Media Arts and Technology- One Year Program

Cross Media Workflow – Final Project

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Chandramohan SS

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Graduate Media Arts and Technology (MS)

The Master of Science in Media Arts and Technology degree is **a one-year** applied science and technology program concluding with a capstone project.

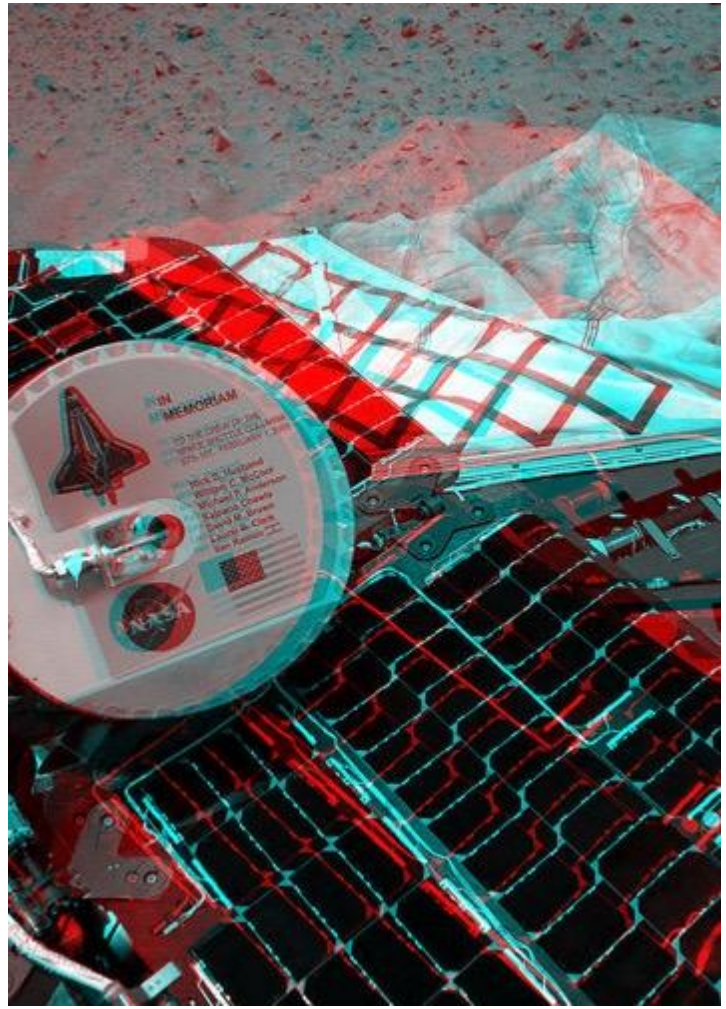
Term: Fall	Term: Spring
PPRT-642 Industry Issues and Trends	PPRT-703 Cross Media Workflow
PPRT-743 Perspectives on Contemporary Publishing	PPRT-603 Operations Mgmt. in the Graphic Arts
PPRT-731 Digital Content Management	PPRT-721 Implementing Media Business Change
PPRT-747 Capstone I	PPRT-747 Capstone II
Free Elective	Free Elective

Electives: Students may choose elective courses from the variety of courses offered in the School of Media Sciences or with other graduate departments and programs at RIT.

Capstone Project: The Capstone Project requires students to develop and demonstrate extensive knowledge on a specific topic related to graphic communications.

Concept Design

- **Concept 1** Anaglyph Poster
- 3D Illusion using glasses



Concept Design

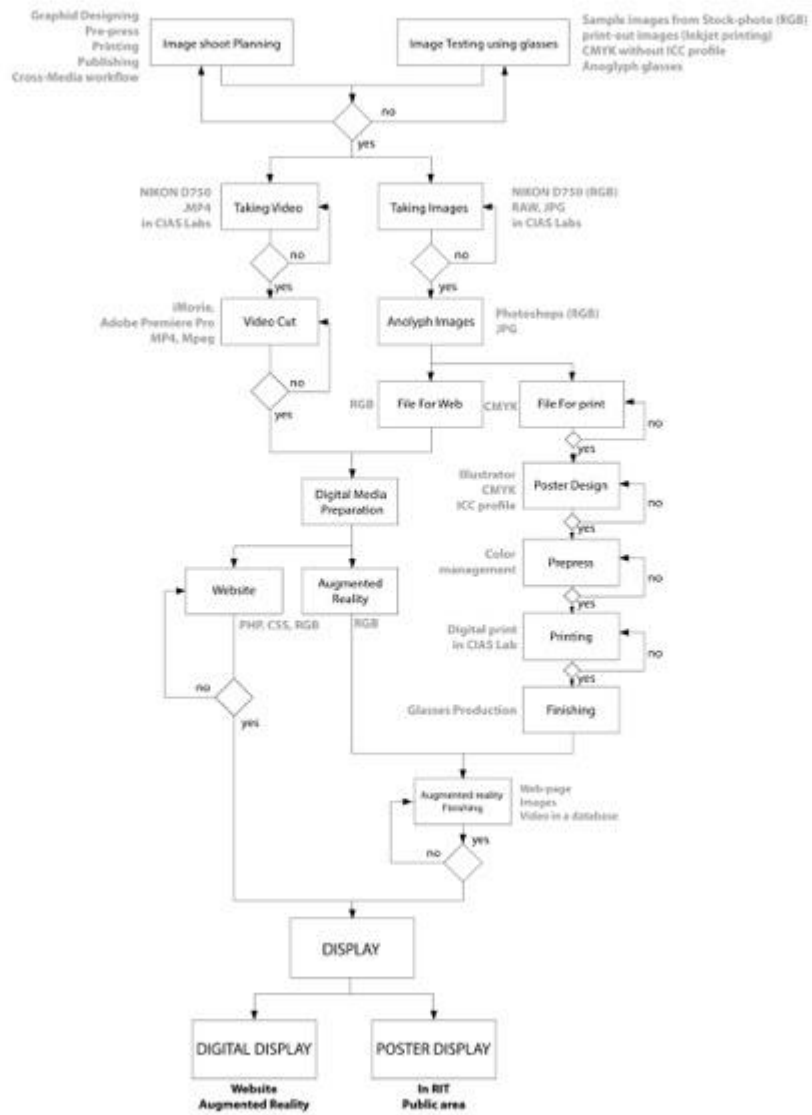
- **Concept 2** Isometric curriculum Illustration

