users can save their favorite clips for inspiration or as a calling card), “share with a friend” options, a “light box” like area where users can bookmark their favorite clips and more.

Our vision is to establish a positive buzz for the A.I. students and the school itself by creating a site with current information, impressive student work and a reputation for inspiration. Expansion of the student body and employment opportunities for students is our larger goal. We want it to be known that A.I.C.L.A. and the students in the programs are on par with competitive institutions and colleagues.