



# Summer Shorts

**Guide to Disc Contents**

**&**

**Site Management**

**Provided by the Web Monkeys**

Production Manager: Erin B. Lillis • Content Manager: Jose Perez


Technical Director: Aileen Pasión • Art Director: Daniel Macias

# Table of Contents

- i. Important Notes
- 1. Disc Contents
  - 1.1. Development
  - 1.2. Site
- 2. Site Management
  - 2.1. Software & Languages
  - 2.2. File Naming Conventions
  - 2.3. How the Prototype Works
  - 2.4. Recommendations for Site Moving & Re-Coding
- 3. Contact Information

## i. **Important Notes – Read Me**

 All fonts should be installed on the designer’s computer before editing any image or motion site content. The fonts are located in **DEVELOPMENT > fonts**.

 If Summer Shorts source files are opened in Dreamweaver, you may receive a “Convert Active Content” warning window. This error will ask you if you want Dreamweaver to automatically convert <object> tags to browser-safe scripts for you. Click **NO**. Any other text editor will not generate this error.

# 1. Disc Contents

This disc includes two folders. The first is DEVELOPMENT and the second is SITE.

The DEVELOPMENT folder contains all files pertaining to the user research, site design elements and imagery (including a digital copy of the Design Document which should be used as a design guide) and presentation files.



**Any alterations to site design should be in keeping with the concept of “summer nights in Los Angeles” and the 10 brand attributes as defined by user research. These 10 brand attributes are: *Elegant, Functional, Vibrant, Alive, Influential, Inspirational, Entertaining, Superficial, Traditional, and Contemporary.***

## 1.1. Development

The DEVELOPMENT folder contains the following folders and files:

- **client\_provided:** All original files provided by the DFVP contacts including design sketches, sample imagery, original scope document, poster comps, privacy summary and terms and conditions.
- **documents:** Contains digital copy of the Design Document.
- **flash:** Contains the open Flash files for the site’s Flash header navigation as well as the Flash files used throughout the site.
- **fonts:** Contains all Font files used in the site design. These fonts should be installed on the user’s computer BEFORE they edit any open image or motion files. If the fonts are not properly installed the user’s computer will replace the type with default fonts which will corrupt the brand identity. The included fonts and their uses are:
  - *Motter Fem D* (used in Summer Shorts branding and in video watermark)
  - *Arcade* (used in Summer Shorts branding and Design Document)
  - *Haettenschweiler* (used in Summer Shorts branding and in various locations on the interface)
  - *Transponder AOE and Transponder Grid AOE* (used in the Flash header for the “time code” type)
  - *Aaaight!* (used in the music videos category icon)
  - *Alba* (used in the motion graphics category icon)
  - *Jack Lantern BB* (used in the horror category icon)

- *KarabinE*. (used in the drama category icon)
  - *Pokemon Solid* (used in the animation category icon)
  - *Trajan Pro* (used in the documentary category icon)
  - *Toontime* (used in the comedy category icon)
  - *Daft font* (used in the experimental category icon)
  - *Milky Well* (used in the television category icon)
  - *LondonTwo* (used in the commercial category icon)
  - *Orator Std* (used in the suspense category icon)
- **imagery:** Contains the following sub folders:
  - *design\_team*: Contains photos and “Web Monkey” versions of the design team for any press/publicity needs.
  - *identity*: Contains the “Ai” logo and the “Summer Shorts” brand files as well as related imagery including the Favicon, the award ribbon and the video player watermark. Also contains the following sub folder:
    - open files: all Photoshop, Illustrator and EPS files.
  - *interface*: Contains all final site designs and the following sub folder:
    - open files: all Photoshop, Illustrator and EPS files
  - *sitemap*: Contains two final versions of the Sitemap. “sitemap\_prototype.jpg” is the graphical guideline to how the prototype website is currently functioning. “sitemap\_orig.jpg” is how the site should be designed by the future Technical Director and includes the Award Categories navigation.
  - *wireframes*: Contains all site design wireframes for site layout and dimensions.
- *presentations*: Contains copy of midterm and final PowerPoint presentations
- *videos*: Contains all video and FLV files including:
  - *ethnography*: Audience research interviews.
  - *sample\_flvs*: Original provided FLV sample files in use in the prototype design.
  - *site\_intro*: Contains the open files (AfterEffects and ProTools) and the final site introductory motion graphics movie in full size and as final FLV. Also includes audio.

## 1.2. Site



The SITE folder contains all files and folders that make the Summer Shorts prototype website function as is. All of the contents of this folder need to be uploaded to the web host's html root folder (either "public\_html" or "www") in its entirety. The folders should **NOT BE RENAMED OR MOVED** (unless being redesigned/coded by a Technical Director). Renaming or moving files could cause code linkage to break which would, in turn, corrupt the prototype website.

The SITE folder contains all page files and the following folders:

- **archive:** Consists of all back-up files. All early and working versions of only the index pages are in this folder.
- **css:** Contains all Cascading Style Sheet files which control the physical appearance of the website.
- **flash:** Contains all FLA and SWF files of the sample videos, the site's header and the video player skin files. These SWF files are what is currently sitting within the central "billboard" on the prototype website and includes the video player, the short name, user name, category name, the long description and the "Embed this clip" code. These SWFs were designed for the prototype but for the fully functional site these files will no longer be relevant as the billboard area needs to be coded for dynamic database interaction using PHP to call data from tables and the video from the FMS hosting site.
- **flvs:** Contains all video flv files. When the site is designed to call from the FMS host, this folder will not be necessary as the video files will live on the FMS host site.
- **forms:** Contains the Rules and Submissions form and the Release form.
- **images:** Contains movie thumbnails, advertisements, site backgrounds and all other graphical site elements.
- **includes:** Contains all PHP headers that include the titling of pages, MySQL connection to the database, and the MySQL close connection. This allows for all the dynamic content to sit in the body of the page.