Gant Chart

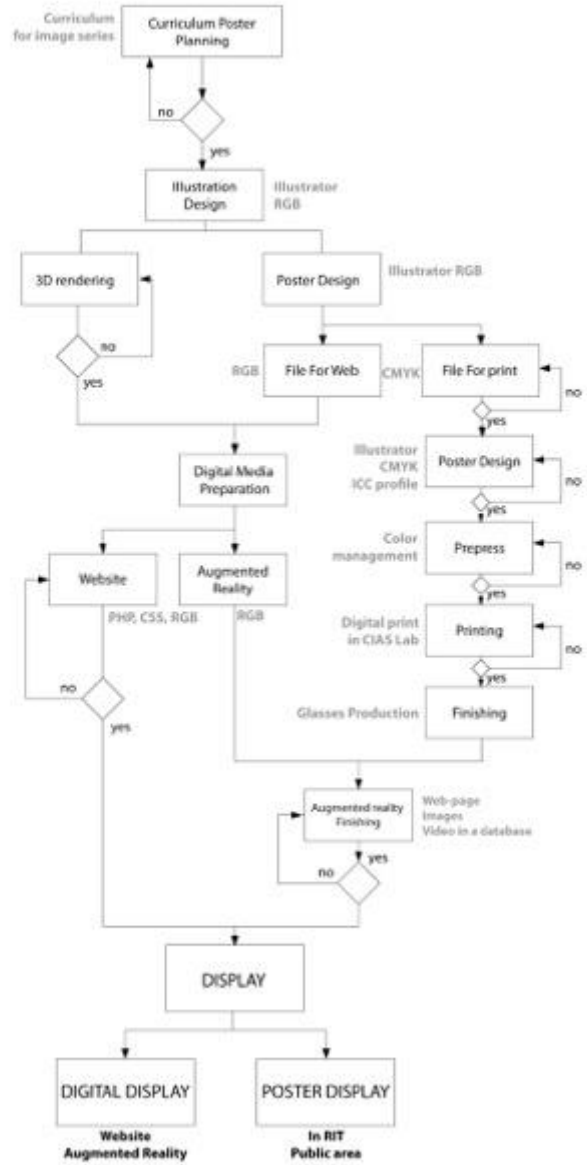
Concept 1	person	Duration	Mar 21-22	Mar 23-30	Mar 31-Apr7	Apr8-Apr15	Apr16-Apr30	1-May	15-May
Planning for image series	Pawan/Nuanjan/Chandramohan	2 days							
Image Tesing using glasses	Pawan/Nuanjan/Chandramohan	1 week				RISK		Glasses available	
Taking Video	Pawan/Nuanjan/Chandramohan	2 weeks							
Taking Photograph	Pawan	2 weeks		completed					
Anoglyph Images	Pawan	1 week							
Poster Design	Nuanjan	1 week				mock up printing			
Video cut	Pawan	1 week							
Augmented function	Chandramohan	1 week							
Finalize work	Pawan/Nuanjan/Chandramohan	2 weeks							
Execution	Pawan/Nuanjan/Chandramohan	1 week							
Project presentation	Pawan/Nuanjan/Chandramohan	1 week							

Concept 2	person	Duration	Mar 21-22	Mar 23-30	Mar 31-Apr7	Apr8-Apr15	Apr16-Apr30	1-May	15-May
Planning for image series	Pawan/Nuanjan/Chandramohan	2 days							
Illustration Design	Nuanjan	3 weeks							
3D rendering	Pawan/Nuanjan/Chandramohan	1 week				Software learning			
Poster Design	Nuanjan	1 week							
Augmented function	Chandramohan	2 weeks							
Finalize work		2 weeks							
Execution		1 week							
Project presentation		1 week							

