

Welcome to the first Writeboard on the Huddle site. We'll use this one to flesh out our "Creative Brief", define our subject and our goals for our site design.

Use the "Add a Comment" link to simply add a comment below the Writeboard. Use the "Edit" button if you want to change the text in the Writeboard window itself. If you choose to "Edit" please signify your changes by using a different font style/color/size (along with some sort of signature to let us know which part you changed). After any major updates please "Notify others of your change" by clicking on the appropriate link.

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**SUBJECT:** 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"/"categories" for different jury awards and different lengths of films.

***VERSION 2 (Edit By Erin): 2008-04-07 18:57:22***

**"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.

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**GOAL:** The goal of our design team, Los Cuatro Fantasticos, is to create a unique design that incorporates film festival site standards (easy to understand channels, 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. (I.E. each year the "shorts" would be updated to the fashion of the year.) 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 the site looking for information on how to participate and to find out the dates and deadlines. The "potential" student visitor will be viewing the student shorts to view the quality of the work and the narrative structure so the player and the channels will be key. Potential employers will be visiting the site to view specific works by specific students so a search function should be obvious and intuitive.

*VERSION 2 (Edit By Erin): 2008-04-07 18:57:22*

**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.

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## Brief "Brief"

The Art Institute of California - Los Angeles Summer Shorts Online Film Festival, as designed by Los Cuatro Fantásticos, will be a site that invites the user into an online "festival" experience using recognizable iconography, a location/weather-based concept and intuitive navigation. Using the "Summer Shorts" title as a starting point we will create a non-cliche branding design that can be re-used and updated as the festival ages. Streaming video site standards will be followed, to a degree, to create a sense of familiarity for the first-time user and organization (channels) and search keywords will be key.

*VERSION 2 (Edit By Erin): 2008-04-07 18:57:22*

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.

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## Comments

[jose perez \(Los Tres Fantásticos\)](#) Posted on Sunday, April 06, 2008 7:58 PM (Comment added to document version 6)

You still have the los cuatro fantasticos but we are three now. In the goal section, I feel confused by the channel option/menu or idea. (don't get it)

On the Brief. brief remember that Claire said something about not referring to "experience" cause is a mislead or something like that. (we might need some rewording there)

everything else is good, it makes sense.

## Version History

<b>Created</b>	<b>User</b>	<b>Title</b>	
74/7/2008 7:01 PM	mme	<a href="#">Subject/Goal/Brief</a>	• <a href="#">Delete</a>
64/1/2008 5:10 PM	mme	<a href="#">Subject/Goal/Brief</a>	• <a href="#">Delete</a>
54/1/2008 4:53 PM	mme	<a href="#">Subject/Goal/Brief</a>	• <a href="#">Delete</a>
44/1/2008 4:43 PM	mme	<a href="#">Subject/Goal/Brief</a>	• <a href="#">Delete</a>
34/1/2008 4:34 PM	mme	<a href="#">Subject/Goal/Brief</a>	• <a href="#">Delete</a>
24/1/2008 4:33 PM	mme	<a href="#">Subject/Goal/Brief</a>	• <a href="#">Delete</a>
14/1/2008 3:12 PM	mme	<a href="#">Subject/Goal/Brief</a>	• <a href="#">Delete</a>

## Audit Trail

<b><u>Date</u></b>	<b><u>User</u></b>	<b><u>Action</u></b>
4/7/2008 7:01 PM	mme	Whiteboard updated
4/6/2008 7:58 PM	jose perez (Los Tres Fantásticos)	Comment added to whiteboard
4/1/2008 5:10 PM	mme	Whiteboard updated
4/1/2008 4:53 PM	mme	Whiteboard updated
4/1/2008 4:43 PM	mme	Whiteboard updated
4/1/2008 4:34 PM	mme	Whiteboard updated
4/1/2008 4:33 PM	mme	Whiteboard updated
4/1/2008 3:12 PM	mme	Whiteboard created