## 2. Site Management

### 2.1. Software & Languages

The software and languages used to design this site were:

- **Software:**

- Adobe Acrobat
- Adobe Photoshop CS3
- Adobe Flash CS3
- Adobe Dreamweaver CS3
- Adobe After Effects CS3
- Adobe Illustrator CS3
- Adobe InDesign CS3
- ProTools
- Microsoft Office 2007

- **Languages:**

- XHTML
- CSS
- ActionScript 2.0
- PHP 5/ MySQL
- XML
- Javascript will be needed in the future/ Knowledge of Ajax

### 2.2. File Naming Conventions

For consistency, files for the Summer Shorts designs should be named with by their identifier followed by an underscore and then the version number as in the following examples:

- logo\_v1.pdf (for print)

- logo\_v1.ai (for Adobe Illustrator)
- logo\_v1.psd (for Adobe Photoshop)
- logo\_v1.png (for use with images that have transparency/alpha channel)
- logo\_v1.jpg (for the Internet)



**Exception:** Coded pages can be named with version numbers on the designer’s computer but the final version for the website should never be named with a version number. (Altering the name will cause linkage to break on the site.) Before uploading a new version of a page or file on the Internet the original file must be renamed with an underscore followed by the word “\_old” following the original name as in these examples:

- page\_old.html (for HTML only pages)
- page\_old.php (for PHP pages)
- layout\_old.css (for Cascading Style Sheets)
- code\_old.js (for Javascript)

## 2.3. How the Prototype Works

The prototype allows for a dynamic list of “related” videos overlaying the billboard at the right of the “featured video.” This is accomplished by a PHP script that calls to the video database on the host server and searches through a specific column. For example:

```
<?php
////////////////////////////////////////////////////////////////////
//Summer Shorts Film Festival
//Technical Director: Aileen Pasion
//Project Manager: Erin Lillis
//Content Manager: Jose Perez
//Art Director: Danny Macias
//////////////////////////////////////////////////////////////////

$page_title = "Summer Shorts :: AICA-LA Film Festival";
include ('./includes/PageTop.html');
include ('./includes/MySQLLogin.php');

//Query the Database
$shortcode = "long";

$query = "SELECT ss_video.vid_title, vid_creator, vid_shortdesc, vid_shortcode, vid_runtime, vid_category, vid_smallthumb, vid_location";
$query .= " FROM ss_video";
$query .= " WHERE (ss_video.vid_shortcode = '". $shortcode . "')";

//echo $query;

$result = mysql_query ($query);

$title = $row[0];
$creator = $row[1];
$longdesc = $row[2];
$shortcode = $row[3];
$runtime = $row[4];
$category = $row[5];
$smallthumb = $row[6];
$vid_location = $row[7];

include ('./includes/MySQLLogout.php');
?>
```

This specific call searches the column of video categories for the word “long” shorts. This, then, returns a playlist of all returned rows and displays them inside a <div> dressed up using CSS in the billboard:

```
<?php
//Get the data & print it to screen in div format
//so we can control it with css

while ($row = mysql_fetch_array ($result, MYSQL_NUM)){
echo "
<div id='playlist_item'>
  <div id='thumb'>
    <a href='http://www.interactai.net/summershorts/flash/$row[7].swf' border='0' target='video_screen'>$row[6]</a>
  </div>

  <div id='desc'>
    <span class='pl_title'>$row[0]</span> by <span class='pl_creator'>$row[1]</span><br>
    $row[4] | $row[3] | $row[5]<br>
    <span class='longdesc'>$row[2]</span>
  </div>
</div>
";}
?>
```

The search functionality does the same call, except the query goes through and looks in the column “vid\_creator.” Currently, the ‘featured’ video is in Flash and is not dynamic. This means that all information for the featured video is static text information and that a page had to be created for every single video on the site. This can be turned into being dynamic once the videos are integrated with Javascript and are streaming from a Flash Media Server. Only one video page, theoretically, would then be needed.

## 2.4. Recommendations for Site Move and Re-Coding

A Javascript switching of the targeted <div> containing the Flash player would re-load once a video from the playlist is clicked. It would load the variable (usually the ID number) of that specific video through ‘FlashVars’ and the flash player would take that ID and stream it from the URL from the Flash Media Server.

New videos need to be uploaded onto a Flash Media Server and the path needs to be connected in a simple Flash (Actionscript 2.0) “swf” that can take FlashVars. The current player needs to be replaced.

The same PHP calls can be used for the generating of the playlists.

Additionally, the site CSS is currently optimized for the Firefox browser. The new Technical Director will have to create new style sheets for other audience browsers so the site appearance will remain consistent. Other Internet browsers include: Internet Explorer 5, Internet Explorer 6, Internet Explorer 7, Safari and Opera.

## 3. Contact Information

**Erin B. Lillis = Ravie13@gmail.com**

**Jose Perez = pekimsa02@yahoo.com**

Erin B. Lillis and Jose Perez can be contacted regarding the contents of this document and the delivered disc and prototype during the first few weeks of the AiCA-LA summer session (July 7 through July 27, 2008). After that date the prototype site will be considered delivered in full and all design/development information will be archived on personal systems. Questions regarding art delivery or coding that cannot be answered by Erin Lillis or Jose Perez will be relayed to Daniel Macias and Aileen Pasión but response cannot be guaranteed.