CONCEPT I. WORKFLOW

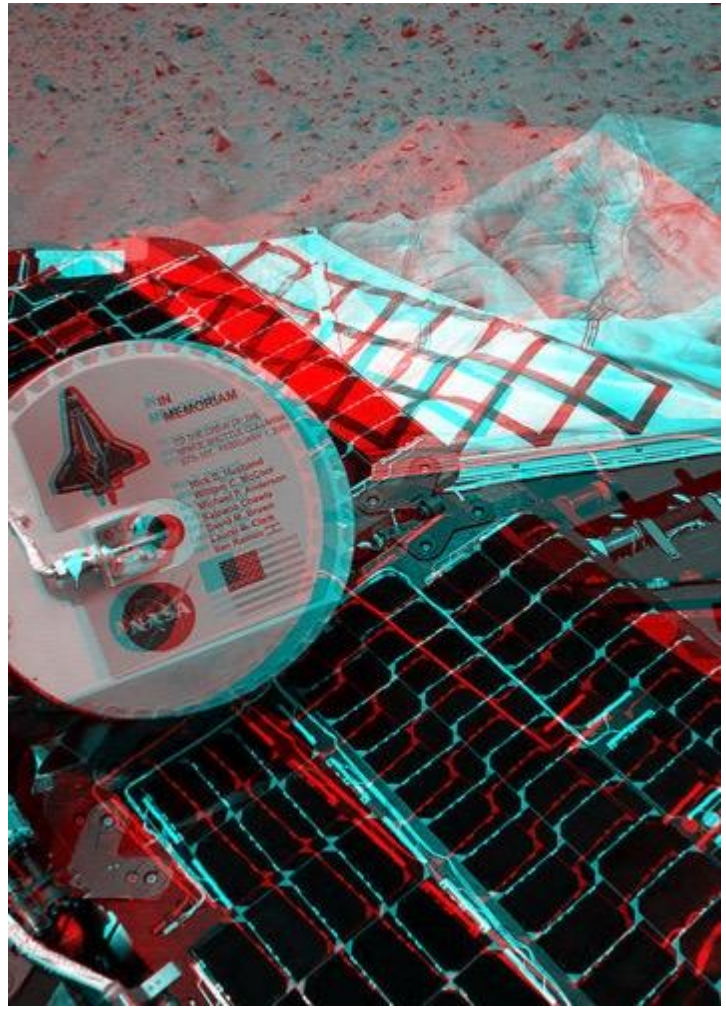


CONCEPT II. WORKFLOW



Production of Concept 1

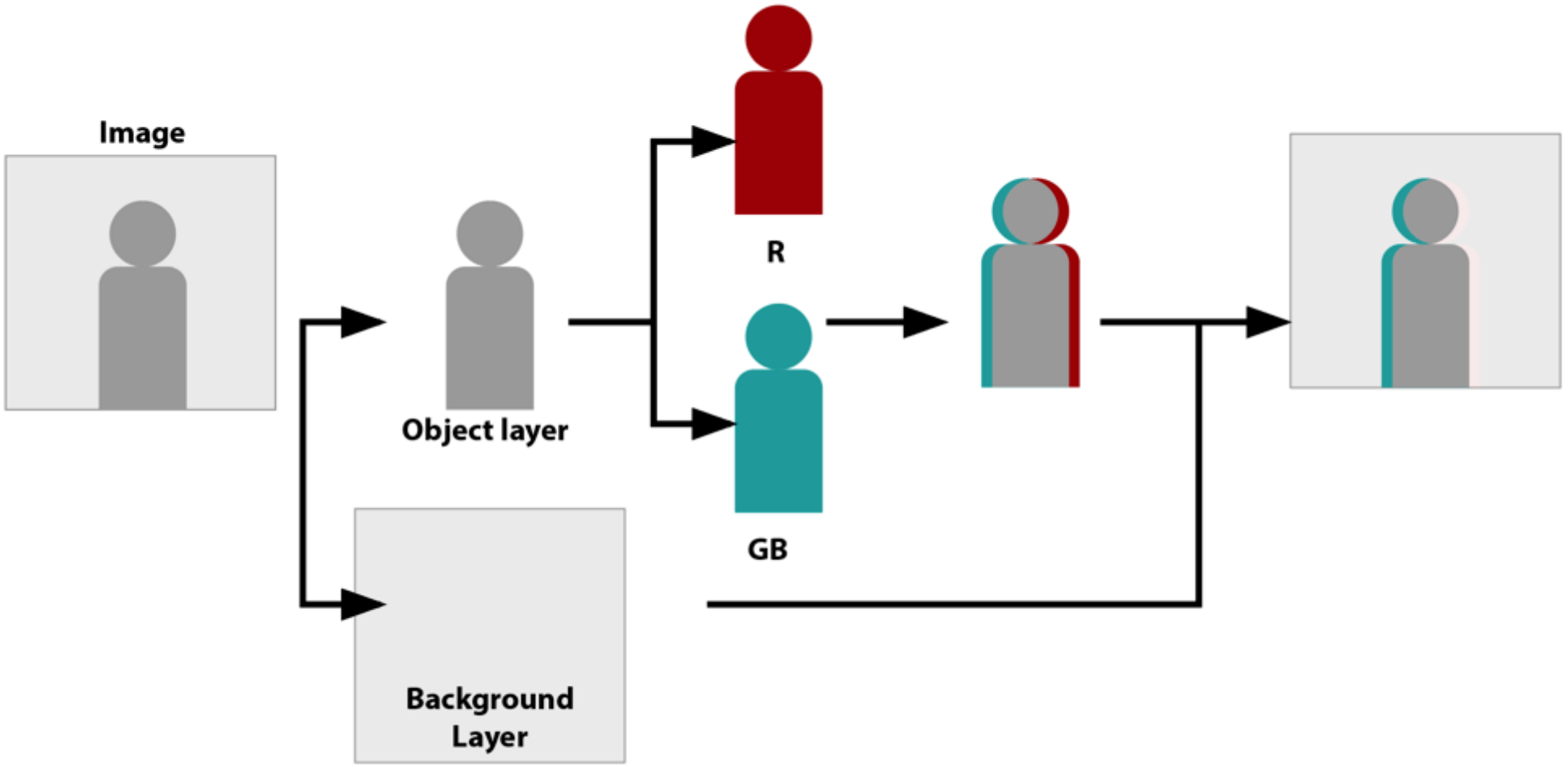
- **Concept 1** Anaglyph Poster
- 3D Illusion using glasses



Concept 1 - Process-Anaglyph Image

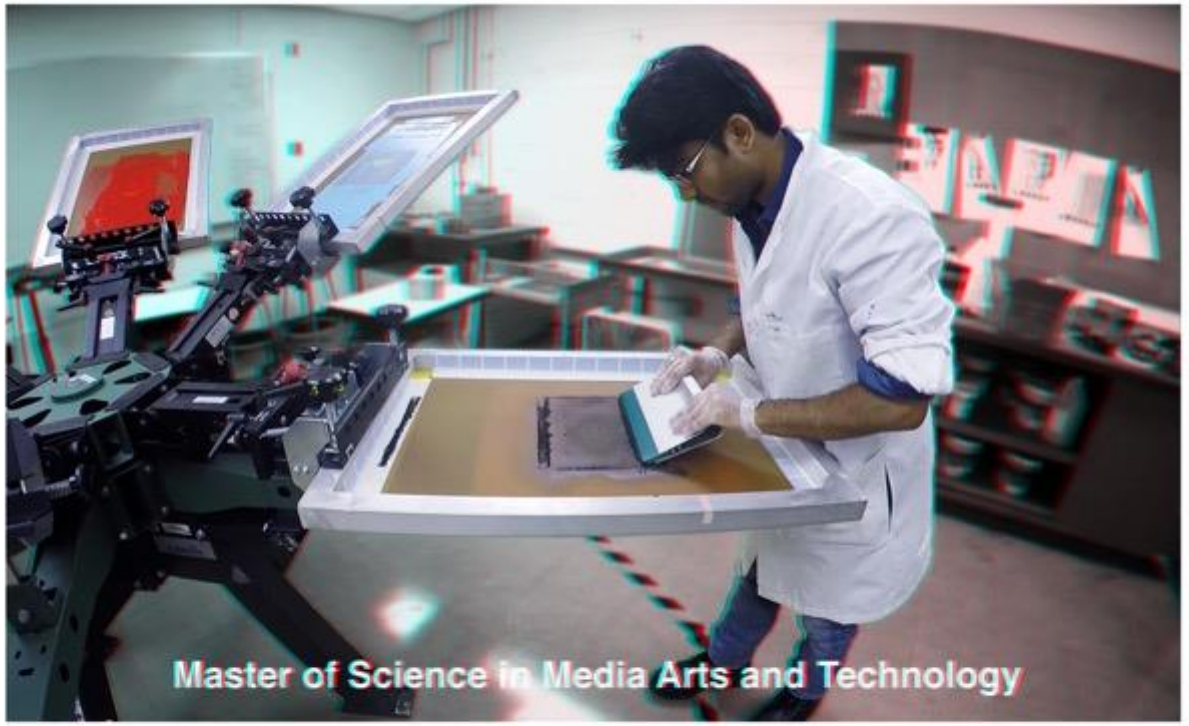
- Open the image in Photoshop
- Separate focus layer and background layer
- Adjust the sharpness in the focus layer and and blur the background layer
- Duplicate the focus layer into two layers
  - Eliminate R channel in the first layer and change the layer style from **normal** to **screen**.
  - Eliminate G and B channels in the second layer.
  - Move the Focus layer one and layer two apart. The red layer will be on the right.

Concept 1 - Process-Anaglyph Image



Concept 1 - Process-Anaglyph Image

Concept 1 -Anaglyph Image for Poster



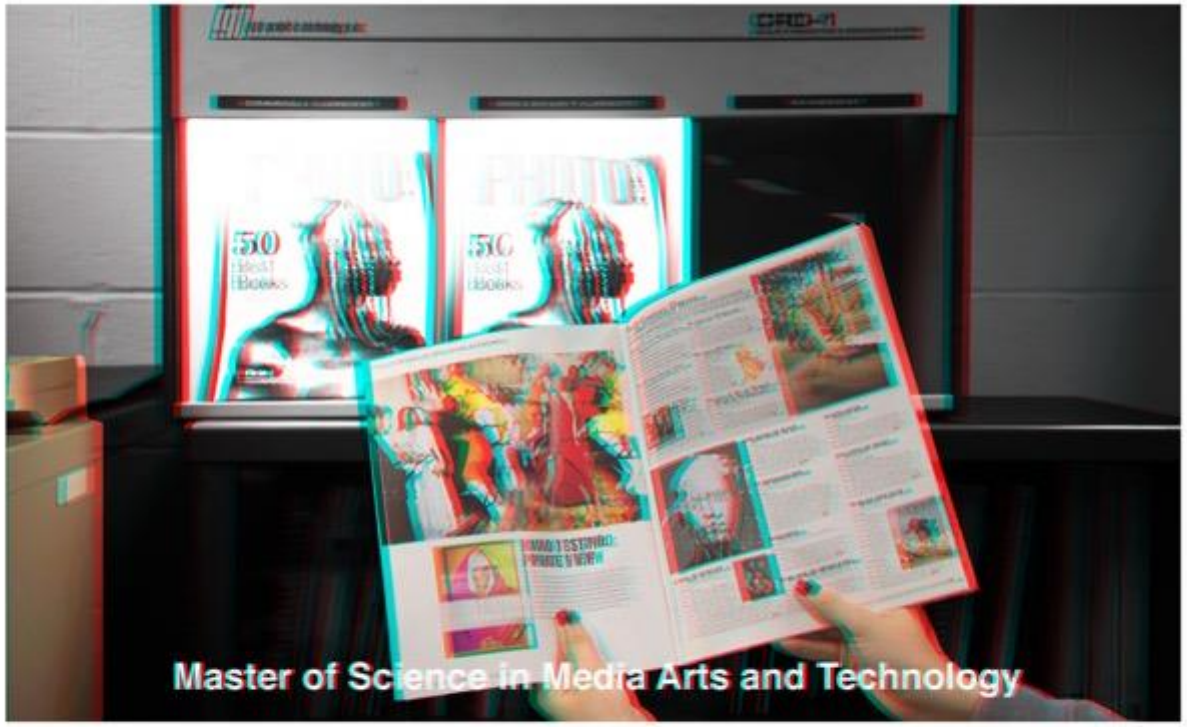
Concept 1 -Anaglyph Image for Poster

RocReader SCAN

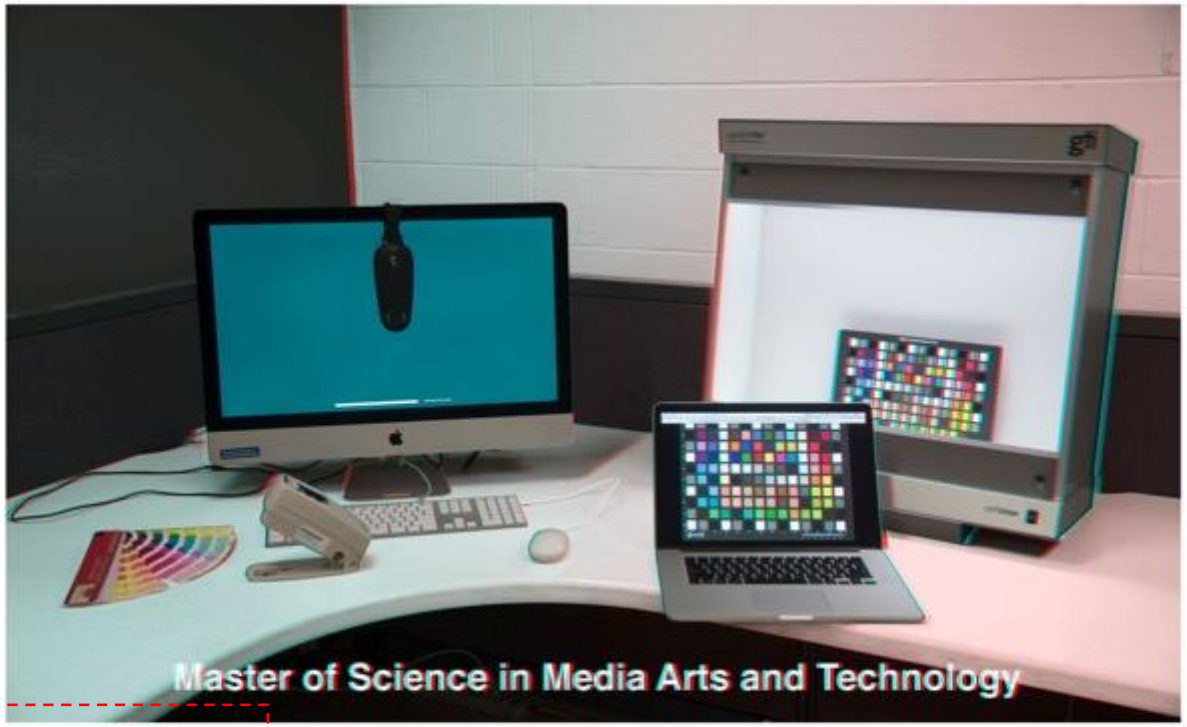
Industry Issues and Trends
Perspectives on Contemporary Publishing
Digital Content Management
Cross Media Workflow
Operations Management in the Graphic Arts
Implementing Media Business Change

R·I·T

Concept 1 -Anaglyph Image for Poster



Concept 1 -Anaglyph Image for Poster



RocReader SCAN

Industry Issues and Trends
Perspectives on Contemporary Publishing
Digital Content Management
Cross Media Workflow
Operations Management in the Graphic Arts
Implementing Media Business Change

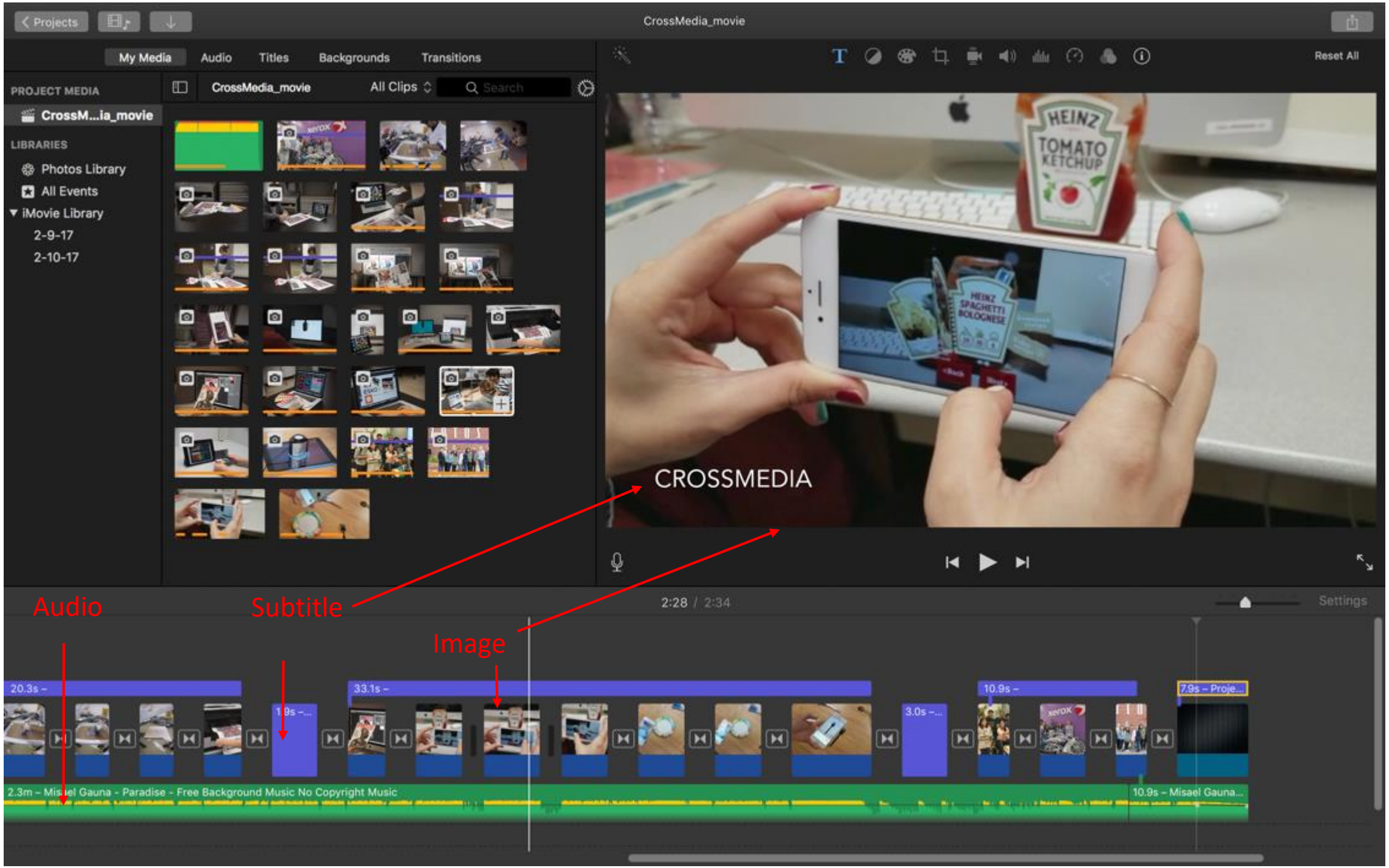
R·I·T

Process-Video

- First step was to **note down** important topics from the Media arts and technology program.
- Next step was to **Click** Images and **shoot videos** for following topics.
  - Graphic designing
  - Prepress
  - Publishing
  - Printing
  - Crossmedia
  - Field trips

Equipment used

- **iMovie** is a basic video editing software offered by mac OS.
  - More professional software are available like Adobe After Effects and Premiere Pro.
- **Nikon D-SLR**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My Media
Audio
Titles
Backgrounds
Transitions
Reset All
PROJECT MEDIA
CrossM...ia_movie
LIBRARIES
Photos Library
All Events
iMovie Library
2-9-17
2-10-17
All Clips
Search
HEINZ
TOMATO KETCHUP
HEINZ SPAGHETTI BOLOGNESE
CROSSMEDIA
2:28 / 2:34
Settings
Audio
Subtitle
Image
20.3s –
1.9s –...
33.1s –
3.0s –...
10.9s –
7.9s – Proje...
2.3m – Misael Gauna - Paradise - Free Background Music No Copyright Music
10.9s – Misael Gauna...

360 degree image

- **Software:** RICOH THETA
- **Camera:** Ricoh THETA M15

Roc Reader

1. Followed the Standard Operating Procedure mentioned in RocReader SOP and some of the steps required admin user ID and Password. So took help of RocReader team to upload and configure them in the CIAS Server.

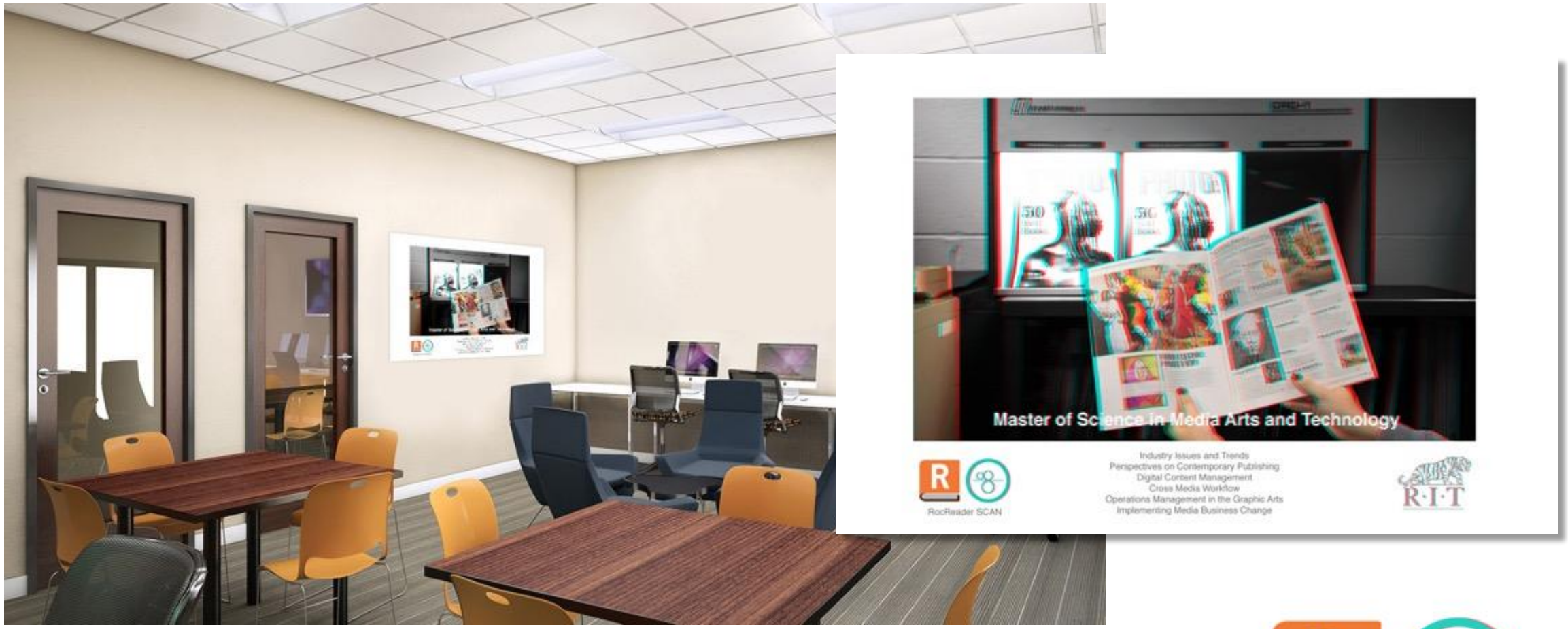
2. Download and Install the RocReader App on IOS or Android phone.

3. Open the RocReader App and then scan the poster.

4. Roc Reader app detects the image on the poster and enables the icons that connects to the 360 degree picture and video.

5. When the user taps either picture icon or video icon on the picture or video is displayed respectively.

Demo Concept 1



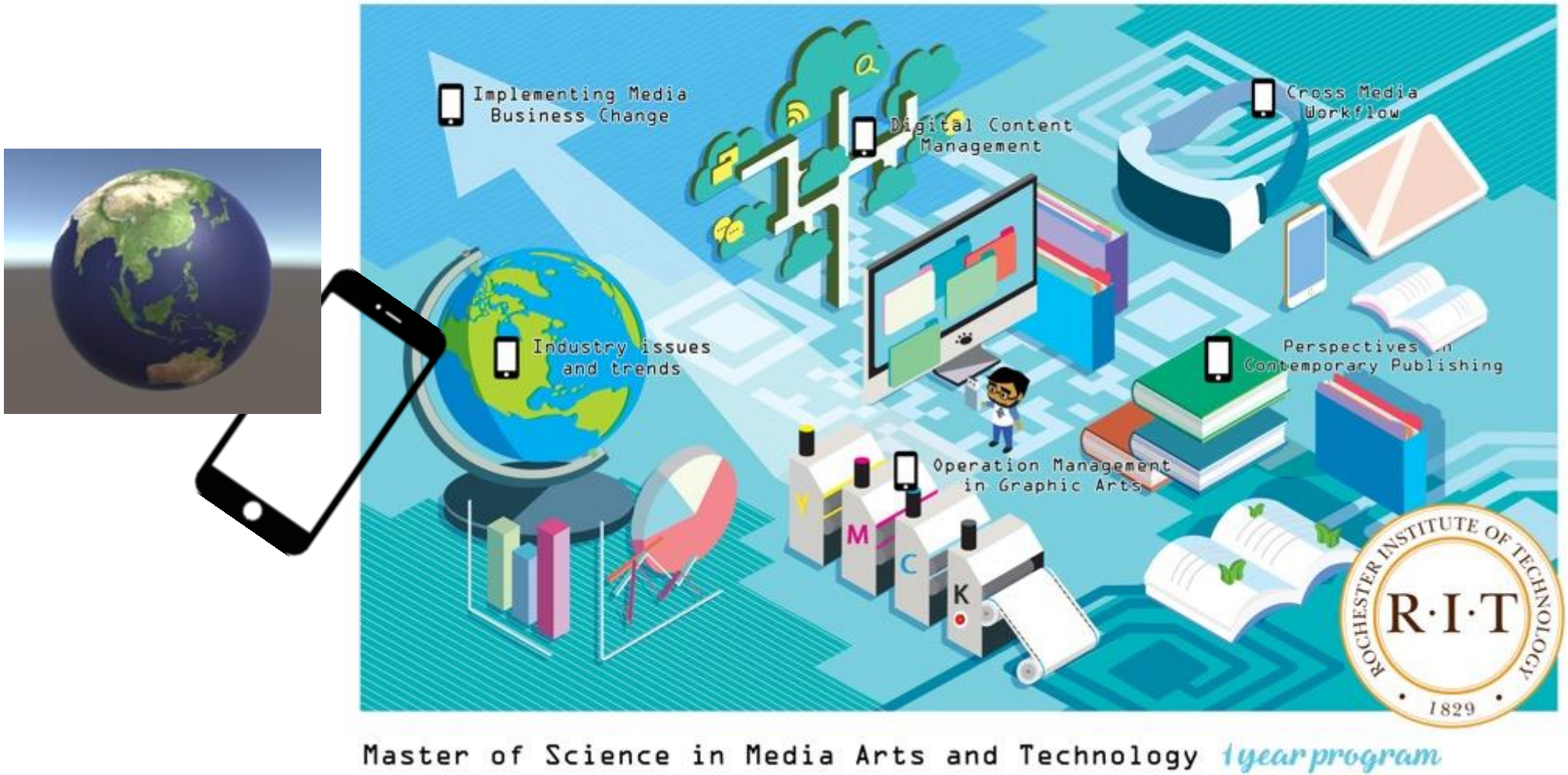
- Link to the Video:
  - https://www.youtube.com/watch?v=bM6EcsaP9aI&t=52s

RocReader SCAN

Concept 2 –Isometric Curriculum illustration

Master of Science in Media Arts and Technology *1 year program*

Concept 2 –Isometric Curriculum illustration



Demo Concept 2- perspective

Cross Media Key Points

- Color control for the digital files and printed posters
- Different Media:
  - Paper (poster)
  - Smartphone (to scan)
  - Monitor (to create digital files, publish and view video)
  - Ipad (to view the video)
  - Printer (to print the poster)

Critical Concerns for this project

- The limitation of the anaglyph poster can be the distance between user and the posters.
- If the distance is too close the anaglyph images won’t be much effective.
- Accessibility:
  - The end user needs to have an **internet connection** for the device which he wants the video to be played on.
  - General public places have **Wi-Fi connection** but most of the places are not Wi-Fi equipped.
  - Thus, person not in the Wi-Fi zone might not be able to play the video
- SOP was well written, however we had to depend on ROC reader team for Admin User ID and Password.
- There was issue with IOS to make the video connection work.
- There was a correction and update in the image files, so we had to change the image in the RocReader Server.

Future Improvements:

- More Images can be added to the movie.
- Detailed explanation of topics in the program.
- Voice as an audio explanation.
- Video can be uploaded on SMS websites, online websites and social media.
- Interactive display of information with the AR
- 3D object display in the RocReader

Q&A